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How to Search and Cite Articles in Journals

DATE: September 7, 12 and 16 (Zoom)

TIME: 2:00 OM TO 3:PM

How to Use Proquest Ebook Central Database

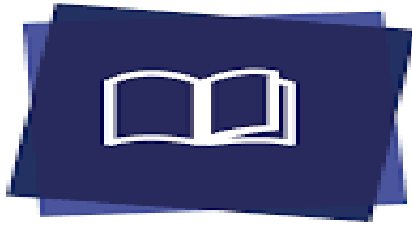
DATE: September 14, 20 and 26 (Zoom)

TIME: 2:00 PM to 3:00 PM

Library Instruction for New Students and Instructors

DATE: September 1, 6 and 8 (Zoom)

TIME: 2:00 PM to 3:00 PM



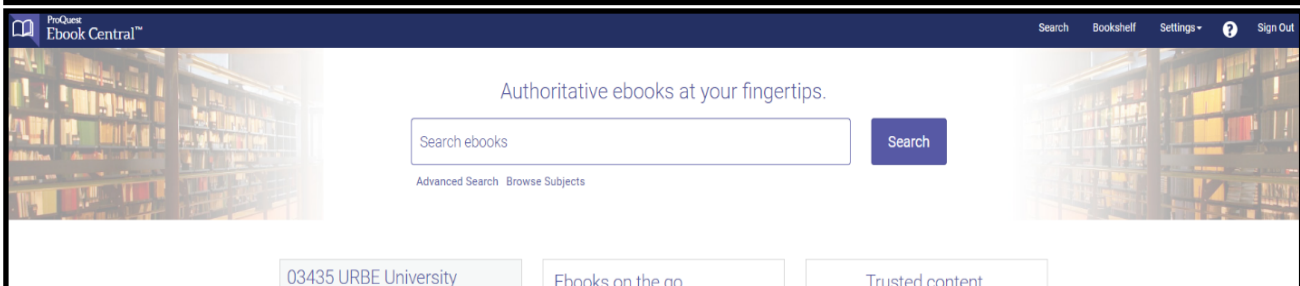
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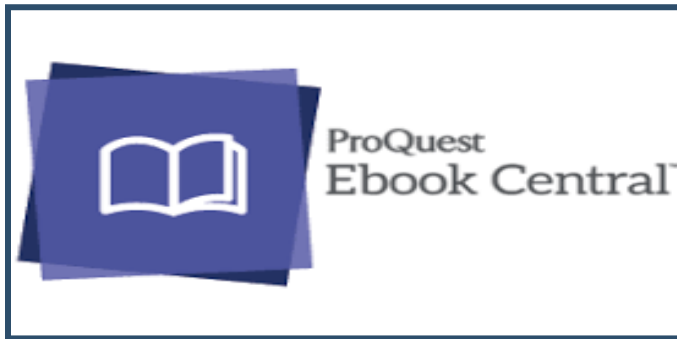
URBE UNIVERSITY has access to **Proquest Ebook Central Database**, thru LIRN . This Database include the most complete collection with nearly 1.85 million EBooks from 1,300+ leading publishers covering all academic disciplines, researchers have access to everything they need in one place.

Quick Guide for access to: PROQUEST EBOOK CENTRAL

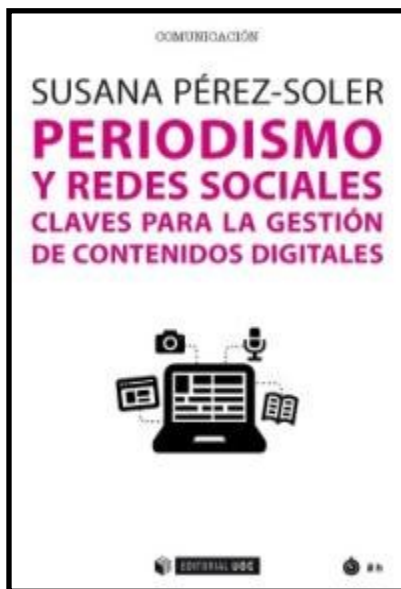
1. Go to: <https://library.urbe.university/>
2. Click on: **Databases** and click on: <https://www.lirn.net/>
3. **Sign in for full access** with the library credentials and choose the Database:



