

Identify and evaluate
three credible
sources of
information on that
topic

[Literature](#), [Russian Literature](#)



Identify and evaluate three credible sources of information on mass media

Identify and evaluate three credible sources of information on mass media

The role of mass media as a tool of communication can be explored using the following sources: a) The study entitled as ' A Comparative Study Of Traditional Mass Media, The Internet And Mobile Phones For Integrated Marketing Communications' of Hongcharu, & Eiamkanchanalai (2009), b) the study entitled as ' Media Roles in Suicide Prevention: A Systematic Review' of Sisask & Varnik (2012) and c) the study entitled as ' Significance of Internet Marketing in Promoting Consumer Goods in Subcontinent' of Soomro et al. (2012).

These studies can be characterized as quite credible in regard to the issues discussed. The credibility of these studies is based on the following facts: all three studies are peer reviewed studies, being published in academic journals. This means that these studies have been thoroughly examined as of the accuracy and the quality of the information provided. These studies have been chosen using certain criteria: a) they are published in academic journals, being part of academic literature, b) they are recent; two of them were published in 2012 and one of them was published in 2009; c) they refer to different aspects of the subject involved, i. e. of mass media, so that the particular subject is explored as effectively as possible.

Academic and professional research must use credible sources since they need to lead to the development of accurate assumptions in regard to the issues under examination. Online library offers a critical advantage, compared to the search engines, in regard to academic and professional research: studies available through the online library have been already

checked as of their credibility; in this way, valuable time can be saved in checking the credibility of resources required for developing an academic research project. Moreover, online library offers the option to set exact criteria in regard to the material required. In search engines such features are not available while if existed cannot perform effectively.

References

Hongcharu, B. & Eiamkanchanalai, S. (2009). A Comparative Study Of Traditional Mass Media, The Internet And Mobile Phones For Integrated Marketing Communications. *Journal of Business & Economics Research*, 7(12), 31-40.

Sisask, M. & Varnik, A. (2012). Media Roles in Suicide Prevention: A Systematic Review. *International Journal of Environmental Research and Public Health*, 9, 123-138

Soomro, Y., Hameed, I., Butt, A. & Shakoor, R. (2012) Significance of Internet Marketing in Promoting Consumer Goods in Subcontinent. *International Journal of Humanities and Social Science*, 2(13), 213-217.