

Is it a Scholarly Journal?

	Scholarly Journals	Trade Publications	Magazines
Written for	Professors and students	Workers in a specific industry	General public
Written by	Scholars	Professional writers and industry experts	Professional writers
Appearance	Usually plain with few color illustrations; advertisements limited to books and journals; may have tables, graphs, formulas; photographs	Glossy with industry specific advertisements	Glossy with advertisements
Articles	<p>Have a list of references (citations), e.g., <i>Works Cited</i>, <i>Bibliography</i></p> <p>Written in technical and scholarly language</p> <p>Report current and innovative research and scholarship</p> <p>Are usually 10 pages or more in length</p> <p>Reviewed by other scholars prior to publication</p>	<p>May have a brief list of sources, e.g., interviews, magazines</p> <p>Written in technical language specific to the industry</p> <p>Report industry trends and news</p> <p>Are usually less than 10 pages in length</p> <p>Reviewed by professional editor employed by the publication</p>	<p>Almost never have a list of references or sources</p> <p>Written in relatively simple language appropriate for the intended audience</p> <p>Report current topics and events</p> <p>Are usually less than 10 pages in length</p> <p>Reviewed by professional editor employed by the publication</p>
Examples	Journal of Adolescence Journal of Popular Culture	Advertising Age C D Computing News	Ebony Elle Newsweek

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