


Distinguishing Scholarly Journals from Other Periodicals

Meriam Library  California State University, Chico

	SCHOLARLY JOURNALS* American Economic Review Journal of Communication Educational Theory	TRADE PUBLICATIONS Advertising Age Industry Week Progressive Grocer	NEWS OR OPINION MAGAZINES New Republic Scientific American U.S. News & World Report	POPULAR MAGAZINES People Glamour Rolling Stone
<i>Examples</i> }				
Purpose	-to inform and report on original research or experimentation to the rest of the scholarly world	-to provide news and information to people in a particular industry or profession	-to provide general information to an educated lay audience	-to entertain or persuade -a not so hidden agenda is to sell products or services
Cited Sources	-include substantial footnotes and/or bibliographies	-occasionally include brief footnotes and/or bibliographies	-occasionally include brief bibliographies	-rarely include bibliographies
Authors	-scholars or researchers in the field, discipline, or specialty	-practitioners or educators within the industry or profession	-magazine staff writers or free-lance writers	-magazine staff writers or free-lance writers
Language	-technical terminology appropriate to the discipline -reader is assumed to have a similar scholarly background	-jargon of the industry or profession -reader is assumed to have background in the field	-language geared to educated layperson -does not emphasize a specialty but does assume a certain level of education	-simple language in order to meet a minimum education level
Article Appearance	-graphs, charts, and photographs that support the research -articles are lengthy and often structured into these sections: abstract, literature review, methodology, results, conclusion, bibliography	-photographs and illustrations used to support the article but also for aesthetic purposes to draw in readers -brief articles with no structure	-photographs and illustrations used to support the article but also for aesthetic purposes to draw in readers -usually brief articles but can be longer and sometimes structured	-photographs and illustrations used for aesthetic purposes to draw in readers -brief articles with no structure
Journal Appearance (if applicable)	-plain format, usually black and white -little or no advertising	-attractive glossy format, lots of color -extensive advertising aimed at people in the field	-attractive glossy format, lots of color -extensive advertising aimed at the general public	-attractive glossy format, lots of color -extensive advertising aimed at the general public

*Scholarly journals are sometimes referred to as refereed or peer reviewed. A refereed or peer reviewed journal is a scholarly journal that has a rigorous approval and editing process in which experts in the field evaluate journal articles before acceptance for publication.