4. **Search for books** by entering a Keyword, ISBN, or other terms into the search box. For more search options, click "Advanced Search" or "Browse Subjects"
5. **Narrow search results** using Year Published, Subject, and other filters at the left.
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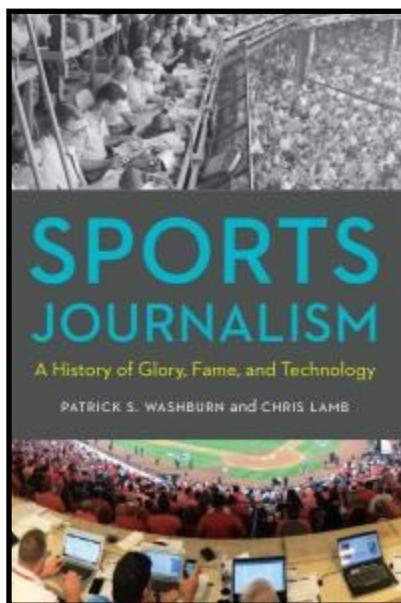


NEW ADDITIONS IN JOURNALISM

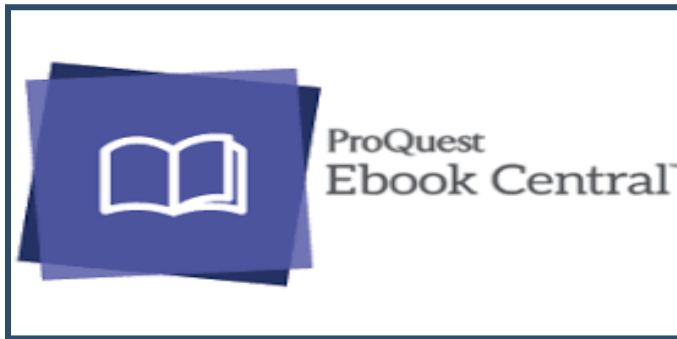


Este libro reflexiona sobre la interacción entre tecnología y periodismo. Las redes han alterado los principios clásicos del periodismo.

Por ejemplo, ¿cómo influye el hecho de que la mayoría de las personas acceda a las noticias digitales a través de las plataformas de medios sociales y de motores de búsqueda sobre el poder de fijación de la agenda por parte de los medios de comunicación? ¿Cómo afecta el nuevo lenguaje de Internet a la creación de contenidos? ¿Qué atributos nuevos se suman a la lista para designar aquello que es noticia? ¿Cómo repercute en la figura del periodista el hecho de que todo el mundo esté creando contenidos? ¿Qué papel tiene la audiencia? El periodismo digital lo estamos construyendo nosotros aquí y ahora.



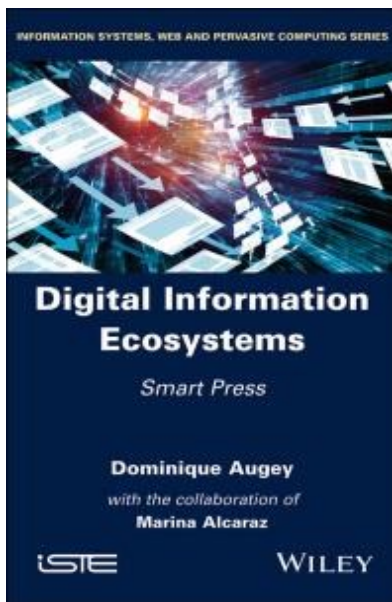
Patrick S. Washburn and Chris Lamb tell the full story of the past, the present, and to a degree, the future of American sports journalism. Sports Journalism chronicles how and why technology, religion, social movements, immigration, racism, sexism, social media, athletes, and sportswriters and broadcasters changed sports as well as how sports are covered and how news about sports are presented and disseminated. One of the influential factors in sports coverage is the upswing in the number of women sports reporters in the last forty years. Sports Journalism also examines the ethics of sports journalism, how sports coverage frequently has differed from that of non-sports news, and how the internet has spawned a set of new ethical issues.



