



FY18 Gale Proposal to EISZ Institutions

EMPOWER LEARNING

 **GALE**
A Cengage Company

Periodical Databases:

- Gale General Reference Collection
- Selected Infotrac Powerpacks
- Infotrac Custom Journals
- GREENR

Newspaper Archives:

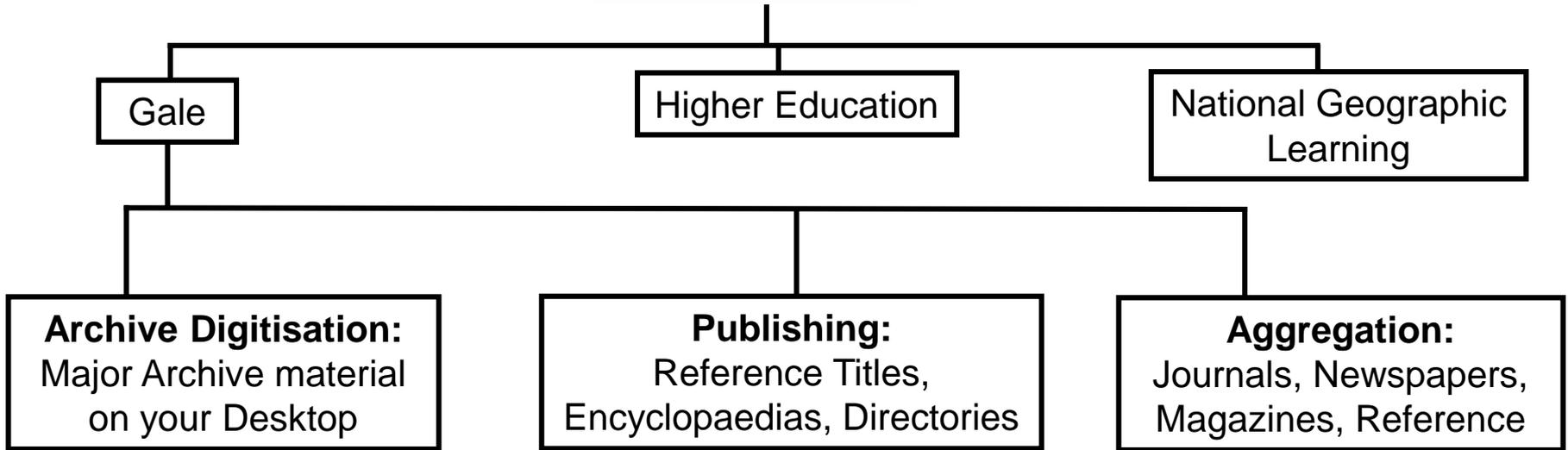
- The Times
- Financial Times
- Economist
- Telegraph

Introduction to Gale

Who is Gale?

- Gale is part of Cengage Learning; who with revenue of **\$1.6 Billion**, is the third largest educational publisher in the world
- Gale has been publishing books since **1954**
- Gale International, based in the UK is increasing its investment in Eastern Europe

Gale, A Cengage Company



Gale, Digitising History

- Gale has been digitising major world newspapers and historical collections, beginning with the Times Digital Archive in 2002
- Gale Digital Archives now include over **250 Million** pages, sourced from the world's most prestigious libraries and archives
- By introducing products with unique, market-leading tools, Gale gives scholars new ways to explore this content and further their research



Some of our Partner Libraries



HARVARD



UNIVERSITY OF
OXFORD



As well as being source libraries for our archives, these institutions are also our customers. Currently **99 out of the top 100* Universities in the world** have *at least one Gale Primary Source Archive*



