

Popular Magazines – Scholarly Journals

**MAGAZINES**

**JOURNALS**

<b>Purpose?</b>	Entertainment News General Information	Communication of research findings
<b>Intended Audience?</b>	General Public Found at Newsstands	Written for professional colleagues Subscriptions for Association memberships and libraries
<b>Advertising?</b>	Lots of adds for popular items	Few ads for professional items
<b>Publisher?</b>	Commercial	Academic
<b>Frequency?</b>	Published more often – weekly/month	Published less often – monthly/quarterly
<b>Tone/Language?</b>	Engaging/Sensational Easy to read and understand	Serious/Scholarly Technical Language/Professional jargon
<b>Graphics?</b>	Glitzy illustrations Lots of photographs	Scientific illustrations Charts/Graphs
<b>Depth of Coverage?</b>	General information about the topic Shorter in length	More detailed, technical information Current research reported Lengthier articles
<b>Sources Cited?</b>	Rarely	Footnotes and bibliographies
<b>Authors?</b>	Credentials rarely given Often journalist	Professional position and institutional affiliation listed Expert in subject matter