

Scholarly Journals vs. Popular Magazines

Scholarly Journals

- The main purpose of a scholarly journal is to report on original research or experimentation.
- Many scholarly journals, though by no means all, are published by a specific professional organization.
- Articles are written by someone who has conducted research in the field and is usually affiliated with a university or research center.
- The language of scholarly journals is that of the discipline covered. It assumes some scholarly background on the part of the reader.
- Articles are lengthy and list their sources in the form of footnotes or endnotes.
- Illustrations, if any, are graphs and charts, with few glossy color pictures.
- Few advertisements (if any).



Popular Magazines

- The main purpose is to entertain the reader.
- Information is often second or third hand; the original source often obscure.
- There is generally little depth to the content of these articles.
- Articles are written by staff members or freelance writers.
- Rarely, if ever, cite sources.
- Simple language is used; they are designed to meet a minimal education level.
- Are often somewhat slick and attractive and contain lots of graphics.
- Advertisements are aimed at the general public.



Examples: *Business Week, Economist, Newsweek, People Magazine, Popular Science*