UNIVERSITY OF
CAMBRIDGE



Yale University

* Times Higher Education 2016 rankings

Unique, World-class Content

THE  **TIMES**



FINANCIAL
TIMES

THE  **INDEPENDENT**



Smithsonian
Institution

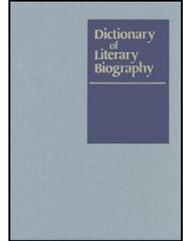
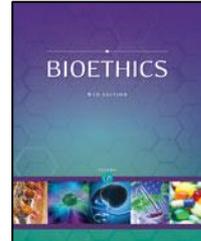
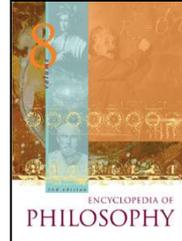
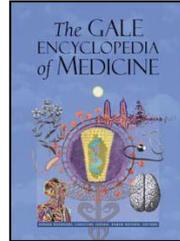
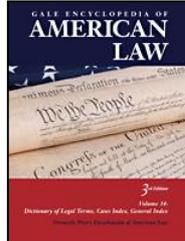
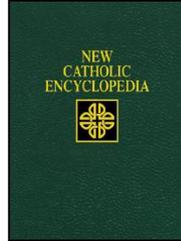
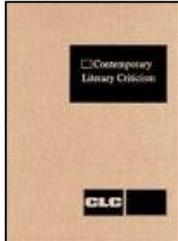
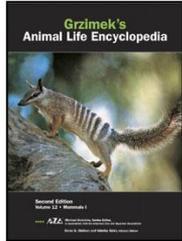


CHATHAM HOUSE



Gale as a Publisher

Gale has been publishing reference and literary titles since 1954, and is one of the world's foremost publishers in literature and the humanities:



The Benefits of Gale as a Publisher

- This content is proprietary – we will never lose the license to provide it
- Ensures that we are expert in indexing, classifying and editing material
- Gale reference content is often market-leading, especially in areas like literature
- This reference content provides the basis of many of our products, giving you high-quality content that you cannot get elsewhere

Gale as an Aggregator

- Gale is one of the major aggregators of periodical content (journals, magazines and newspapers)
- Allied to our position as a major publisher, it enables us to combine content types to provide unique products to you
- We are a major technological innovator, giving you new and exciting ways of exploring your content

Periodical Databases

Gale General Reference Collection

- Gale's biggest Periodical and Reference Package
- Journals, Magazines, Newspapers, Video, Audio integrated with Gale's award-winning Reference Books
- **26,796** Periodical Titles
- **1,747** Gale-published titles, exclusively available

Periodical Content

- Material drawn from around the world
- Complete subject coverage
- Updated daily
- Material for all levels of study
- Lowest embargo rate of any major aggregator

Product Comparison - Ebsco

Comparison between Gale's Academic OneFile and Ebsco's Academic Search Complete:

- **17,460** total titles vs **13,655**
- Impact Factor Titles (Science) **4,364** vs **3,833**
- Impact Factor Titles (Social Science) **1,845** vs **1,521**
- Total titles under embargo: **606** vs **2,217**
- Average embargo length: **214 days** vs **14.5 months**

Selected Unique Functionality

The screenshot displays the Gale Virtual Reference Library (GVRL) interface. At the top, there is a navigation bar with 'Logout', 'My Library Links', and 'English'. The main header includes the 'GALE' logo, 'GVRL Gale Virtual Reference Library', and a search bar with the text 'Search Collection...'. To the right of the search bar are icons for 'Advanced', 'Bookmark', and 'More'. Below the header, the main content area is divided into two columns. The left column features a 'Table of Contents' section with a 'View PDF' icon. The main article is titled 'Ice-Shelf Stability' from the 'Encyclopedia of Ocean Sciences', edited by John H. Steele, Steve A. Thorpe, and Karl K. Turekian. The author is C. S. M. Doake. Below the article title is a 'Related Subjects' section with a grid of tags: Climate change, Continental shelves, Geological formations, Global warming, Ice sheets, Icebergs, Ocean bottom, Oceanography, Surface-ice melting, and Thermohaline circulation. A 'Listen' button with a play icon is also present. The page number 'Page 1282' is shown. The right column contains a 'Tools' section with various options: Citation Tools, E-mail, Download, Print, Highlights and Notes (0), Save, and Download MP3. At the bottom of the tools section is a 'Translate Article' dropdown menu and a search box with the text 'within publication'. Below the search box are radio buttons for 'all volumes' and 'within this volume'. The bottom of the page shows the article title 'Ice-Shelf Stability' and the author 'C. S. M. Doake, British Antarctic Survey, Cambridge, UK'. Below this is the copyright information 'Copyright © 2001 Academic Press doi:10.1006/rwos.2001.0005' and a list of related topics: 'Introduction', 'What are Ice Shelves?', 'Why Are Ice Shelves Important?', 'How Have Ice Shelves Changed in the Past?', 'Where Are Ice Shelves Disintegrating Now? Two Case Studies', and 'Why Do Ice Shelves Break-up?'.

