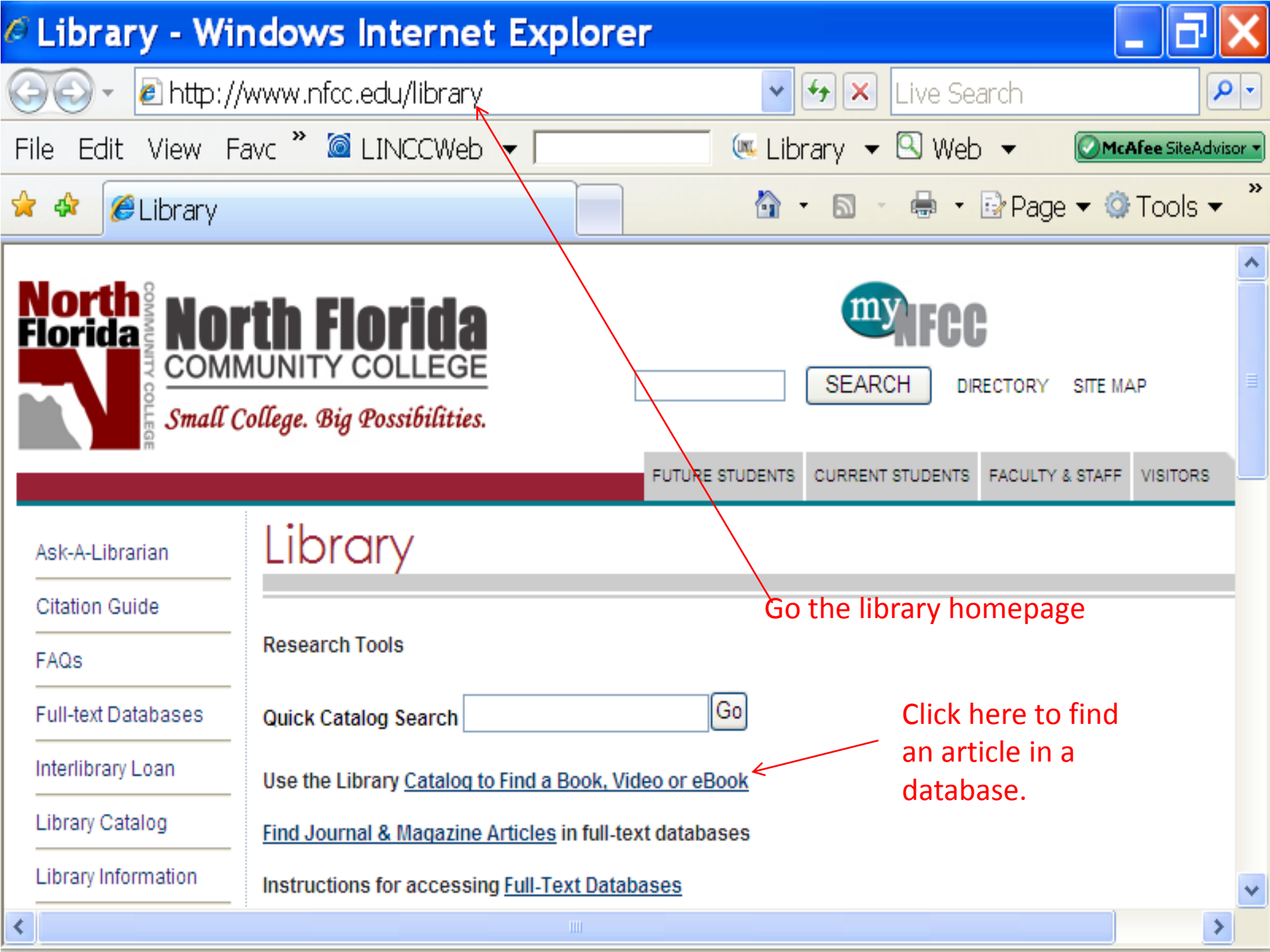


NFCC Library

Database Tutorial



http://www.nfcc.edu/library



SEARCH

DIRECTORY SITE MAP

FUTURE STUDENTS CURRENT STUDENTS FACULTY & STAFF VISITORS

Library

- Ask-A-Librarian
- Citation Guide
- FAQs
- Full-text Databases
- Interlibrary Loan
- Library Catalog
- Library Information

Research Tools

Quick Catalog Search

Use the Library [Catalog to Find a Book, Video or eBook](#)

[Find Journal & Magazine Articles](#) in full-text databases

Instructions for accessing [Full-Text Databases](#)

Go the library homepage

Click here to find an article in a database.

