

Popular, Scholarly or Trade?

Listed below are some distinguishing characteristics of Popular Magazines, Trade Journals and Scholarly Journals



Popular Magazines



Trade Journals



Scholarly Journals

Short articles	Short articles	Lengthy articles (5 - 50+ pages)
Authors are journalists or freelance writers	Authors are specialists in a field or industry	Authors are authorities in their field
Articles do not contain a bibliography or references	Authors may mention sources, but rarely cite them	Authors cite their sources in references or bibliographies
Readers are non-academic or non-specialized	Readers include individuals within the industry or those seeking employment in the industry	Readers are specialists in the field
Publications appear frequently, many weekly	Publications mostly appear monthly	Publications appear as few as 2 or 4 times a year
Numerous full page color advertisements	Many trade specific and general business advertisements	Most have little or no advertising
Illustrations are eye-catching, glossy and numerous	Illustrations are usually charts and graphs or product photography	Illustrations are usually in the form of charts or graphs
Articles are meant to inform, update or entertain	Articles report on industry trends, new products or techniques	Articles focus on research reports, methodology and theory
No peer review process	No peer review process.	*Articles that are peer reviewed or refereed refers to having experts in the field examine journal articles before acceptance for publication
Non-technical and simple vocabulary	Technical vocabulary, especially trade-specific terms, may be used	Vocabulary within the subject discipline is used
Examples include: <u>Macleans</u> , <u>Newsweek</u> , <u>National Review</u> , <u>PC Week</u> and <u>Psychology Today</u>	Examples include: <u>Advertising Age</u> , <u>Variety</u> , <u>Information Today</u>	Examples include: <u>Journal of Applied Chemical Technology</u> , <u>New England Journal of Medicine</u> .