



# Periodicals: Scholarly, Trade, or Magazine?



## Scholarly Journals



## Trade Journals



## Magazines

	Scholarly Journals	Trade Journals	Magazines
<b>Examples</b>	<ul style="list-style-type: none"><li>• <i>Forest Ecology and Management</i></li><li>• <i>Journal of the American Medical Association (JAMA)</i></li></ul>	<ul style="list-style-type: none"><li>• <i>American Libraries</i></li><li>• <i>Chronicle of Higher Education</i></li><li>• <i>The Chemical Engineer</i></li><li>• <i>Environmental Quality Management</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Time</i></li><li>• <i>Sports Illustrated</i></li><li>• <i>People</i></li></ul>
<b>Purpose</b>	To present original research in the field, to extend the body of knowledge in a field	To inform others in a particular profession	To entertain, inform, or persuade
<b>Who writes for these?</b>	Experts in the field, scientists, professors	People working in the field	Journalists
<b>Who reads these?</b>	Experts in the field, scientists, professors, and students	People working in the field and others interested in the subject.	Everyone
<b>Gatekeepers for publication?</b>	Other experts in the field through a peer review process	Editors - usually have some knowledge of the specific subject area, maybe even expert knowledge	Editors - professional writers, but not necessarily professionals on the topic being written about
<b>Writing Style</b>	Technical terminology, written to educate you, not entertain, often original research  Standardized (MLA, APA, Chicago, etc.) with bibliographies no advertisements	More casually written, but includes industry terms and jargon  Advertisements are geared towards particular industry or career  Occasional brief bibliographies, but not required	Written for the average person with lots of pictures and everyday words  Entertaining and catchy titles. Lots of advertisements  No sources cited
<b>How to use in your research</b>	To learn about original research on a topic	To get background knowledge on a topic, read summaries of research, or to learn more about a profession	To get background knowledge on a topic or read summaries of research Additionally, to research popular culture, current events, and other topics not found in academic literature

