



Distinguishing Magazines, Trade Periodicals, and Journals

5/04 mb

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What are some of the ways you can compare magazines, trade periodicals, and journals?

	Popular Magazine	Trade Periodical	Scholarly Journal
Audience	general public	industry or profession	academic discipline
Purpose	inform or entertain	keep a specialized audience up to date	communicate new findings and theories
Style	language is accessible strong visual appeal lots of advertisements with broad appeal articles rarely have bibliography	language may include technical terms and jargon covers may highlight news items ads for products geared toward an industry articles may have an abstract and short bibliography	assumes previous knowledge and includes specialized terminology covers often plain few ads articles include abstract and bibliography
Authors	reporters or free-lance writers	reporters or practitioners	researchers and scholars
Examples	<i>Newsweek</i> <i>Entertainment Weekly</i> <i>Bon Appetit</i>	<i>American Journalism Review</i> <i>Variety</i> <i>Restaurant Business</i>	<i>Journalism and Mass Communication Quarterly</i> <i>Journal of Popular Film and Television</i> <i>Journal of the American Dietetic Association</i> <i>Journal of Hospitality and Tourism Research</i>

When searching for articles, look to see if the index allows you to search for scholarly or refereed publications. If you are unsure, search *Ulrich's International Periodicals* or ask a librarian to find out if a periodical is popular or scholarly. Some periodicals can have a mix of scholarly and popular articles. *Science* is a scholarly journal that also publishes news and opinion pieces.