

PERIODICAL COMPARISON CHART

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

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The following sources were consulted in preparing this handout: (1) DeArmond, Celita. "Scholarly Journal v. Popular Magazine Articles." UTSA Library Pathfinders. November 23, 1999. Univ. of Texas at San Antonio Library. 1 Feb., 2002 [http://www.lib.utsa.edu/Instruction/scholarly.html]. (2) DeArmond, Celita. "Types of Periodicals." UTSA Library Pathfinders. November 23, 1999. Univ. of Texas at San Antonio Library. 1 Feb., 2002 [http://www.lib.utsa.edu/Instruction/periodicals.html]. (3) Milner Library, Illinois State University. "Comparing Periodical Types: Scholarly Journals, Popular Magazines, and Trade Publications." Dec., 2001. Library handout. (4) Simon Schwob Memorial Library. "The Journal/Magazine Guide." Columbus State University. 30 Jan., 2002 [http://library.colstate.edu/libr1105/Kramer/miffy/11054b.html].

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