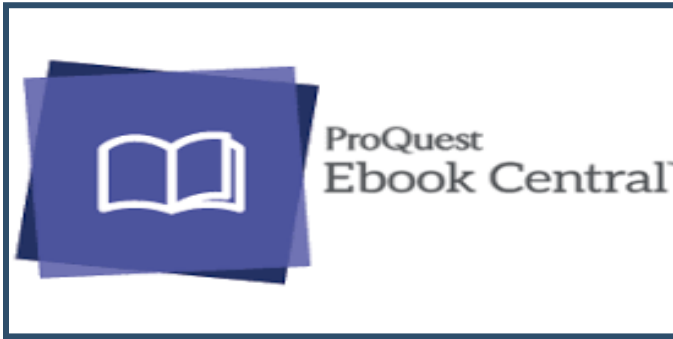
NEW ADDITIONS IN JOURNALISM



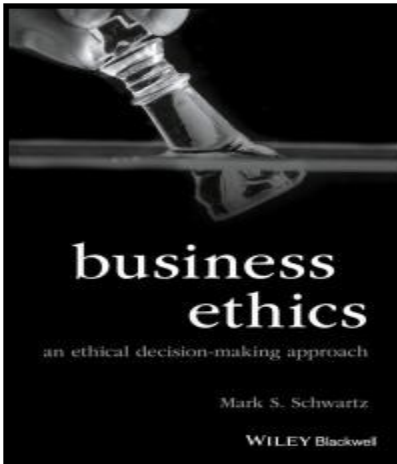
No todas las catástrofes (terremotos, huracanes, incendios...) son sucesos del mismo orden, pero su cobertura periodística siempre es difícil. Abordar desastres supone trabajar con mucha presión y más en entornos donde reina el desconcierto. Aquí se reúnen estudios de casos muy bien escogidos. La conclusión es clara: debería prestarse más atención a los aspectos sociales. En lugar de abusar del impacto emocional, el Periodismo debería contribuir más a que las personas afectadas supieran qué han de hacer o bien, en el momento de tratar las causas, las desigualdades sociales tendrían que estar más presentes. La cultura de la prevención debería imponerse a la del desastre, sobre todo si tenemos en cuenta que, debido al cambio climático, las catástrofes son cada vez más intensas y frecuentes.



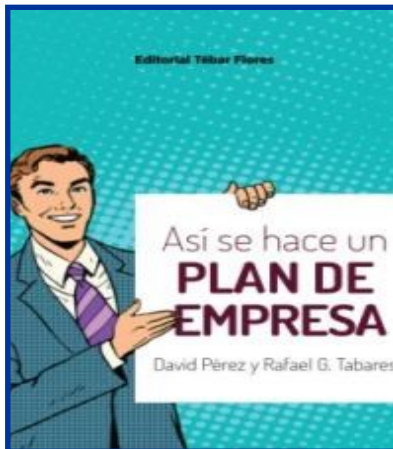
Digital information, particularly for online newsgathering and reporting, is an industry fraught with uncertainty and rapid innovation. Digital Information Ecosystems: Smart Press crosses academic knowledge with research by media groups to understand this evolution and analyze the future of the sector, including the imminent employment of bots and artificial intelligence. The book adopts an original and multidisciplinary approach to this topic: combining the science of media economics with the experience of a practicing journalist of a major daily newspaper. The result is an essential guide to the opportunities of the media to respond to a changing global digital landscape. Independent news reporting is vital in the contemporary democracy; the media must itself become a new "smart press".



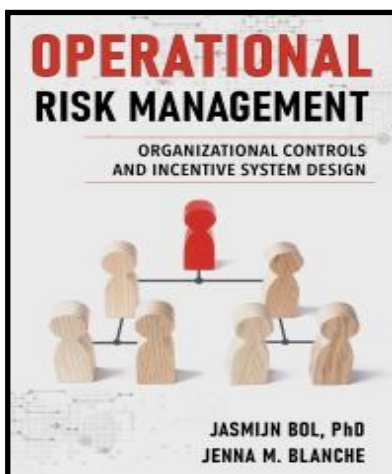
NEW ADDITIONS IN BUSINESS



Business Ethics: An Ethical Decision-Making Approach presents a practical decision-making framework to aid in the identification, understanding, and resolution of complex ethical dilemmas in the workplace. Focuses exclusively on three basic aspects of ethical decision making and behavior--how it actually takes place, how it should take place, and how it can be improved Uses real-life examples of moral temptations and personal ethical dilemmas faced by employees and managers



Contar con un plan de empresa es un elemento fundamental a la hora de optimizar la empresa y conseguir mejores resultados a corto y medio plazo. Por ello, este libro aporta a emprendedores y empresarios claves sencillas y concisas para contar con un documento serio de Planificación.



