

SCHOLARLY JOURNALS, POPULAR MAGAZINES, AND TRADE PUBLICATIONS

Different types of publications have different purposes and different audiences. When we talk about journals/magazines, we can usually divide these publications into three broad categories: scholarly journals, popular magazines, and trade publications.

Your professor may expect you to use one kind or the other (or both) in your work, so you need to know the difference!

Helpful Hint: the quick and dirty way to decide whether or not a publication is scholarly is to first decide who the intended audience is

	Scholarly Sources	Trade or Professional Publications	Popular Magazines
<i>Authors</i>	<p>Authors are authorities in their fields.</p> <p>Authors cite their sources in endnotes, footnotes, or bibliographies.</p>	<p>Authors are specialists in a certain field or industry.</p> <p>Authors often mention sources, but rarely formally cite them in bibliographies</p>	<p>Authors are magazine staff members or free lance writers.</p> <p>Authors often mention sources, but rarely formally cite them in bibliographies.</p>
<i>Audience</i>	<p>Intended audience includes scholars in the discipline or those doing research in the discipline.</p>	<p>Intended audience includes people in the industry or people seeking employment in the industry.</p>	<p>Intended audience is a general or interested reader.</p>
<i>Editorial Process</i>	<p>Articles must go through a peer-review process.</p>	<p>There is no peer review process.</p>	<p>There is no peer review process.</p>
<i>Article Content</i>	<p>Individual issues have little or no advertising.</p> <p>Articles are usually reports on scholarly research.</p> <p>Illustrations usually take the form of charts and graphs.</p> <p>Articles use jargon of the discipline.</p>	<p>Articles give practical information to people in an industry.</p> <p>Some illustrations are included, usually charts, graphs, etc.</p> <p>Authors use jargon of the industry.</p>	<p>Articles are meant to inform and entertain.</p> <p>Illustrations are numerous and colorful.</p> <p>Language is geared to the general adult audience (no specialized knowledge of jargon needed).</p>