

## Integrating information literacy into your syllabi

I look forward to playing a role in your students' information literacy education.

Library research instruction sessions are individually designed to meet your curricular needs. The benefits of exposing your students to resource-based learning, include:

- **Receiving higher quality and more interesting student projects and papers.**
- **Helping students prepare to face the challenges of living in an information-saturated society.**
- **Training your students to recognize when information is needed, and then how to find information, evaluate it and use it effectively.**

To schedule presentations with the Greenlee librarian, please:

- **Provide two-weeks notice.**
- **Include a written description of the class assignment you would like your students to undertake using the research skills covered in the presentation.**
- **Convey what style manual you would like your students to use when citing sources.**

The following list shows how library instruction has been integrated into the Greenlee curriculum in the past. Examples can be found at the [Parks Library Instruction Commons](#). Please use the descriptions below as mere guides to planning your own instruction sessions.

### **Jl MC 110 Orientation to Journalism and Communication**

Students meet the Greenlee librarian, tour the library and are introduced to the Greenlee Reading Room catalog and Web site.

### **Jl MC 201 Reporting and Writing for the Mass Media**

Students are introduced to biographical research, using the Web, Lexis-Nexis Academic and other library databases. Attention is given to teaching students to be critical information consumers and to properly attribute information in their stories. Instructors have used this session to prepare students to write backgrounders and cover speeches.

### **Jl MC 202 Intermediate Reporting and Writing for the Mass Media**

Students learn to use the Web to find archived news stories to help them develop story ideas, identify sources, prepare for interviews and provide a context for their stories. Another session is given on using the Web to find public record information.

### **Jl MC 205 Publicity Methods**

Nonmajors learn to find model news releases, and research companies, nonprofits, issues, executives and target audiences using the Web and library sources.

#### **Jl MC 206 Reporting and Writing for the Electronic Media**

Students learn to use the Web to find archived broadcast news stories to help them develop story ideas, identify sources, prepare for interviews and provide context for their stories. They also learn about Web sites designed to help broadcast and online media journalists.

#### **Advrt 301 Strategic Planning for Advertising and Public Relations**

Students are introduced to a wide range of market research resources and techniques that include audience analysis, company and brand research, demographics, psychographics and more.

#### **Advrt 335 Advertising Media Buying**

Students become even more familiar with resources used by media buyers, including data from Audit Bureau of Circulations, Nielsen Television Index, SRDS publications, Simmons, MRI, Mediaweek, Marketer's Guide to Media and more.

#### **Jl MC 349 Print Media Editing**

Students practice using Web-based reference sources and databases to edit and fact-check stories.

#### **Advrt 434 Advertising Campaigns**

Specialized resources, as well as general market research sources, are compiled and highlighted to help students research and prepare an advertising campaign for a specific client.

#### **Advrt 435 Advanced Advertising/Public Relations Campaigns**

Subject-specific resources are compiled and highlighted for NAMA and AAF team members so they can perform the research needed to prepare competitive campaign entries.

#### **Jl MC 424 Public Relations Campaigns**

Students learn basic public relations research, including how to find information on companies/organizations and their key players, perform audience analysis and research various communication channels.

#### **Jl MC 449 Advanced Print Media Editing**

Students learn to perform the necessary research before launching a new magazine, book or Web site. This includes finding information on trends, demographics and psychographics, the publishing industry and more.

#### **Jl MC 460 Law of Mass Communication (new for fall)**

Students learn basic legal research, including how to find laws, opinions, acts and law review articles using such resources as Lexis-Nexis Academic and Westlaw Campus.

#### **Jl MC 574 Communication Technologies and Social Change**

Students learn how to research communication scholars, theories and inventions using such databases as ComAbstracts, ComIndex, Current Contents Connect, Web of Science, PsychInfo and more.

**Jl MC 592 Introduction to Graduate Study in Journalism and  
Communication**

Students are introduced to scholarly databases covering the mass communication field, as well as taught how to search for theses and dissertations, and acquire hard-to-find journal articles.

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**Greenlee School Reading Room**

Hamilton Hall 171 / 294-4353

Monday-Friday, 8 a.m. – 5 p.m.

Dru Frykberg, Librarian ([dfrykber@iastate.edu](mailto:dfrykber@iastate.edu))

<http://www.jlmc.iastate.edu/resources/hh-readingroom/index.html>