Why is Interlinks good for Hungarian Institutions?

- Several Hungarian institutions already have GVRL ebook collections
- The Interlink connection between Infotrac and GVRL will enhance and increase the value of these investments and others to come, especially with the **Gale General Reference Collection**
- GVRL includes major reference works in areas of study expressly desired by Hungarian institutions: Engineering, Hard Science, Medicine and many more
- Most major publishers make their latest content available on GVRL, including Springer, Wiley and Elsevier, all of which are highly in demand from our customers

Flexible Infotrac Solutions

Powerpacks give you the ability to subscribe to premium periodical content, in specific content areas:

- Agriculture Collection
- Business Economics Collection
- Communications Collection
- Criminal Justice Collection
- Diversity Studies Collection
- Environmental Issues Collection
- Fine Arts and Music Collection
- Gender Studies Collection
- General Science Collection
- Health Reference Center Academic
- Hospitality and Tourism Collection
- Information Science and Technology
- Life Sciences Collection
- Medicine Collection
- Social Sciences Collection
- Small Business Collection
- War and Terrorism Collection
- World History Collection

Also, EISZ members have the option to opt for Infotrac Custom Journals – create a flexible collection to your own specifications

GREENR

- **Gale's Global Reference on the Environment, Energy and Natural Resources**
- **Over 1,100** Up-to-date periodicals, **50+** multimedia sources and **58** Reference publications
- **Designed as a single solution for Environmental researchers**
- **Content arranged by portals to group all relevant material by theme or subject**

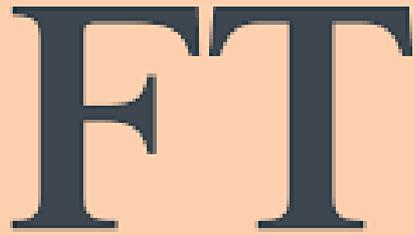
Newspaper Archives

Newspaper Archives: The Times



- The World's Newspaper of Record
- Gale offers the complete run from 1785-2010
- View world events through a prism of the attitudes of the day
- **1.6 Million** pages, **70,000+** issues, **11.8 Million** articles
- Gale's most popular product - customers all over the world

Newspaper Archives – The Financial Times

The logo for The Financial Times, consisting of the letters 'FT' in a large, bold, serif font, centered within a light orange square.

FINANCIAL
TIMES

- The oldest, best-known, most well respected business newspaper
- The complete run, from 1888-2010
- A current daily audience of over 2 Million readers
- Not just Business – a major resource for History and other disciplines

Newspaper Archives – The Economist

- A perfect compliment to the FT – analyses the news and gives you the ‘why’ to the FT’s ‘what’
- A major source of independent editorial perspective on world events
- The full run, from 1843-2013

The logo for The Economist, featuring the words "The Economist" in a white serif font centered on a solid red rectangular background.

The
Economist

The Telegraph

- An essential companion to The Times
- Complete run from **1855-2000**
- Includes Sunday Telegraph from the first edition in 1961
- Access all of what became the largest circulating newspaper in the world within 20 years of its launch

Why Study Primary Sources?