To remain viable, let alone competitive, organizations must manage risks. In this book, we explore the concept of operational risk as well as the mechanisms used to diminish the impact and occurrence of risks: the organizational control system. Since the scope and scale of operational risks are unique to each organization, our objective is to explain the theory behind why and how managers respond to the unique combination of threats that challenge their organization.

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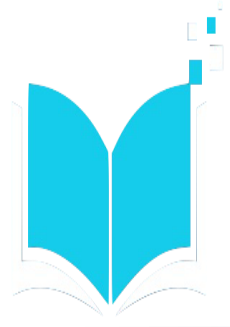
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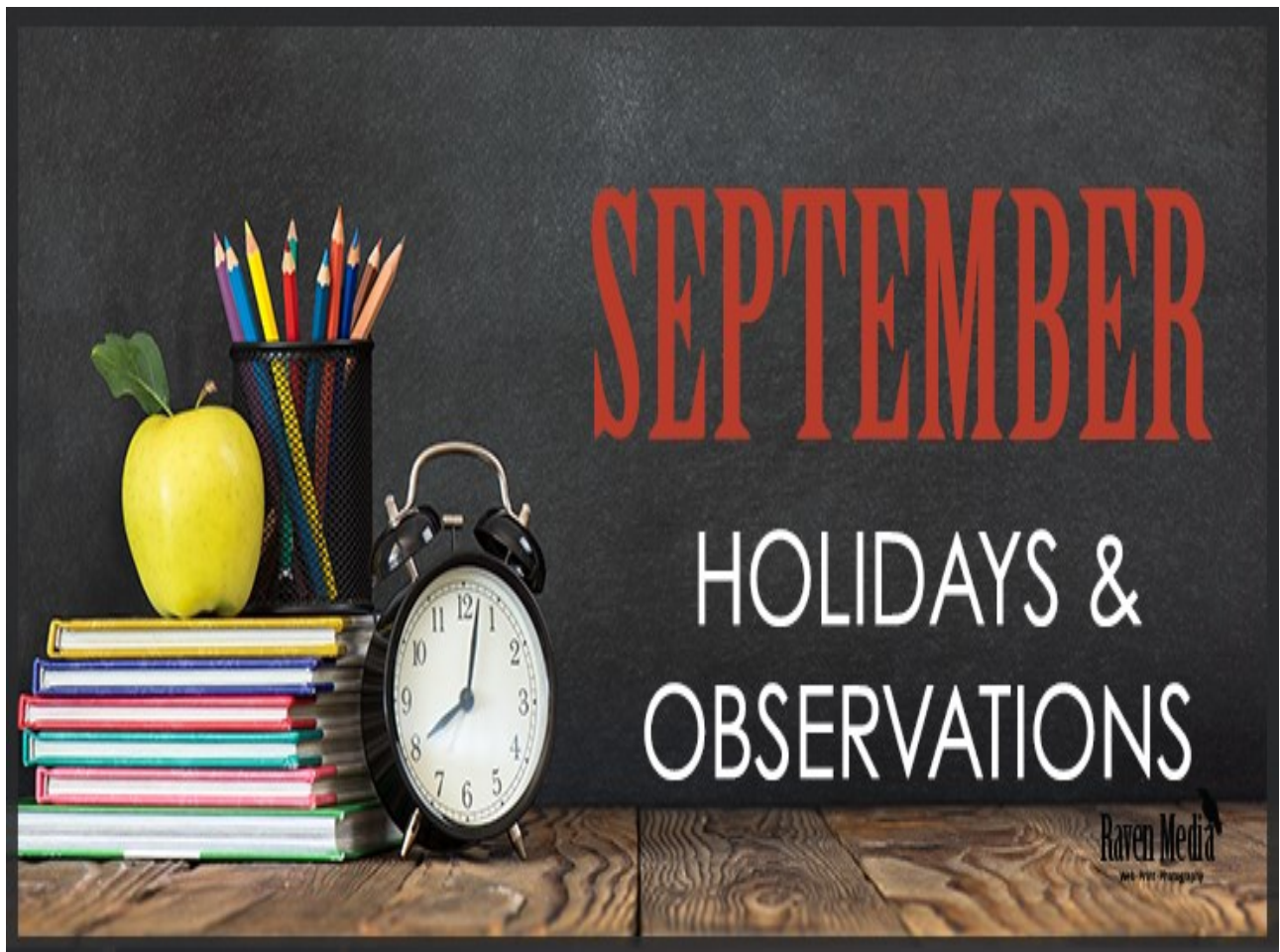
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CASE STUDIES

