



Different types of periodical publications (titles published regularly, over time) have different purposes and are intended for different audiences. It is important to consider your assignment and your chosen topic and decide what kind of journal or magazine your articles should come from. Periodicals can usually be divided into three broad categories:

### Scholarly Journals

- Authors:** Articles are written by authorities in their field
- Sources:** Authors cite their sources in endnotes, footnotes, or bibliographies
- Audience:** Aimed at scholarly readers (researchers, professors, students)
- Publisher:** Often published by academic or association presses
- Advertisements:** Contain few to no advertisements
- Peer-Review?:** Articles are often reviewed by an author's peers before publication (refereed) to ensure high quality
- Article Scope:** Journals usually have a narrow subject focus and articles often include original research, reviews or essays
- Graphics:** Illustrations usually take the form of charts and graphs
- Language:** Articles use jargon of the discipline
- Examples:** American Historical Review, American Journal of Psychotherapy, *Journal of Business and Psychology*



### Popular Magazines

- Authors:** Articles are usually written by professional writers or journalists
- Sources:** There are usually no bibliographies
- Audience:** Aimed at a general audience and used to inform update, or introduce a topic to a general reader
- Publisher:** Published by commercial (for-profit) presses
- Advertisements:** Contain numerous advertisements
- Peer-Review?:** There is no peer review process
- Article Scope:** Articles are used to inform, update, or introduce a topic to a general reader
- Graphics:** Usually contain numerous, glitzy illustrations and/or photographs
- Language:** Language is geared to a general audience and require no specialized knowledge of jargon
- Examples:** *Rolling Stone*, *Sports Illustrated*, *Time*



### Trade Journals

- Authors:** Articles written by specialists in a certain field or industry
- Sources:** Sources are often mentioned, but rarely cited formally in bibliographies
- Audience:** Intended for people in a particular profession, trade, or industry
- Publisher:** Published by professional or trade associations
- Advertisements:** Contain a moderate number of advertisements (almost all are trade related)
- Peer-Review?:** There is no peer review process
- Article Scope:** Articles give practical information to people in an industry
- Graphics:** Some illustrations are included, usually charts, graphs, etc.
- Language:** Authors use jargon of the industry
- Examples:** *Adweek*, *Beverage World*



Ask at the Reference desk for help in choosing an index to help you locate articles. Or call (970) 351-2562