

NEW!

Pop Culture Universe

ICONS / IDOLS / IDEAS

New technology (iPods, gaming, gadgets)—movies, TV, radio—music—comics and graphic novels—sports and pastimes—Internet memes and chatspeak—fads, fashion, and fast food; pop culture brings us together as a people. And, no surprise, teachers and librarians increasingly use pop culture to engage students in reading, writing, and research.

Pop Culture Universe (PCU) is an authoritative, yet irresistible, digital library of information on American and world popular culture, past and present—in a package as dynamic as the topic it covers.

Built on hundreds of award-winning titles for all levels of researchers, *PCU* provides a safe haven for investigating topics that appeal to students—without the bias, advertising, suggestive content, or questionable authorship of commercial or fan sites. Combining the best of traditional scholarship with the convenience of Web technology and the fun inherent in the subject, *PCU* advances the study of pop culture and pop history, promotes information literacy, integrates a subject of universal appeal into the classrooms of high schools and colleges, and enriches the school and public libraries that support them.

Visit www.greenwood.com/PCU for a free trial, or more information on this exciting new online resource from Greenwood Press.

For pricing, or other information, **contact your Greenwood Sales Representative** or call **800-255-5800**.



Features:

- ❖ **Content:** includes more than 250 volumes of reviewed, published material comprising thousands of articles, fully indexed by a team of librarians and subject specialists.
- ❖ **Decades Pages:** one-stop, informative, “at a glance” overviews of pop culture from the 1920s to the present, including the movies, TV shows, awards, stars, fads, fashions, and news items that defined each decade
- ❖ **Classroom Resources:** lesson plans and professional reading to help teachers use pop culture in the classroom, along with audiovisual how-to guides and “help wizards” that will sharpen students’ research and writing skills
- ❖ **PCU Blog:** the opinions and insights of pop culture authors, editors, and students on the hot topics of the day
- ❖ **Images:** hundreds of photos illustrating all aspects of pop culture
- ❖ **Links:** vetted, regularly monitored, and updated
- ❖ **Regular updates** to add brand-new content—at no extra cost!
- ❖ **Contains full content** of our most recent reference works. A few examples:
 - *The Greenwood Encyclopedia of World Popular Culture* (6 Volumes)
 - *American Icons: An Encyclopedia of the People, Places, and Things That Have Shaped Our Culture* (3 Volumes)
 - *The American Popular Culture through History* series (16 Volumes)
 - Dozens of titles from the *Greenwood Biography* series
 - *The Greenwood Encyclopedia of Rock History* (6 Volumes)
 - *Encyclopedia of Latino American Popular Culture* (2 Volumes)
 - *Jews and American Popular Culture* (3 Volumes)
 - *African Americans in the Media Today: An Encyclopedia* (2 Volumes)
 - *Icons of Business: An Encyclopedia of Mavericks, Movers, and Shakers* (2 Volumes)
 - *Icons of Hip Hop* (2 Volumes)
 - Scores of **book-length studies** from Praeger Publishers, including: *The Praeger Singer-Songwriter Collection* and *The Praeger Television Collection*