### Characteristics of Scholarly Journals

- "Serious" appearance with few bright colors.
- Articles are written by scholars, whose academic credentials are mentioned.
- Prior to publication, articles are typically "peer-reviewed" by other experts in the academic discipline.
- Articles are meant to be read by other scholars and students.
- Articles contain scholarly language relating to the academic discipline.
- Articles represent a form of scholarly communication as authors report on their scholarly research.
- Articles end with a list of references to other scholarly journal articles and books.

**Examples include:**
- *Journal of Interdisciplinary History*
- *Developmental Psychology*
- *American Journal of Nursing*

### Characteristics of Popular Magazines

- "Glossy" appearance with photographs, advertisements, and catchy article titles.
- Articles are written by journalists and magazine staff writers.
- Articles are meant to be read by the general public.
- Articles contain language for the layperson.
- Articles seek to entertain or to report on current events and topics of general interest.
- Articles are usually relatively brief.
- Articles usually do not include a bibliography.

**Examples include:**
- *Newsweek*
- *Fortune*
- *The Atlantic Monthly*
- *The New Yorker*

### Characteristics of Trade Publications

- "Glossy" appearance with advertisements relating to a particular industry.
- Articles are written by industry experts and professional staff writers.
- Articles are meant to be read by workers in the industry.
- Articles report on news and trends relevant to the industry.
- Articles usually do not include a bibliography.

**Examples include:**
- *Advertising Age*
- *Graphic Arts Monthly*
- *Management Today*