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ABC-Clio and Greenwood e-books are now available through the "Digital Collection (ABC-Clio)" link on the database search page of subscribing schools. They remain unavailable through the catalog record links. The vendor is aware of the problem and is working on a solution. We will return access as soon as possible.

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[What resources are available for Guests?](#)

The borrower ID is the barcode number on your student ID. The PIN is the last 4 digits of your social security number.

**** Notice ****

ABC-Clio and Greenwood e-books are now available through the "Digital Collection (ABC-Clio)" link on the database search page of subscribing schools. They remain unavailable through the catalog record links. The vendor is aware of the problem and is working on a solution. We will return access as soon as possible.

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Borrower ID: [.....]

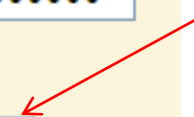
PIN: [....]

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Database Search Multi Dbase Search A-Z Journals Citation Linker

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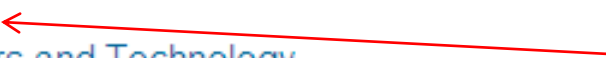
ASK a Librarian

Alphabetical By Subject

Click on +/- to Open or Close Categories or on a database name to go directly to that database

- + Arts and Humanities
- + Biography
- + Business
- + Computers and Technology
- + Digital Content
- + Education
- + Electronic Books
- + General
- + Health and Medicine
- + K-12













Once you've successfully logged in, you will see a list of subjects. Click the subject and you will see a list of databases about that topic.



North Florida COMMUNITY COLLEGE
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Alphabetical By Subject

Click on +/- to Open or Close Categories or on a database name to go directly to that database

- + Arts and Humanities
- + Biography
- Business
 - [Access Business News \(NewsBank\)](#)  Full Text
 - [Applied Science and Technology Full Text \(Wilson\)](#)  Full Text
 - [Business Full Text \(Wilson\)](#)  Full Text
 - [Business Source Complete \(EBSCO\)](#)  Full Text
 - [Consumer Reports.org \(EBSCO\)](#)  Full Text New
 - [DemographicsNow \(Gale\)](#)  Full Text New
 - [General BusinessFile ASAP \(Gale\)](#)  Full Text
 - [Global Road Warrior \(World Trade Press\)](#)  Full Text
 - [GreenFILE \(EBSCO\)](#)  Full Text
 - [Hoovers Premium](#)  Full Text
 - [JSTOR](#)  Full Text
 - [MasterFILE Premier \(EBSCO\)](#)  Full Text New

Click on the "i" to see what information is contained in the database.

Once you choose the appropriate database, click on the title.

Welcome to LINCCWeb at North Florida Community College - ...

http://www.linccweb.org/eResources.asp?DB=ebsco Live Search

File Edit View Favc LINCCWeb Library Web McAfee SiteAdvisor

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ASK a Librarian


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You are about to leave LINCCWeb and connect to a vendor provided web site. LINCCWeb is not responsible for the content or system availability of that site.

Once you click on the database name, click this button to proceed.

Connect to Database

Trouble connecting? [Click here](#)

Searching: **Business Source Complete** | Choose Databases >

 in ?

AND in

AND in

[Basic Search](#) | [Advanced Search](#) | [Visual Search](#) | [Search History](#)

This is the search screen for this database. There are several search boxes for your search terms.



Search Options

Search modes ?	<input checked="" type="radio"/> Boolean/Phrase <input type="radio"/> Find all my search terms <input type="radio"/> Find any of my search terms <input type="radio"/> SmartText Searching Hint	Apply related words <input type="checkbox"/> Also search within the full text of the articles <input type="checkbox"/>
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Limit your results

Full Text <input type="checkbox"/>	References Available <input type="checkbox"/>
Scholarly (Peer Reviewed) Journals <input type="checkbox"/>	Published Date from Month <input type="text"/> Year: <input type="text"/> to Month <input type="text"/> Year: <input type="text"/>
Publication <input type="text"/>	Publication Type All Academic Journal Periodical Trade Publication
Document Type All Article Bibliography Biography	Language All Dutch English French

Searching: **Business Source Complete** Choose Databases »

EBSCO HOST

"commercial speech" in Select a Field (optional) Search Clear ?

AND "first amendment" in Select a Field (optional)

AND in Select a Field (optional) Add Row

Basic Search Advanced Search Visual Search Search History

You can do a simple search using one search box or you can search multiple concepts at the same time. For example, this search will find articles that are about commercial speech in relation to First Amendment rights. The word "AND" combines the search terms. Be sure to type quotes around phrases, as shown.

Search Options Reset

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Searches can be limited to full text only. Be sure to ALWAYS click the full text box to find full text articles.