Why Study Primary Sources?



Wikipedia article on Partition of India
(Accessed 20 October 2016)

Perspectives [edit]

The Partition was a highly controversial arrangement, and remains a cause of much tension on the [Indian subcontinent](#) today. The British Viceroy, [Lord Mountbatten of Burma](#) has not only been accused of rushing the process through, but also is alleged to have influenced the [Radcliffe Line](#) in India's favour.^{[54][55]} The commission took longer to decide on a final boundary than on the partition itself. Thus the two nations were granted their independence even before there was a defined boundary between them.

Wikipedia is a secondary source, written long after the events. It tells you that Partition was “a highly controversial arrangement”...but why was this the case? What is the supporting evidence for this statement?

Primary Sources are history as it is written....

PARTITION OF INDIA

EMERGENCE OF TWO NEW DOMINIONS

FUTURE OF HINDU-MUSLIM RELATIONS

From Our Special Correspondent in Delhi

India and Pakistan officially make their debut on the world stage to-day. One is larger in population than Russia; the other is the largest Islamic State in the world. The creation of these two new States marks the close of one chapter and the opening of another in the long history of relations between India and Britain, yet this day has come in a way that has been a disappointment to many Indians who have devoted their lives to the struggle for independence. The vision which they have always had of a strong, united India has proved impossible of attainment. Partition has brought sadness to many, and joy in the ceremonies which are taking place in many parts of India to-day is not unalloyed. But the prospect of civil war, which a year ago seemed almost inevitable, has temporarily receded into the background.

A remarkable change was wrought in the situation by the announcement of the British Government's decision to transfer power by June, 1948, and the appoint-

ment of Sardar Patel as Prime Minister. The other has averted Balkanization. One means that 70,000,000 people go out, the other that 90,000,000 people come in. It is here that the strong hand of Sardar Patel has been visible. As soon as he took over the States Department with V. P. Menon as Secretary, there was an immediate improvement in relations with the States, and if local States Congress organizations had been allowed to take action on their own against the rulers there would already have been woful fragmentation and chaos in many parts of India.

Although the transfer of power from British to Indian hands has been successfully, indeed brilliantly, overcome, this can be no occasion for facile optimism. Partition is no final solution to Hindu-Muslim relations. Tremendous problems loom ahead and the dangers which have been so narrowly averted this time still lurk in the background. Partition of Punjab and Bengal is leaving hundreds of thousands of people unsatisfied and resentful. It is wishful thinking to imagine that force of circumstances will bring the

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From Our Special Correspondent In Delhi. "Partition Of India." Times [London] 15 Aug. 1947: 5. The Times Digital Archive.

<http://tinyurl.galegroup.com/tinyurl/mR3mX>

....or photographed

The Faith of Pandit Nehru 

[Picture Post \(London\)](#), October 30, 1948, Issue 5, p.7.
From *Picture Post Historical Archive*
Publication Section: News

7 / 7 - 9    20% 

Vol. 41. No. 5. **PICTURE POST** OCTOBER 30, 1948



On One Free Evening, India's Premier, Here for the Empire Conference, Talks at Ease to Two Old Friends
Over these, Pandit Nehru did more than any other Indian, except Mahatma Gandhi, to gain independence for his country. Over here, H. N. Brailford did
Hindu has achieved her independence. Post the have reconstruction

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India and partition

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Case Study – FT and Economist

- The *Financial Times* produced several typically fact-driven pieces
- Its tables and charts help to show what happened over time
- The two examples highlight the impact which the crisis had upon the price per barrel of oil and Arab oil production

5.0 U.S. Dollars per barrel

Occidental

ARAB OIL PRODUCTION

(million barrels a day)

