



## Franklin D. Schurz Library

### Popular Magazines-Scholarly Magazines

|                           | <b>MAGAZINES</b>  | <b>JOURNALS</b>  |
|---------------------------|---|--|
| <b>Purpose?</b>           | Entertainment/News<br>General Information                   | Communication of research findings   |
| <b>Intended Audience?</b> | General public<br>Found at news-stands                      | Written for professional colleagues<br>Subscriptions for Association memberships and libraries |
| <b>Advertising?</b>       | Lots of ads for popular items                               | Few ads for professional items   |
| <b>Publisher?</b>         | Commercial  | Academic   |
| <b>Frequency?</b>         | Published more often-<br>weekly/monthly                     | Published less often-monthly/quarterly   |
| <b>Tone/Language?</b>     | Engaging/Sensational<br>Easy to read & understand           | Serious/Scholarly<br>Technical language/Professional jargon                                    |
| <b>Graphics?</b>          | Glitzy illustrations<br>Lots of photographs                 | Scientific illustrations<br>Charts/Graphs  |
| <b>Depth of Coverage?</b> | General information about the<br>topic<br>Shorter in length | More detailed, technical information<br>Current research reported<br>Lengthier articles        |
| <b>Sources cited?</b>     | Rarely  | Footnotes and bibliographies   |
| <b>Authors?</b>           | Credentials rarely given<br>Often journalist                | Professional position and Institutional affiliation listed<br>Expert in subject matter         |

09/05

*If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Please contact Julie Elliott at 520-4410 for assistance.*