Limit your results

Full Text

Scholarly (Peer Reviewed) Journals

Publication

Document Type

References Available

Published Date from Month Year to Month Year

Publication Type

Language

Searches can be limited to only peer-reviewed articles. Be sure to click this box if you need to find articles from peer-reviewed journals.



Searching: **Business Source Complete** | [Choose Databases >](#)

Click search to find articles.

"commercial speech" in

AND in

AND in

Below is a list of articles. To find the text of an article, click on the title.

[Basic Search](#) | [Advanced Search](#) | [Visual Search](#) | [Search History](#)



Page: [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)

[Relevance Sort](#) v

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52 Results for...

Boolean/Phrase:
"commercial speech" and "first amendment"

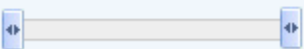
Limiters

- Full Text
- Scholarly (Peer Reviewed) Journals

Refine your results

- Full Text
- References Available
- Scholarly (Peer Reviewed) Journals

1977 Publication Date 2009



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Source Types

1. [ADVERTISING & THE *FIRST AMENDMENT*](#)

By: Cohen, Dorothy. Journal of Marketing, Jul78, Vol. 42 Issue 3, p59-68, 10p, 2 Charts; (AN 4997693)

Subjects: ADVERTISING laws; COMMERCIAL law; COMMERCIAL speech; UNITED States; UNITED States. Constitution. 1st Amendment; UNITED States. Supreme Court; FREEDOM of speech; SPEECH -- Law & legislation; UNITED States -- Politics & government --

Database: Business Source Complete

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2. [The evolution of *first amendment* protection for *commercial speech*](#)

By: Boedecker, Karl A.; Morgan, Fred W.; Wright, Linda Berns. Journal of Marketing, Jan95, Vol. 59 Issue 1, p38, 10p, 2 Charts; (9501310004)

Subjects: COMMERCIAL speech; ADVERTISING laws; SALES promotion; ADVERTISING; GOVERNMENT policy; MARKETING strategy; UNITED States; UNITED States. Supreme Court; UNITED States. Constitution. 1st Amendment; CENTRAL Hudson Gas & Electric Public Service Commission of New York (Supreme Court case); LAW & legislation

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ADVERTISING & THE *FIRST AMENDMENT*.

Authors: Cohen, Dorothy¹

Source: Journal of Marketing; Jul78, Vol. 42 Issue 3, p59-68, 10p, 2 Charts

Document Type: Article

Subject Terms: *ADVERTISING laws
*COMMERCIAL law
*COMMERCIAL speech
FREEDOM of speech
SPEECH -- Law & legislation
UNITED States -- Politics & government -- 1974-1977

Geographic Terms: UNITED States

Company/Entity: UNITED States. Constitution. 1st Amendment
UNITED States. Supreme Court


Abstract: The article discusses the application of the U.S.' *First Amendment* in relation to advertising. U.S. Supreme Court cases from the 1970's are highlighted. One case focused on an advertisement for abortion services appearing in a Virginian newspaper. In this case the Supreme Court said that the advertising language in question was protected as free *speech* under the U.S.' *First Amendment*. In 1976 the Supreme Court stated that an advertisement which does "no more than propose a *commercial* transaction" is protected by the *First Amendment*. Analysts say the fact that the content of an advertisement is *commercial* will not preclude it from *First Amendment* protection.

Author ¹Professor of Marketing, Hofstra University, Hempstead.


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using SmartText Searching.

Detailed Record

PDF Full Text
Source: Journal of Marketing
Date: July 1, 1978

Inside this work

Full Text Contents

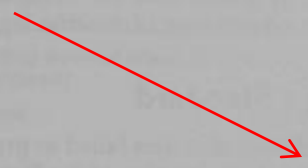
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ADVERTISING & THE FIRST AMENDMENT.

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ADVERTISING & THE FIRST AMENDMENT

What are the facts and the implications of Supreme Court rulings that extend protection to 'freedom of speech' in advertising?

A STATEMENT by the Supreme Court, "casual and almost offhand," to the effect that commercial advertising is not protected by the First Amendment, served as a standard in advertising regulation for over 34 years. Several recent Supreme Court cases, however, have sounded the death knell for this doctrine by extending First Amendment protection to commercial speech.

the generation of information and discussion needed for important decisions, and in order to facilitate self-expression, self-realization, and needed social change.¹ Information and opinion disseminated in a commercial context such as advertising was considered mercantile in origin and not subject to the same First Amendment protection as other forms of expression.

Valentine v. Christensen²

Questions? Contact the NFCC Library at
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library@nfcc.edu