	SEPT.	NOW	1974 PRE-CRISIS EXPECTATIONS
Saudi Arabia	8.3	7.4	9.5
Kuwait	3.2	2.55	3.0
Neutral Zone*	0.53	0.45	0.6
Abu Dhabi	1.4	1.19	2.0
Qatar	0.6	0.51	0.6
Oman	0.3	0.25	0.3
Dubai	0.27	0.22	0.3
Bahrain	0.068	0.061	0.07
Algeria	1.1	1.0	1.1
Libya	2.28	1.94	2.5
Iraq†	2.0	2.1	2.6
Totals	20.048	17.671	22.57

* production shared by Saudi Arabia and Kuwait
† not involved in planned cutbacks in output

1970 1971 1972 1973

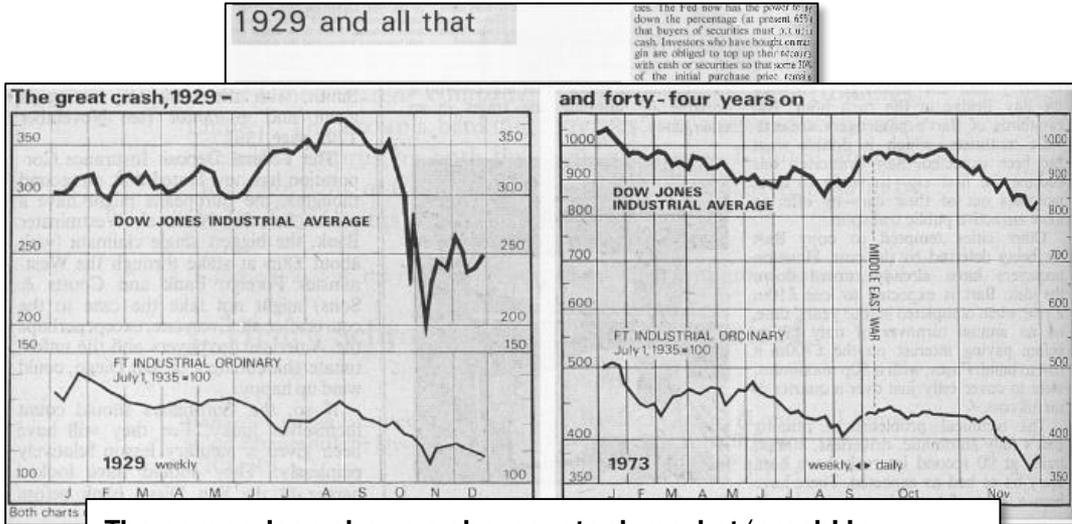
How the posted price system works

The scale of the crisis can be better understood by this table, which draws out the discrepancy between pre-crisis forecasts of oil production and the reality.

The sharp increase in the cost of oil (US Dollars per barrel) from October 1973 – the start of the crisis – is shown by this graph.

*Now Consumer Countries need a Common Line', *The Financial Times*, 18 October 1973; pg. 22
<http://tinyurl.com/tinyurl/3VRic1>

Case Study – FT and Economist



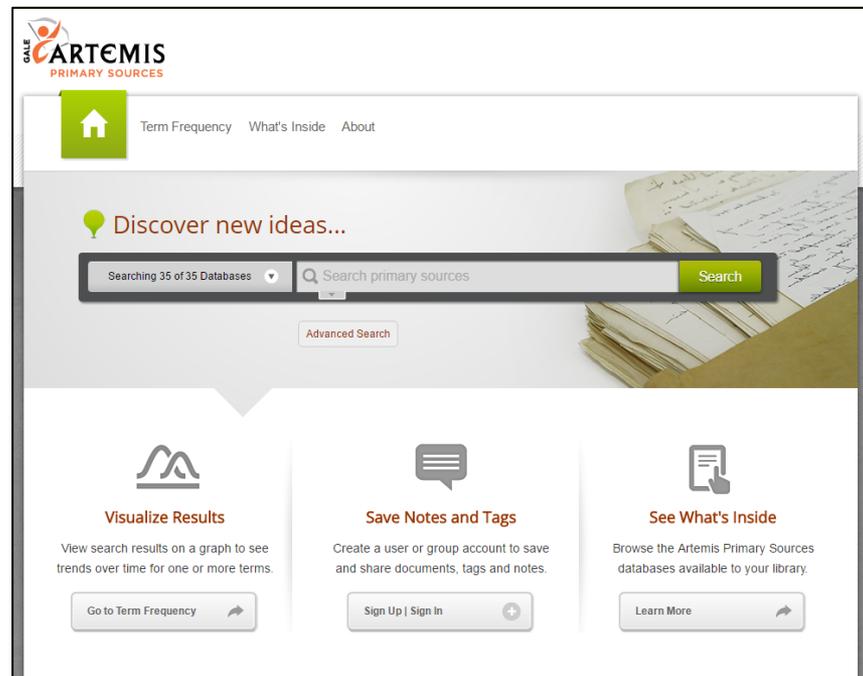
The comparison shows a sharper stock market 'crash' in October 1929 (left); the impact of the Middle East War was more gradual in 1973 (right)