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SEPTEMBER 5 - LABOR DAY

SEPTEMBER 6 - NATIONAL RED A BOOK DAY

SEPTEMBER 8 - INTERNATIONAL LITERACY DAY

SEPTEMBER 15 - NATIONAL ONLINE LEARNING DAY

SEPTEMBER 17 - CONSTITUTION DAY

MONDAY, SEPTEMBER 5, 2022

LABOR DAY

Observed the **First Monday in September**, Labor Day is an annual celebration of the social and economic achievements of American workers. The holiday is rooted in the late nineteenth century, when labor activists pushed for a federal holiday to recognize the many contributions workers have made to America's strength, prosperity, and well-being.

The first Labor Day holiday was celebrated on **Tuesday, September 5, 1882**, in New York City, in accordance with the plans of the Central Labor Union. The Central Labor Union held its second Labor Day holiday just a year later, on September 5, 1883.

By 1894, 23 more states had adopted the holiday, and on June 28, 1894, President Grover Cleveland signed a law making the first Monday in September of each year a national holiday.



TUESDAY , SEPTEMBER 6, 2022
NATIONAL READ A BOOK DAY

THINGS ONLY

BOOK LOVERS

WILL UNDERSTAND:

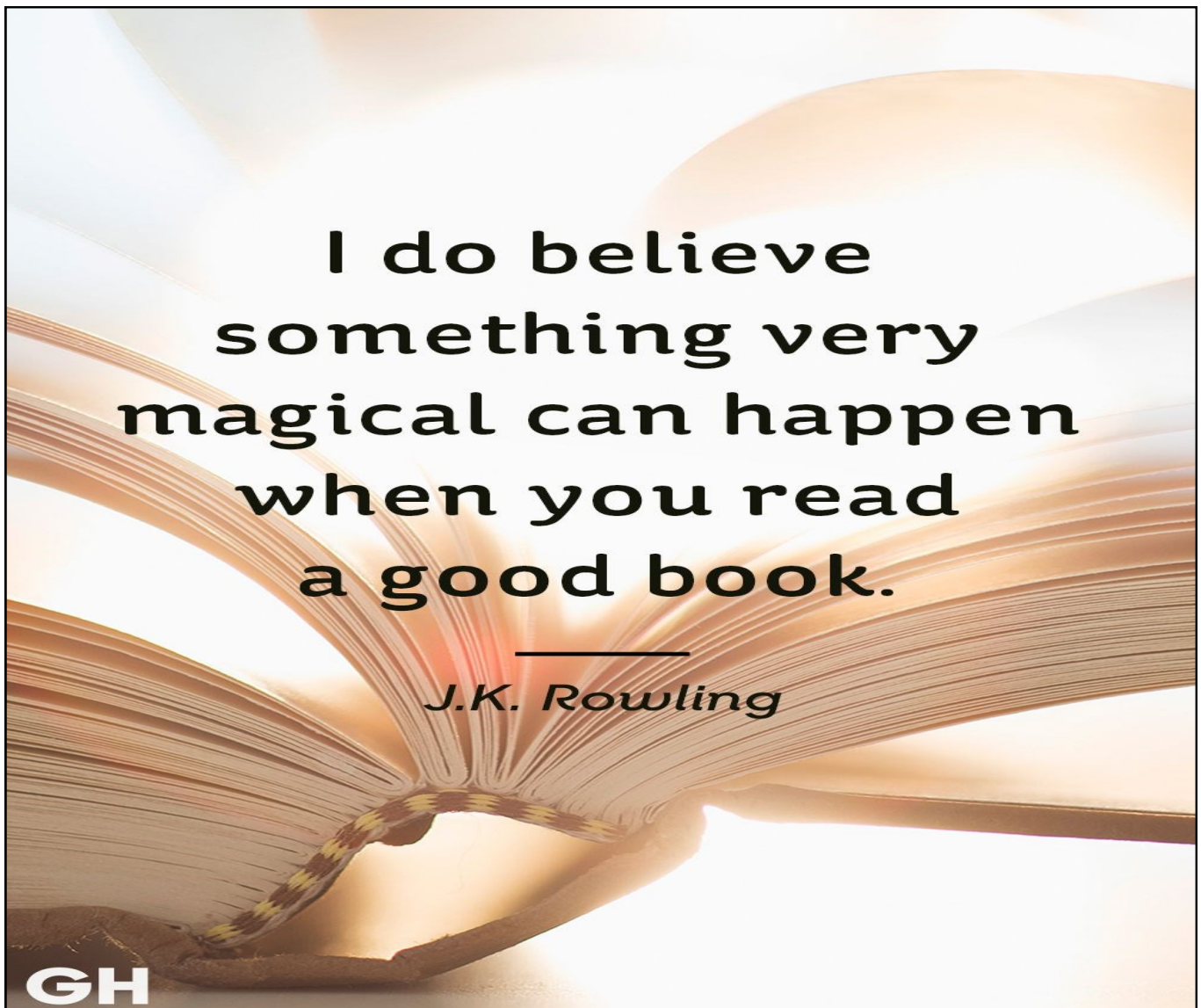
Saving money on clothes and groceries, only to spend it all on books.
Starting a new book to read, without completing the previous one.
Distinguishing one book from another by it's smell.
Reading "only a few pages before going to bed". And another one. And once again.
Stumbling upon every little thing that they changed in the movie adaptation.

