

Periodicals: Scholarly, Trade, or Magazine?



Scholarly Journals



Trade Journals



Magazines

	Scholarly Journals	Trade Journals	Magazines
Examples	<ul style="list-style-type: none"> • <i>Forest Ecology and Management</i> • <i>Journal of the American Medical Association (JAMA)</i> 	<ul style="list-style-type: none"> • <i>American Libraries</i> • <i>Chronicle of Higher Education</i> • <i>The Chemical Engineer</i> • <i>Environmental Quality Management</i> 	<ul style="list-style-type: none"> • <i>Time</i> • <i>Sports Illustrated</i> • <i>People</i>
Purpose	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
Who writes for these?	Experts in the field, scientists, professors	People working in the field	Journalists
Who reads these?	Experts in the field, scientists, professors, and students	People working in the field and others interested in the subject.	Everyone
Gatekeepers for publication?	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
Writing Style	<p>Technical terminology, written to educate you, not entertain, often original research</p> <p>Standardized (MLA, APA, Chicago, etc.) with bibliographies no advertisements</p>	<p>More casually written, but includes industry terms and jargon</p> <p>Advertisements are geared towards particular industry or career</p> <p>Occasional brief bibliographies, but not required</p>	<p>Written for the average person with lots of pictures and everyday words</p> <p>Entertaining and catchy titles. Lots of advertisements</p> <p>No sources cited</p>
How to use in your research	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

