Only 1 Web Site Allowed:  
*Now What Do I Do?*

Using the Mt. SAC Library for Speech 1A Research

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Today’s Agenda

1. Topic Development
2. Sources of Information
3. Citation of Sources
Topic Development

Do you want a cup of coffee?

Or a coffee with room for cream?

Or a grande iced mocha half-caf with nonfat milk and no whip?
Ask Some Questions

• Who?
  – Who drinks coffee?

• What?

• Where?
  – Where do we drink coffee?

• When?

• Why?
  – Why do we drink coffee?

• How?

• Databases can help:
  – Credo Reference
  – Gale Virtual Reference Library
  – CQ Researcher
  – Issues & Controversies
Sources of Information

• How many sources needed for each speech?
  – Only 1 web site allowed!

• What else can you use?
  – Books
  – Images
  – Interviews
  – Journals
  – Magazines
  – Newspapers
Mt. SAC Library Offers ...

**Books (Research) / Encyclopedias (Overview)**

**Newspapers**

**Magazines**

**Journals**

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**The New York Times**

Suing Her Label, Not Retiring: Carly Simon Won’t Go Gently; [The Arts/Cultural Desk]

Stephanie Clifford  *New York Times* (Late Edition (East Coast)), New York, N.Y. - Oct 12, 2009 pg. C 1

**Abstract (Summary)**

(...) five days before her album's release, Starbucks scaled back its marketing age. Ms. Simon wrote and recorded songs about the nervous fears of young women, but the label decided to change the focus of the album.

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**Full Text (1614 words)**

Copyright New York Times Company Oct 12, 2009

Broken trust, men misbehaving, women trying to recover — these sound like the ingredients for a new Carly Simon album. But this time Ms. Simon was telling a story about her most recent record, “26,” a new collection of songs that are a bit more feel-good than her previous work.

A Starbucks spokeswoman, Sange Dass, said the company had not seen this album yet and that, for the time being, it was a hit.

“The Kind of Love” was supposed to be Ms. Simon’s final album — “You just can’t do that to me,” she wrote in her autobiography — but she can’t retire. Her money issues made the Sta
So Want about — well, she still is singing him.

*Starbucks was so attractive to her...*

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**Coffee confections**

Globalising Justice within Coffee Supply Chains? Fair Trade, Starbucks and the transformation of supply chain governance

KATE MACDONALD

**Abstract** This paper reviews a range of initiatives for the global institutional arrangements through which a global coffee system is organised and governed. Specifically, it examines Starbucks’ CAFÉ Practices Program, which attempts to improve working and living conditions for coffee growers, and the Fair Trade system, which seeks to promote fair prices for coffee. The paper argues that these initiatives are important, but that they are insufficient to address the complex issues of supply chain governance.

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**News | Trends | Advice**


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However, these initiatives have typically been designed as discrete systems of ‘supply chain’ governance, which has limited their ability to advance these dimensions of worker and producer well-being that are shaped by a range of state and non-state actors beyond as well as within supply chain...
What Do You Want to See Today?

Just getting started?
• Definitions and facts
  – Gale Virtual Reference Library
• Pros and cons
  – Issues & Controversies on File

Ready for research?
• Books
  – Library catalog
• Newspapers
  – ProQuest Newspapers
• Magazines and journals
  – Academic Search Premier

http://library.mtsac.edu
Citation of Sources

Keep track of:
- Database Name
- Article Title
- Author
- Publication Title
- Date of Publication
- Volume, Issue, Page
Remember!

1. Refine your topic
   - Who, what, where, ...

2. Find a variety of sources
   - Books, journals, magazines, ...

3. Keep track of sources as you go along

4. Get help from librarians