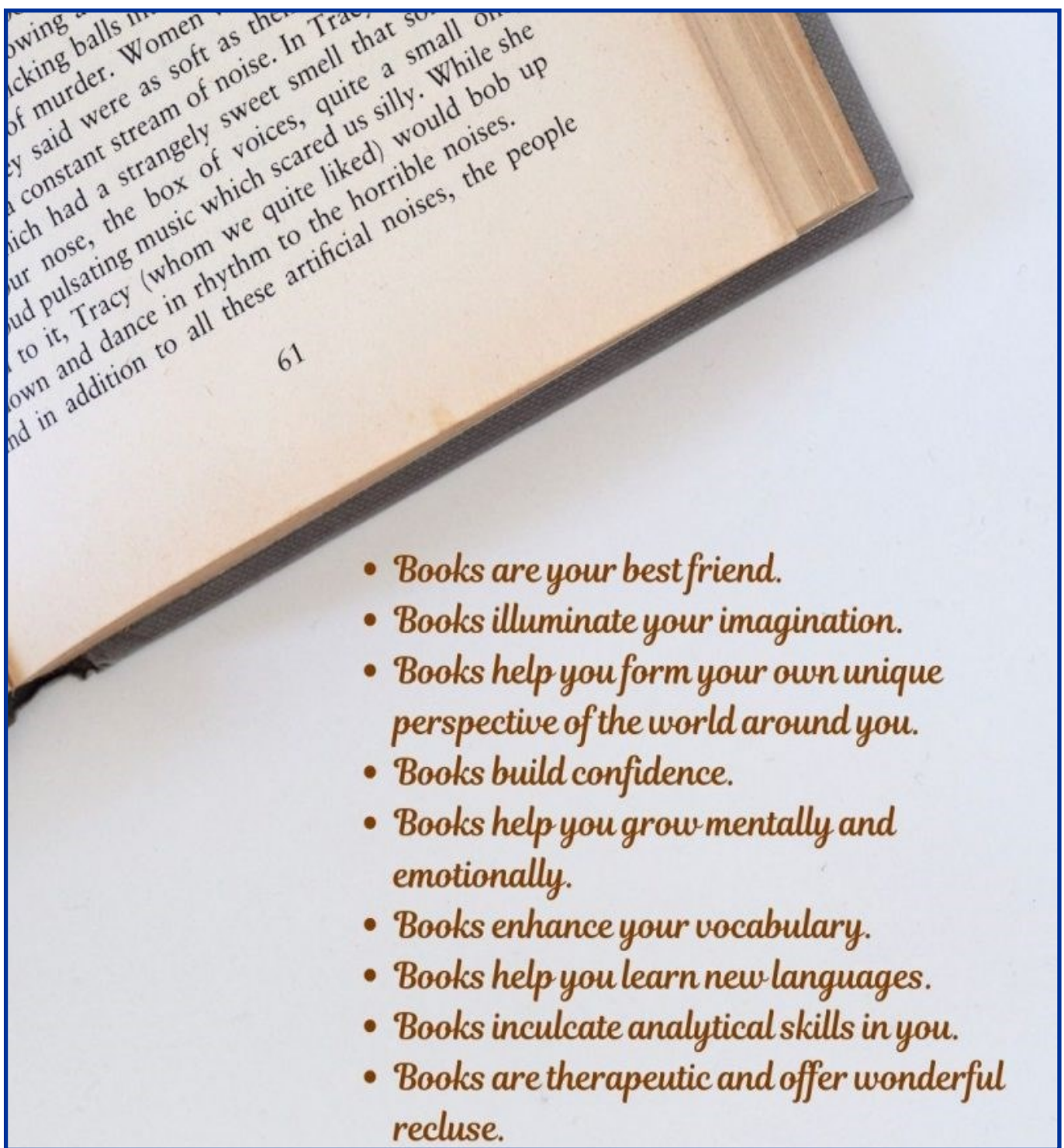
SEPTEMBER 6

NATIONAL READ A BOOK DAY

National Read A Book Day is a holiday that all bibliophiles can rejoice in celebrating. It's a day that's dedicated to anyone who loves to read and wants an entire day to do it. And thanks to our fast-paced high-tech world, books are something that needs to be celebrated and enjoyed. After all, a good book can whisk us to a distant land, challenge our most tightly held-on-to beliefs, or even just give us something to think about. This day falls on **September 6** and is celebrated on a yearly basis.

If you want to celebrate it, all you have to do is to pick up a book and start reading.





owing a
tacking balls in
of murder. Women
ey said were as soft as the
a constant stream of noise. In Tracy,
which had a strangely sweet smell that so
our nose, the box of voices, quite a small one
and pulsating music which scared us silly. While she
to it, Tracy (whom we quite liked) would bob up
down and dance in rhythm to the horrible noises.
and in addition to all these artificial noises, the people

- *Books are your best friend.*
- *Books illuminate your imagination.*
- *Books help you form your own unique perspective of the world around you.*
- *Books build confidence.*
- *Books help you grow mentally and emotionally.*
- *Books enhance your vocabulary.*
- *Books help you learn new languages.*
- *Books inculcate analytical skills in you.*
- *Books are therapeutic and offer wonderful*
recluse.

“Any book that helps a child to form a habit of reading, to make reading one of his needs, is good for him.” –Maya Angelou

“If you want your children to be intelligent, read them fairy tales. If you want them to be more intelligent, read them more fairy tales.” – Albert Einstein

“There is no friend as loyal as a book.” – Ernest Hemingway

THURSDAY, SEPTEMBER 8, 2022

INTERNATIONAL LITERACY DAY

