

COMM100 - Informative & Persuasive Speeches:

HOW TO FIND INFORMATION ON YOUR PERSON or TOPIC



There are **three** important parts to doing research at the library: 1) using Specialized Encyclopedias, 2) using the Library Catalog and 3) accessing the library's Electronic Databases. Also, *carefully* searching the Internet can be helpful as well.

- 1) Check out your list of **Suggested Reference Sources**. *Specialized Encyclopedias* are a **GREAT** source for background information on your person or topic!

- 2) Use the Library Catalog to find *print sources* (books)



[\(Search the Library Catalog\)](#)

Believe it or not, the Library may have books dealing *specifically* with your person or topic. To access our Catalog, from the library's homepage, click on **Find Books**.

INFORMATIVE SPEECH: Search your person's name in our Catalog. (see Tip below.)

Tip: Do a **SUBJECT** search, typing her last name first Ex. Subject = **Clinton, Hillary** *How many hits?*

No luck? Try *broadening* your search! Switch to a **Keyword** search and use the phrase "women and _____" where the blank space would be her area of fame (ie. her profession or career). We may have books that contain an *entry* or *chapter* on your person.

Ex. Keyword = **women and _____**

Category (profession/career)


politics **oratory**
sports **business**
medicine **education**

Etc.

PERSUASIVE SPEECH: Search your topic in our Catalog. (see Tip below.)

Tip: Do a **KEYWORD** search, limiting your search terms to one- or two-word phrases. Avoid using whole sentences/questions

Some examples:	<u>Try this...</u>	<u>As opposed to...</u>
	mental illness	<i>the effects of bipolar disorder on families</i>
	global warming	<i>What harm is caused by global warming?</i>
	nutrition and health	<i>the issue of obesity in America</i>

Not happy with what you're finding? (Or maybe with what you're NOT finding??) Click on the  icon! **PASCAL Delivers** allows you to search **and borrow from** other SC academic libraries! It's easy! Just follow these simple steps:

1. Once you've clicked on the icon, you should be taken to the PASCAL Catalog, where hopefully, you'll see some books on your person or topic. If you do and you see one you want to request, click on Request this item.
2. Select **Columbia College** from the drop-down menu and click "Submit above information."
3. Enter your name and your CC Unique ID, which *should* be the number you use to log into Koala Connection with. Click "Submit." We'll contact you when the book comes in, which should only take 3-4 days.

- 3) Access our databases to Find Articles on your person or topic



Magazine and newspaper articles are also a great source of information. From the library's homepage, click on **Find Articles**, then **A - Z Listings**. *But first...*

...Keywords !



OK, *now* you can get more specific with your keywords!

Use your **Concept Map** (or whatever works for you) to brainstorm. This will help you to generate other words or phrases associated with your person or topic. Then experiment by plugging in some of those words/phrases into the database's search box. Remember to separate your search terms with the word "and."

Helpful Databases:

INFORMATIVE SPEECH:

- **Biography Resource Center**
[\(On-Campus Access\)](#) [\(Remote Access\)](#) Of these databases, this is probably the best source
- **Communication & Mass Media Complete**
[\(On-Campus Access\)](#) [\(Remote Access\)](#) Good source for scholarly analysis of speech/rhetoric
- **General Reference Center (Magazine Index)**
[\(On-Campus Access\)](#) [\(Remote Access\)](#) Also potentially a very good source

Other potentially helpful databases...
Oxford African American Studies Center

Dictionary of Literary Biography

PERSUASIVE SPEECH:

- **Opposing Viewpoints Resource Center**
[\(On-Campus Access\)](#) [\(Remote Access\)](#) AWESOME database! Scholarly articles, news, stats, websites – you name it, it's all here!
- **America's Newspapers**
[\(On-Campus Access\)](#) [\(Remote Access\)](#) Access to *hundreds* of U.S. newspapers!
- **Academic Search Premier OR Expanded Academic ASAP** Great general, all-purpose databases.

A full list of helpful databases for your Persuasive Speech can be found at:

<http://lits.columbiasc.edu/edenslibrary/currentevents.htm>

Internet



Helpful Websites for the Informative Speech:

Douglass Archives

<http://douglassarchives.org/>

Gifts of Speech

<http://gos.sbc.edu/>

American Rhetoric

<http://americanrhetoric.com/>

National Women's Hall of Fame

<http://www.greatwomen.org/>

Other Helpful Websites:

Another resource you may find helpful is the library's featured section of Women's Studies websites. To get to these sites, from the library homepage click on: *WWW Resources -> Sites by Subject -> Women's Studies -> Historical*.

Tired of Google's *overkill*?



Try one of these tactics:

- 1) Use Google's **site:** feature!

Type in: **site:gov** **site:org** or **site:edu** followed by your search terms and Google will only give you sites that are **.gov's, .org's, or .edu's**, which are generally more reliable and credible.

- 2) Try Librarians' Internet Index (lii.org) for *fewer, more high-quality results!*

A Google search for **sojourner truth** fetches nearly 500,000 results! Who has time to wade through all that? Not to mention figuring out what's reliable and what's not. But the same search on lii.org fetches only **six**. While 6 hits may sound disappointing, keep in mind LII's sites are *hand-picked by librarians*. Which means the quality is exceptionally high.

What about Wikipedia?

Wikipedia is *not* considered a scholarly source of information. Anyone (yes, that means me, you, your little brother, or the dude at the gas station) can immediately publish anything on there. Sounds pretty cool, but if you think about it, that means you don't know what you're getting. Therefore, you shouldn't use it.

By and large, you will best find what you need by using this information guide. But if you choose to surf the web, here are a few things to keep in mind.

- **Bias** - Who/what organization put together the site and what agenda might they have?
(Tip: Look for an "About Us" tab and read up on those responsible for the site's content)
- **Accuracy** - Are the facts accurate based on what you already know? A web site can be both biased and accurate; they may give you some of the facts, but not include *all* the facts about a particular topic or issue
(Tip: Save your Internet research for last; you'll be a more discerning researcher!)
- **Design** - Is it easily navigable? Too busy or messy? This can say a lot about the overall quality of the website
(Tip: Look for a top or left-hand margin that has easily identifiable navigation tabs)
- **Commercialism** - Are you attacked by pop-up ads as soon as the page opens? Are you asked for personal information? These can be 'red flag' warnings that you are not in a good place!

*COOL TIP: Looking for **pictures** of your person? Try Google: Images! Just go to www.google.com, click on Image at the tops, and then type in your person's name.*

REMEMBER, IF YOU HAVE A QUESTION, JUST ASK. YOUR FRIENDLY LIBRARIANS LOVE TO HELP!

