

Characteristics of Scholarly Journals, Popular Magazines, and Trade Publications

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