

Scholarly, popular and trade journals

Scholarly journals contain articles written by experts in a specific discipline. The articles present original research, reviews of research or theoretical positions. Each discipline has its own scholarly journals (ex: *Journal of Educational Psychology* and *Journal of Popular Culture*).

Main Characteristics

- May have an editorial board composed of experts in the discipline
- Often published by a scholarly professional association
- May contain articles that are peer-reviewed or refereed (the articles have been reviewed by experts in the field and approved for publication; reviewers suggest improvements or corrections to be made before publication)
- Authors are usually affiliated with a university or research center
- Articles may be lengthy and list references in footnotes or endnotes
- The articles are written in the language of the discipline or field
- Articles may report on original research or experimentation, or original interpretations of topics and works

Trade journals are written for practitioners in applied fields (ex: *Library Journal* and *Advertising Age*)

Main Characteristics

- Articles frequently focus on issues associated with a particular business or industry
- Articles are usually not a reflection of original research, but report on issues or events
- Articles of interest to people in that profession or industry
- Articles generally provide journalistic coverage rather than academic coverage
- Articles are not peer-reviewed.
- Often have job listings
- Articles may have few or no footnotes

Popular magazines include recreational, news and opinion magazines. Recreational magazines are written for general entertainment (ex: *People*, *Cosmopolitan* and *Reader's Digest*). News magazines include general articles about current events and are written for the general public (ex.: *Time*). Opinion magazines offer commentary about current events from a specific point of view (ex: *The Nation*, and *The New Republic*).

Main Characteristics

- Authors are usually staff members of the magazine or freelance writers
- Articles seldom have footnotes or sources of information
- Articles tend to be short. They are written to inform or entertain the general public
- Articles may be illustrated with color photographs and illustrations
- Are readily available for purchase (grocery stores, newsstands)