

## Scholarly Journals vs. Popular Magazines vs. Trade Publications

CRITERIA	SCHOLARLY JOURNALS	POPULAR MAGAZINES	TRADE PUBLICATIONS
<b>Author</b>	Scholars, researchers, university professors and other experts  Names and credentials provided	Journalists, staff or freelance writers  Articles are often unsigned	Journalists, professionals, specialists in the field or industry
<b>Purpose</b>	To report on original research and advance knowledge	To inform and/or entertain	To inform practitioners within a field or industry
<b>Audience</b>	Scholars, researchers, professionals, university professors, and students	General public	Workers and professionals in the field or industry
<b>Content</b>	Report on original research, analysis, theory, criticism, reviews	News, current events, entertainment, general interest	Industry news, current events, trends, products, techniques

**Appearance**

Mostly text

Graphs, charts, tables, selected illustrations

Page numbers may continue from one issue to

**Advertisements**

Very few. Targeted at researchers (e.g., forthcoming books)

Many