'1929 and all that', *The Economist*, 1st December 1973; pg. 108+
<http://tinyurl.galegroup.com/tinyurl/3V5dk2>

- The *Economist* took a more analytical approach
- It assessed the impact of the 1973 crisis on the stock market by setting it against the 1929 'Wall Street crash'
- The article argued that the current mood of 'gloom' was less dangerous than 1929's 'speculative euphoria'

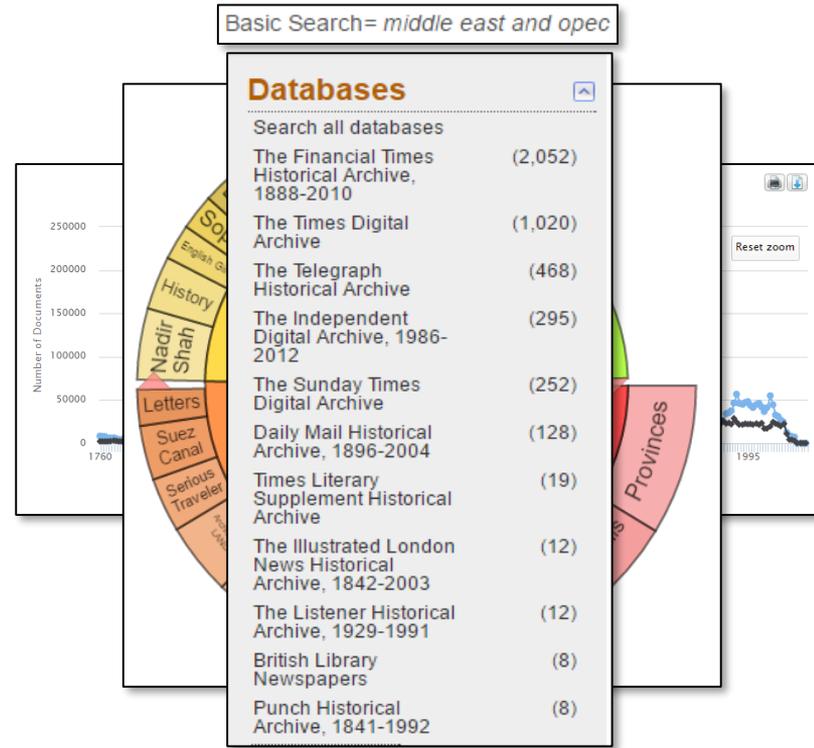
The Benefits of Cross-search

- All NewsVault products are cross-searchable on the Gale Primary Sources platform
- Make research discoveries you would never have been able to make with individual products, or the paper copy
- Gale has collected the biggest collection of Digital Newspaper Archives available



The Benefits of Cross-search

- Use your Gale collections as a single integrated database
- Use sophisticated analytical tools to uncover patterns, correlations and stories for further research
- Visualise vast results to increase student understanding and uncover new research opportunities
- Uncover relevant material in unexpected locations and improve research output



Questions