

## What are "scholarly," "professional" and "popular" articles?

	Scholarly Journals	Popular Magazines	Professional or Trade Magazines
<b>Audience</b>	Scholars and students.	General public.	People working in a particular profession (e.g., journalists).
<b>Authors</b>	<p>Scholars in the field, often with university affiliations.</p> <p>Journals almost always list the author and the author's credentials. These credentials are usually related to the subject being written about in the article.</p>	<p>Reporters, feature editors.</p> <p>Sometimes no author is listed, and credentials may not be provided.</p>	<p>Reporters, feature editors, members of the profession.</p> <p>Sometimes no author is listed, and credentials may not be provided.</p>
<b>Overall Appearance</b>	<p>Serious, may contain graphs or charts - will not find glossy pages or many photographs.</p> <p>Usually many pages in length.</p>	<p>Glossy paper, advertisements, heavily illustrated - attractive in appearance.</p> <p>Usually fewer pages than scholarly articles.</p>	<p>Glossy paper, advertisements, heavily illustrated - attractive in appearance.</p> <p>Usually fewer pages than scholarly articles.</p>
<b>Documentation</b>	Sources are cited in footnotes or a bibliography.	Sources are rarely cited.	
<b>Purpose</b>	<p>To report original research or experimentation. Most scholarly journals publish articles that have gone through a rigorous "peer-review" process. These are called "refereed" journals. Have specific content related to a narrowly focused discipline or academic subject.</p>	To provide general information, opinions, popular information.	To provide general information for members of that profession, keeping them up-to-date on trends, research, and other matters that affect their work lives.
<b>Authority</b>	Will often have an "Editorial Board" listed in the first pages.		
<b>Frequency</b>	May have few issues per year, such as a quarterly.	Often come out weekly or monthly.	Often come out weekly or monthly.
<b>Examples</b>	<p><u><a href="#">Journal of the American Medical Association</a></u></p> <p><u><a href="#">Communication Research</a></u></p> <p><u><a href="#">Social Science Quarterly</a></u></p>	<p><u><a href="#">Black Enterprise</a></u></p> <p><u><a href="#">Newsweek</a></u></p> <p><u><a href="#">People Weekly</a></u></p>	<p><u><a href="#">Graphic Arts Monthly</a></u> <u><a href="#">The Magazine of the Printing Industry</a></u></p> <p><u><a href="#">PR Reporter</a></u>; <u><a href="#">The Weekly Public Relations Newsletter</a></u></p>
<b>TIPS</b>	<p>Ask your professor for the <i>titles</i> of journals that she or he would like you to use. It will vary depending on the academic discipline.</p> <p>For information about the periodical, use <u><a href="#">Ulrich's International Periodicals Directory</a></u> or <u><a href="#">Magazines for Libraries</a></u>, or look at the first few pages of an issue of the periodical itself.</p> <p><b>Ask librarians to help identify which publications are scholarly or refereed.</b></p>		