

Scholarly Journals vs. Popular Magazines

| Characteristics | <u>Scholarly Journal</u> | <u>Popular Magazine</u> |
|-----------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Audience | Scholars (professors and researchers) and students | General audience |
| Authors | Expert or specialist in the field; names and credentials provided | Staff writer or journalist; names and credentials often <u>not</u> provided |
| Format | Structured; may include an abstract, methodology, results, conclusion and bibliography | Articles do not necessarily follow a specific format/structure |
| Illustrations | Illustrations support the text, such as tables, graphs, and/or maps. Very few advertisements. | Illustrations with glossy or color photographs. Many advertisements. |
| Language | Specialized terminology or jargon of the field; requires expertise in subject area | Vocabulary geared to any educated audience; easily understandable to most readers |
| Length | Longer articles, providing in-depth analysis of topics | Shorter articles, providing broader overview of topics |
| Purpose | Report results of original research or experimentation | Provide general information |
| Review Process | Articles are reviewed by scholars or researchers in the field before being published (peer reviewed) | No peer review process; editorial team makes all content decisions |
| Sources | Sources cited in footnotes and/or bibliography/works cited page | Sources not cited; names of reports or references may be mentioned in article |