



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.