
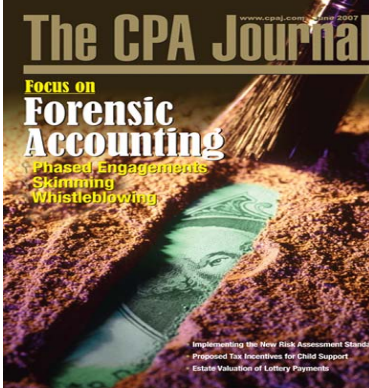



Attributes of Scholarly, Trade & Popular Journals

	Scholarly Journals, a.k.a. Peer-reviewed, Academic or Refereed	Trade/Professional Journals	Popular Journals
			
Purpose/Content & Examples	<ul style="list-style-type: none"> Disseminate new findings & results of studies, theories, etc. Contain: abstract, keywords, literature review, methodology, results, conclusion, footnotes, endnotes and/or bibliography Examples: <u>Journal of the American Dietetic Association</u>, <u>Journal of Abnormal Psychology</u> 	<ul style="list-style-type: none"> Aimed at a particular profession or industry: current news, opinion, practical advice, new products, reviews. Examples: <u>Restaurant Business</u>, <u>MediaWeek</u>, <u>Advertising Age</u> 	<ul style="list-style-type: none"> News, feature stories, opinion/editorial pieces, entertainment value Examples: <u>Time</u>, <u>People Magazine</u>, <u>Rolling Stone</u>, <u>Vogue</u>, <u>Economist</u>
Appearance, Format, Article length, photos, illustrations, ads	<ul style="list-style-type: none"> Plain covers-vary little issue to issue. "Journal", "Transactions", "Proceedings" or "Quarterly" may appear in title. Format includes: abstract, keywords, literature review, methodology, results, conclusion, footnotes, endnotes and/or bibliography Articles are usually lengthy, five pages or more. May have charts/graphs. Advertising limited to books & meetings Pages numbered consecutively in each volume 	<ul style="list-style-type: none"> May have a bright, glossy cover. Title usually has name of industry or profession in it. No specific format Usually published monthly though some may be weekly. Articles usually short to medium length Illustrations are included, usually charts & graphs Advertising of specific products aimed at industry/professionals. 	<ul style="list-style-type: none"> Usually a bright glossy cover. Eye-catching. No specific format Articles short to medium length Lots of advertising for mostly consumer products Illustrations & photos numerous and colorful.
Frequency of Publication	<ul style="list-style-type: none"> monthly, quarterly or similar 	<ul style="list-style-type: none"> monthly though some may be weekly 	<ul style="list-style-type: none"> weekly, though some monthly
Authors/Editors	<ul style="list-style-type: none"> Scholars write articles based upon their own research. Usually PhDs, scientists, museum curators or similar. Articles reviewed by a board of experts or "peer reviewed" 	<ul style="list-style-type: none"> Authors are usually specialists in the field or industry, some journalists. May or may not have peer-reviewed process for articles 	<ul style="list-style-type: none"> Authors usually magazine staff members or free-lance writers No peer-reviewed process
Access	<ul style="list-style-type: none"> Indexed in databases devoted to that field such as <u>Science Direct</u>, <u>Business Source Premier</u>, <u>Project Muse</u>, <u>JStor</u>, <u>PsychInfo</u> among others. 	<ul style="list-style-type: none"> Indexed in such publications as <u>Business Source Premier</u>, <u>Business & Company Resource Center</u>, <u>Lexis/Nexis</u> 	<ul style="list-style-type: none"> Indexed in general purpose databases such as <u>General OneFile</u>, <u>Academic Search Premier</u>
Audience/Language	<ul style="list-style-type: none"> Specific academic field Articles usually lengthy with lots of jargon & technical language 	<ul style="list-style-type: none"> Specific industry or profession Jargon of the industry used 	<ul style="list-style-type: none"> Broad segment of the population. Language aimed at general population
Documentation	<ul style="list-style-type: none"> Sources always cited using footnotes and parenthetical references & bibliographies 	<ul style="list-style-type: none"> May include citations 	<ul style="list-style-type: none"> Citations and bibliographies are rare