

Scholarly Vs. Popular Periodicals

<p>How can you tell the difference between scholarly and popular periodicals?</p>				
<p>PERIODICALS</p>	<p><i>Popular magazines</i></p>	<p><i>Trade and industry journals</i></p>	<p><i>Journals of opinion</i></p>	<p><i>Scholarly & research journals</i></p>
<p>AUTHOR</p>	<p>Usually a staff writer or journalist. Sometimes the author's name is not provided.</p>	<p>Writers with subject knowledge or practitioners and professionals.</p>	<p>Great variety: specialists, journalists, organizational members, others.</p>	<p>Primarily experts, often university researchers, whose credentials are usually included.</p>
<p>AUDIENCE</p>	<p>Written for the "average" person who doesn't have in-depth knowledge of a topic.</p>	<p>Multiple levels of readers: general public to practitioners and professionals.</p>	<p>General audience, high school and up.</p>	<p>Aimed at professionals, researchers, scholars, or others with more in-depth knowledge of the topic.</p>
<p>CONTENT</p>	<p>Entertainment, opinion, current topics, quick facts.</p>	<p>Trends, forecasts, news and events in the field; products, book reviews, employment, biography.</p>	<p>Commentary on social and political issues, specific viewpoints, book reviews.</p>	<p>Research, analysis, scholarship. Often includes abstract, research methods, conclusion, bibliography.</p>
<p>LENGTH</p>	<p>Shorter articles providing broad overviews of topics.</p>	<p>Short newsy items to longer, in-depth articles.</p>	<p>Varies: short, articles to more in-depth discussion. An issue may be devoted to a particular topic.</p>	<p>Longer articles providing in-depth analysis of topics.</p>
<p>APPEARANCE</p>	<p>Glossy, color pictures, advertisements.</p>	<p>Ads related to the field or profession. Charts, tables, illustrations.</p>	<p>Varies considerably. Some have graphics and advertisements.</p>	<p>Dense text, usually with graphs and charts, fewer specialized, advertisements.</p>
<p>AUTHORITY</p>	<p>Articles are generally evaluated by staff editors rather than experts in the field.</p>	<p>Articles reviewed by editors from professional associations or commercial/trade organizations.</p>	<p>Publications support a particular viewpoint or specific interest group. Opinionated.</p>	<p>Articles reviewed by a "jury" of experts --"peer-reviewed" before publication.</p>
<p>EXAMPLES FOUND IN LIBRARY</p>	<p><i>Ebony, Fortune, Newsweek, Popular Science, Reader's Digest, Rolling Stone, Sports Illustrated, Time</i></p>	<p><i>Education Week, Entrepreneur, HR Magazine, Journal of Accountancy, Mathematics Teacher</i></p>	<p><i>America, Christian News, Ms., National Review, New Republic</i></p>	<p><i>Journal of Developmental Education, Journal of Management, Journal of Soil and Water</i></p>