



USING PROQUEST



To access ProQuest, go to the MCC Library website:
<http://www.madisonville.kctcs.edu/Academics/Library.asp>

ProQuest is a database service which provides articles on different subjects, taken from a number of national newspapers, magazines, and journals. Many of the articles are available in full-text.

Basic Search Screen

Searching on ProQuest is easy. Begin by typing your search terms into the search term box, as illustrated below:

Enter search terms here

Basic Search Tools: [Search Tips](#) [Browse Topics](#) [16 Recent Searches](#)

Database: Multiple databases... [Select multiple databases](#)

Date range: All dates

Limit results to: Full text documents only Scholarly journals, including peer-reviewed [About](#)

Remember you can limit your search to **Full text documents only** and/or **Scholarly journals**

Search results screen:

You can restructure your search in different ways simply by clicking on one of the “Suggested Topics” in this box.

[Return to Madisonville Community College Library](#) | [Help](#)

Interface language: English

Results – powered by ProQuest® Smart Search

Suggested Topics [About](#) < Previous | Next >

- [Advertising](#) [Advertising AND Stereotypes](#)
- [Advertising AND Gender](#) [Advertising AND Sex roles](#)
- [Advertising AND Women](#) [Advertising AND Business community](#)
- [Advertising AND Television advertising](#) [Gender](#)

669 documents found for: *gender AND advertising* [Refine Search](#) | [Set Up Alert](#)

Mark all 0 marked items: Email / Cite / Export

Show only full text Sort results by: Most recent first

- [OTCPicks.com: OTCPicks.com Daily Market Movers Digest Midday Report for July 17th SDVI, IWWI, BNPD, KWGL, GSCR M2 Presswire](#). Coventry: Jul 17, 2007. p. 1
 [Abstract](#) | [Full text](#)
- [Life Sciences: Data on life sciences reported by researchers at University of Minnesota Health & Medicine Week](#). Atlanta: Jul 16, 2007. p. 2009
 [Abstract](#) | [Full text](#)
- [Imagery, gender and power: the politics of representation in post-war Kosovo](#). Vjollca Krasniqi. [Feminist Review](#). London: Jul 2007. p. 1 (23 pages)
 [Abstract](#)
- [Health Disparities and Direct-to-Consumer Prescription Drug Advertising: A Content Analysis of Targeted Magazine Genres, 1992-2002](#). Teresa Mastin, Julie L. Andsager, Jounghwa Choi, Kyungjin Lee. [Health Communication](#). Mahwah: 2007. Vol. 22, Iss. 1; p. 49
 [Abstract](#)

Whenever you revise your search from the “search results” screen, remember to click here to limit your search to “full text”

Sort the results by “relevance” to get more relevant results at the top of your list

These are the records of the articles retrieved in your search.

Reading a record:

Author(s) (in italics)

Article title (in blue—hyperlink)

Journal title (in bold)

7. [Food Is Love: Food Advertising and Gender Roles in Modern America](#)
Carolyn L. Kitch. **The Journal of American History**. Bloomington: Mar 2007. Vol. 93, Iss. 4; p. 1331 (1 page)

[Abstract](#) | [Full text](#) | [Full Text - PDF](#)

[Click here to read the abstract.](#)
 An abstract is a brief description of the article. You can learn about the article first before reading it.

[Click here for full-text.](#) The article appears in full-text, typed out word for word into a 'plain text' file. Sometimes Graphics will be included along with the plain text.

[Click here for full-text.](#)
 The article is a PDF file, which is an exact copy of how it appears in the print journal it comes from. This uses Adobe Reader software.

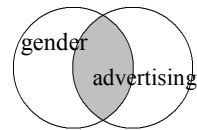
Don't forget that you can request articles and books that the library does not carry by filling out an Interlibrary Loan request from our website.

Search tips to enhance your search:

Boolean operator AND:

gender AND advertising

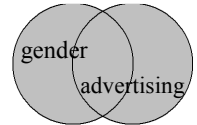
Gives us all articles containing "gender" and "advertising". Gives you fewer results than if you searched either term alone, because each result must contain BOTH of the search terms.



Boolean operator OR:

gender OR advertising

Gives us all articles containing "gender" or "advertising". Gives you more, less specific results than if you searched either term alone, because each result contains EITHER ONE of the search term.



Truncation:

advert*

Gives us all articles containing words that begin with the letters "advert," so this includes both "advertisement," and "advertising." The * symbol stands in for the rest of the word.

Putting it all together:

(gender OR racism) AND advert*

By using parentheses and truncation, it is possible to create complex searches that will give you more specific results.

Printing & Emailing articles

Document View

<< [Back to Results](#)

[Print](#) | [Email](#) | [Copy link](#) | [Cite this](#) | Mark Document

Food Is Love: Food Advertising and Gender Roles in Modern America

Adam Mack. **Journal of Popular Culture**. Bowling Green: [Apr 2007](#). Vol. 40, Iss. 2; pg. 393, 3 pgs

Abstract (Summary)

Advertisin agencies remained focused on white middle-class women even as industry studies repeate

Once you select a record to view it in full-text, you have the option of printing the article, or emailing the full-text article so you can retrieve it later from home.

Questions?? Please ask us!

<http://www.madisonville.kctcs.edu/Academics/Library.aspx>

Regular Semester Hours:
 Monday-Thursday: 8:00-8:00
 Friday: 8:00-4:00, Saturday: 9:00-2:00
 Closed Sundays

Loman C. Trover
Library



Help Desk: (270) 824-1722

Cherry Berges, Director of Library Services:
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