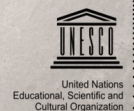
The idea for a World Literacy Day was conceived during the World Conference of Ministers of Education for the Eradication of Illiteracy in Tehran in 1965. On October 26, 1966, UNESCO designated September 8 as World Literacy Day to address global illiteracy. The first World Literacy Day was held in 1967, and it has been an annual event for the past 50 years.

World Literacy Day has been observed every year since 1967 to educate the public about the value of literacy as a matter of pride and civil rights, as well as to promote the literacy agenda for a more literate and progressive society.

This year's International Literacy Day will be celebrated worldwide under the theme, "**Transforming Literacy Learning Spaces**" and will be an opportunity to rethink the fundamental importance of literacy learning spaces to build resilience and ensure quality, equitable, and inclusive education for all.



“ *Literacy* is a foundation to build a more **sustainable future for all.** ”



THURSDAY, SEPTEMBER 15, 2022

NATIONAL ONLINE LEARNING DAY

National Online Learning Day on September 15 celebrates the huge array of learning resources that are available to students online. The internet has revolutionized the learning process and students are thriving in the flexible environment that it offers them. This is a day for raising awareness of all of the resources and courses that are available online and to get people, young or old, investing time in their own education. The internet has a seemingly infinite pool of learning resources so it's a good time to dwell on what you'd like to learn and see which courses are available to you. Observe the day by finding and researching scholarships. Scholar provides you with precise information on multiple scholarships from around the world and assists in applying to the programs best suited for you.



