

TYPE OF PERIODICAL	SCHOLARLY & RESEARCH JOURNALS	TRADE & INDUSTRY JOURNALS	SUBSTANTIAL NEWS/ GENERAL INTEREST	POPULAR MAGAZINES	NEWS & OPINION PUBLICATIONS
EXAMPLE TITLES	<i>Educational Research, Journal of Biological Chemistry, Acta Astronautica</i>	<i>Library Journal, Advertising Age, PC World, Farm Chemicals</i>	<i>Audubon, Discover, Smithsonian, National Geographic</i>	<i>Time, Newsweek, Sports Illustrated, Car and Driver</i>	<i>New York Times, Washington Post, Wall Street Journal</i>
PURPOSE	To report the results of original research	To report current trends and new product or company information in a specific industry	To provide in-depth reporting and feature articles of a quasi technical/scientific nature	To entertain and inform without providing in-depth analysis	To provide current news on a daily or weekly basis
COVERAGE	Often devoted to a single discipline or sub-discipline	Covers a specific business or industry	Covers a wide variety of topics that may be of interest to the readership	Often covers a particular subject or hobby but may also cover a variety of topics	Covers current events in politics, business, religion, sports, and leisure. Contains editorials and other opinion pieces
AUTHORSHIP	Subject specialists and experts in the field, usually a faculty member at a university or college	Practitioners in the field or journalists with subject expertise	Staff writers, freelance journalists, preeminent authors, and scholars	Journalists, freelance writers, and editorial staff	Local staff, newswire services, and syndicated columnists
EDITORS	Subject specialists and expert in the field, often a faculty member at a university or college	Editorial staff of the publisher, may have subject expertise	Editorial staff of the publisher, may have subject expertise	Editorial staff of the publisher	Editorial staff of the publisher
PUBLISHER	Organization, Association, University Press, or Commercial Publisher	Organization, Association, or Commercial Publisher	Organization, Association, or Commercial Publisher	Commercial Publisher	Commercial Publisher
ARTICLES	Articles are usually lengthy and are devoted to one narrow topic or a piece of research	Articles range from in-depth reporting and analysis to opinion pieces	Articles are often lengthy and range from in-depth reporting and analysis to opinion and general interest features	Articles are often brief and provide general information without going into great detail	Articles cover a vast array of topics, but content is usually determined by current events
INTENDED AUDIENCE	Researchers and specialists who are peers to the contributors	Practitioners in the field.	A general but educated and well-read audience	A general readership of non-specialists	A general audience with an interest in the news
LANGUAGE	Employs specialized terminologies which often only a handful of scholars may understand	Uses the jargon or technical language of the field	Avoids jargon but uses language appropriate for an educated reader	Does not use jargon or assume subject-specific knowledge	Use common words and simple sentence structures
SOURCES	Cites sources in footnotes, endnotes, or bibliographies	May refer to sources but may not document them in any formal way	May refer to sources but may not document them in any formal way	Infrequently mention sources making information difficult to substantiate or trace	Usually names sources but, in some instances, sources are kept confidential
APPEARANCE	Usually plain black print on white paper. May contain graphs and charts but usually does not contain photographs or colorful graphics	Usually slick and glossy with photographs, charts, tables, illustrations.	Usually contains photographs and graphics but not as many as popular magazines	Slick and glossy with photographs, illustrations, graphics, and interest-catching cover stories	Usually thin, inexpensive paper stock and black ink. The amount of color and illustrative matter are determined by editorial policy
ADVERTISING	Limited advertising, if any	Ads related to the profession/ industry	Ads are present but not a dominant feature	Ads are present and may be a dominant feature	Accept advertising of all sorts, usually offering both classified and display ads
ACCESS TOOLS	General academic indexes such as <i>InfoTrac One File</i> and subject indexes such as <i>Biological Abstracts</i> or <i>America: History and Life</i>	Business indexes such as <i>Business Periodical Index</i> , and <i>ABI-Inform</i>	General academic indexes such as <i>InfoTrac One File</i>	General indexes such as <i>Reader's Guide</i> , and <i>InfoTrac One File</i>	<i>National Newspaper Index</i> and indexes to specific newspapers