

# DISTINGUISHING BETWEEN PERIODICAL TYPES

IDENTIFYING FEATURES	SCHOLARLY (ACADEMIC) JOURNALS Examples: <i>Strategy &amp; Leadership</i> , <i>Academy of Management Journal</i> , <i>Educational Theory</i>	TRADE (PROFESSIONAL) MAGAZINES & JOURNALS Examples: <i>Industry Week</i> , <i>Affirmative Action Register</i> , <i>Advertising Age</i> , <i>Seedstock Edge</i>	CONSUMER (General/Special Interest & Pop Culture) MAGAZINES Examples: <i>People</i> , <i>Fortune</i> , <i>Forbes</i> , <i>US News &amp; World Report</i>
<b>Purpose</b>	<ul style="list-style-type: none"> <li>- add to a body of research</li> <li>- present research findings</li> <li>- guide future research</li> <li>- share new ideas &amp; invite discussion</li> </ul>	<ul style="list-style-type: none"> <li>- give info to industry/profession members</li> <li>- share knowledge in an industry/profession</li> <li>- provide industry news, contacts &amp; updates</li> <li>- keep readers informed</li> </ul>	<ul style="list-style-type: none"> <li>- share general interest stories</li> <li>- make profits and be advertisers' outlets</li> <li>- entertain and/or promote viewpoints</li> <li>- sell ads, products &amp; subscriptions</li> </ul>
<b>Intended Readers</b>	<ul style="list-style-type: none"> <li>- scholars &amp; experts</li> <li>- university and college students &amp; faculty</li> <li>- researchers</li> </ul>	<ul style="list-style-type: none"> <li>- people in specific trades, industries &amp; professions</li> <li>- employment seekers in specific industries</li> </ul>	<ul style="list-style-type: none"> <li>- nonprofessionals</li> <li>- educated, interested general public</li> <li>- special interest groups</li> </ul>
<b>Author Credentials</b>	<ul style="list-style-type: none"> <li>- experts &amp; authorities in fields</li> <li>- credentials are often stated</li> </ul>	<ul style="list-style-type: none"> <li>- field/industry specialists</li> <li>- expert staff writers</li> <li>- author's credentials are usually given</li> </ul>	<ul style="list-style-type: none"> <li>- freelance and staff writers &amp; journalists</li> <li>- articles often unsigned</li> <li>- often no credentials given</li> </ul>
<b>Article Appearance</b>	<ul style="list-style-type: none"> <li>- charts, graphs &amp; images support research</li> <li>- long articles</li> <li>- standardized structure: abstract, lit review, methods, results, conclusions, discussion, references, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- photographs &amp; illustrations used to support articles' main point</li> <li>- images used to get reader's attention</li> <li>- brief articles, no standardized structure</li> </ul>	<ul style="list-style-type: none"> <li>- photographs &amp; illustrations used for visual appeal</li> <li>- images used to get reader's attention</li> <li>- brief articles, no standardized structure</li> </ul>
<b>Review Process &amp; References</b>	<ul style="list-style-type: none"> <li>- usually peer reviewed</li> <li>- sources are formally documented</li> <li>- lengthy footnotes, endnotes, or references</li> <li>- may include list of recommended readings</li> </ul>	<ul style="list-style-type: none"> <li>- editorial review</li> <li>- sources are mentioned, but often not formally documented</li> <li>- may have short bibliographies</li> </ul>	<ul style="list-style-type: none"> <li>- editorial review</li> <li>- usually no formal documentation</li> <li>- may use unidentified sources</li> <li>- may list suggested readings</li> </ul>
<b>Content Types</b>	<ul style="list-style-type: none"> <li>- original research with theory discussion, methodology, findings, conclusions, etc.</li> <li>- annotated bibliographies</li> <li>- research and literature reviews</li> <li>- expert opinions, best practices</li> <li>- terminology &amp; jargon of the discipline</li> </ul>	<ul style="list-style-type: none"> <li>- industry trends and forecasts</li> <li>- organizational news</li> <li>- new products, techniques announcements</li> <li>- job announcements</li> <li>- may offer original &amp; industry research</li> <li>- terminology &amp; jargon of an industry/trade</li> </ul>	<ul style="list-style-type: none"> <li>- info about popular culture, personalities</li> <li>- news &amp; general interest stories</li> <li>- editorials (events, politics, world affairs)</li> <li>- usually secondary, not primary works</li> <li>- language geared to general public's education levels</li> </ul>
<b>Publisher Type</b>	<ul style="list-style-type: none"> <li>- professional organizations</li> <li>- scholarly associations</li> <li>- research institutes &amp; academic presses</li> </ul>	<ul style="list-style-type: none"> <li>- trade associations &amp; organizations</li> <li>- professional associations &amp; organizations</li> <li>- corporate or commercial presses</li> </ul>	<ul style="list-style-type: none"> <li>- commercial presses</li> <li>- special interest groups</li> </ul>
<b>Advertisements</b>	<ul style="list-style-type: none"> <li>- little or no advertising</li> <li>- some ads for conferences, job openings &amp; academic publications</li> </ul>	<ul style="list-style-type: none"> <li>- moderate amount of advertising</li> <li>- most ads are trade &amp; industry related</li> </ul>	<ul style="list-style-type: none"> <li>- extensive advertising</li> <li>- ads target consumer markets, magazine's readers &amp; general public</li> </ul>
<b>Physical Appearance</b>	<ul style="list-style-type: none"> <li>- plain cover (usually) with plain paper</li> <li>- black &amp; white images (charts, graphs, etc.)</li> <li>- continuous page numbers through issues (often)</li> </ul>	<ul style="list-style-type: none"> <li>- cover shows industrial/professional settings</li> <li>- glossy paper with color pictures &amp; images</li> <li>- each issue starts with page 1</li> </ul>	<ul style="list-style-type: none"> <li>- eye-catching cover</li> <li>- glossy paper with many color images</li> <li>- each issue starts with page 1</li> </ul>