SATURDAY, SEPTEMBER 17, 2022

CONSTITUTION DAY

Constitution Day and Citizenship Day is observed each year on September 17 to **commemorate the signing of the Constitution** on September 17, 1787, and “recognize all who, by coming of age or by naturalization, have become citizens.”

5 FACTS ABOUT CONSTITUTION DAY

1. The U.S. Constitution was signed 233 years ago today.

On September 17, 1787, the delegates to the Constitutional Convention met for the last time to sign the document they had created.

2. The original document was four pages long.

Thirty-nine men signed it, including George Washington, Thomas Jefferson, Benjamin Franklin and Alexander Hamilton.

3. The Constitution includes seven articles.

They outline the powers of Congress, the President and Executive Branch, the Judicial Branch, the relationship between the states, the process of adding amendments, and the oath that representatives must pledge to it.

4. There are 27 Amendments to the Constitution.

The first ten, the Bill of Rights, were ratified in 1791.

5.- The most recent one was originally proposed in 1789 and not ratified until 1992.

It reads: No law, varying the compensation for the services of the Senators and Representatives, shall take effect, until an election of representatives shall have intervened.



GUEST WRITER COLUMN

Dr. JESUS FUENMAYOR

URBE University Instructor



CHARACTERISTICS OF POWERFUL COMMUNICATION

<https://jesusfuenmayor.com/2022/07/22/caracteristicas-de-la-comunicacion-poderosa/>

Powerful communication is one that achieves the desired effectiveness. It is important in the personal and professional field, since a misunderstanding can lead to a problem.

Characteristics of effective communication

Several researchers have stressed the importance of communicating feelings effectively. This is key to any social structure, so we must understand the various essential properties or characteristics of our communication processes:

Clarity

The main character of any form of transmission of information, spoken or written, must be to express the message clearly. There are several ways to do it. For example, sentences should be short and simple. We should prefer the active voice to the passive voice. If we have to transmit several messages, then it is convenient to express them separately.

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Consciousness

Time is an essential parameter in communications. The normal attention span lasts only a few minutes. If you present your message in a clear but lengthy way, the message may be completely lost.

A long and extensive communication is boring and avoided by most. So we can say that powerful communication must be concise.

Concretion

Any message, information or data present in your message must be well founded. Your arguments must have data that adequately support them. A tangible argument is always easy to understand.

Coherence

Suppose you are telling a story. What if you start from the middle part? Or what if you set the ending from the beginning? Of course, the whole point of narrating a story would be rendered useless. You need to understand what goes where and what comes when. For example, the key to coherent writing is a well-planned, logical, and sequential presentation of Information. The main ideas must be differentiable and must be followed in a way that derives from some rules.

Courtesy

The sender must make every effort to be **honest, respectful, considerate, open and courteous to the recipient of the information**. The message, when supplemented with proper care and kindness, will definitely find an audience.

A rude broadcaster will not have an audience even if the message he conveys is perfectly effective and important. Even when using humor, you must be very careful not to be inconsiderate or cruel to anyone.

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CHARACTERISTICS OF POWERFUL COMMUNICATION

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Active listening

Communication does not mean just presenting or generating information. It also means receiving it. In fact, an effective communication channel must have a transmitter and a receiver.

You should be able to spot the message that may be hidden deep in the chat. The good listener observes not only what a person is talking about, but also the non-verbal cues. This is what helps in full and complete understanding of the information.

Focus and attention

When receiving or transmitting information, a certain level of attention is essential. Imagine you are answering emails and answering phones. Any misplaced communication could be disastrous. Also, while receiving information, if you lose focus, important parts of the message may be missed entirely.

Emotional awareness and control

This is the last but certainly the most important aspect of effective communication. Emotions will guide you through any life situation. Whether you accept a message with the intention with which it is conveyed or not depends on your emotional maturity and emotional intelligence.

Both when transmitting information and when receiving it, extreme precautions must be taken to maintain an emotionally stable state.

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Effective communication will give you power in your relationships and allow you to achieve the professional goals you set for yourself. For this reason, focus on developing your skills so that your messages achieve the desired effect.

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