<table>
<thead>
<tr>
<th>PERIODICALS</th>
<th>AUTHORSHIP</th>
<th>EDITORS/ REVIEWERS</th>
<th>AUDIENCE</th>
<th>LANGUAGE</th>
<th>SOURCES</th>
<th>GRAPHICS</th>
<th>ADVERTISING</th>
<th>FEATURES</th>
<th>EXAMPLES</th>
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<tbody>
<tr>
<td>NEWSPAPER</td>
<td>Staff reporter/journalist</td>
<td>Editors on staff</td>
<td>General public</td>
<td>Non-technical</td>
<td>Citations rare</td>
<td>Photos, illustrations, charts, graphs, etc.</td>
<td>Common</td>
<td>Current info., news stories/commentary, geographic/subject focus</td>
<td>New York Times, Star Tribune [Minneapolis], Wall Street Journal</td>
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<tr>
<td>POPULAR MAGAZINE</td>
<td>Staff writer/journalist</td>
<td>Editors on staff</td>
<td>General public</td>
<td>Non-technical</td>
<td>Citations rare</td>
<td>Photos, illustrations (glossy), charts, graphs, etc.</td>
<td>Common</td>
<td>Current events overviews, special interest stories, second-hand accounts of research</td>
<td>Newsweek, Sports Illustrated, Reader's Digest, U.S. News &amp; World Report</td>
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<tr>
<td>TRADE JOURNAL</td>
<td>Practitioners in field</td>
<td>Editors on staff</td>
<td>Practitioners in field</td>
<td>Moderately technical; some jargon</td>
<td>Citations rare</td>
<td>Photos, illustrations, charts, graphs, etc.</td>
<td>Selective</td>
<td>Product information, current trends and practices</td>
<td>American Libraries, Building Design and Construction, American Cinematographer</td>
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<tr>
<td>JOURNAL OF OPINION</td>
<td>Staff, contributors</td>
<td>Editors on staff</td>
<td>Educated public</td>
<td>Academic, political</td>
<td>Citations are more common</td>
<td>May contain illustrations, political cartoons, etc.</td>
<td>Not common</td>
<td>Commentary on politics, society</td>
<td>New Republic, The American Prospect, Tikkun</td>
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<tr>
<td>SCHOLARLY JOURNAL</td>
<td>Scholars, experts in field</td>
<td>Articles evaluated and selected by review board of scholars (refereed/peer-reviewed)</td>
<td>Scholars/experts in field</td>
<td>Academic, uses jargon/technical vocabulary</td>
<td>Bibliography/reference list and/or footnotes</td>
<td>May contain charts and/or graphs.</td>
<td>Rare. Limited to products/services of interest to scholars in field</td>
<td>Original research papers, in-depth analysis of topics, may contain reviews of other articles in the field</td>
<td>Cloning and Stem Cells, Studies in Conflict and Terrorism</td>
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</tbody>
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