



http://www.keystone.edu/Miller_Library

Library Guide

Types of Periodicals

Scholarly Journal

General Interest Magazine

Popular Journal

Audience	Targeted toward scholars and researchers in a specific field	May be targeted to a specific interest group, but can be understood by any educated person	Targeted toward a general audience
Format	Generally published to spread results of research. Many are peer-reviewed. Papers are actively solicited by publisher. Topics can span several issues or volumes.	Generally published to spread news or information. Articles are generally 1-5 pages in length but can be longer. Issues may be stapled through the center.	Primary purpose is to entertain, sell through advertisements, or present a point of view.
Cover	Cover is generally a single color, may have a single photograph or illustration related to a story or topic. Volume/issue numbers are prominently placed on cover. "Journal" may be part of the title	Cover is colorful and attractive. Volume/issue numbers are not as prominent.	Cover is colorful and attractive, may have multiple photographs and captions to lead reader inside. Date of issues is more prominent.
Content	Articles are written by researchers and scholars solicited by editor or publisher. Articles are based on research done by the author(s). Articles contain footnotes and bibliographies to support content. Will not contain advertisements, but may contain position postings.	Articles are written by staff writers, freelance writers, or scholars. Articles may be on general subjects of interest. Articles may present research done by others but may not contain sources for data presented.	Articles are written by staff writers, freelance writers or may be solicited from the general public. Articles will be on general subjects of interest. Articles may present information on research done by others. Sources are usually not cited. Articles are usually superficial.
Language	Language is more formal with vocabulary and technical terms common to the specific field of study.	Language is frequently informal. Vocabulary may include technical terms common to focus group, but understandable by any educated person.	Language is easily understood by anyone.
Illustrations	Photographs and charts illustrate points and data contained within the articles.	Photographs, charts, and illustrations may or may not relate to the main article.	Illustrations and photographs are prominent.
Subject Knowledge needed	Authors assume reader has some knowledge of the field.	There is no assumption of special knowledge.	A general education is all that is needed.
Cost/ Availability	Scholarly journals are generally only available through subscriptions or memberships. Price can vary according to publisher. Subscriber pays more because journals don't contain advertisements and are available only from publisher or vendor	Available through subscriptions and may have distribution through other venues. Will contain paid advertisements that help keep price lower.	Available primarily through point-of-sale venues, some subscriptions available. Bulk of magazine pages will contain advertisements. Generally costs under \$5.00 per issue.

Sensational Periodicals

Newspapers

Audience	Targeted toward a general audience.	Targeted toward a general audience.
Format	Primary purpose is to entertain and sell through advertisements. May be printed on newsprint or glossy paper. Somewhat smaller than a newspaper.	Printed on newsprint, a cheap acidic paper. Generally black and white with color used sparingly.
Cover	Cover is colorful and attractive, will have multiple photographs and exaggerated captions to lead reader inside.	Front page will contain several lead stories. Most newspapers have multiple sections on topics such as sports, business or finance, lifestyles, etc.
Content	Articles are written by staff writers or freelance writers. Articles will be sensational and may present information that is an exaggeration of the truth. Advertisements may be less than “main-stream.”	Articles are referred to as “stories” and are written by staff reporters, freelance writers, or columnists.
Language	Language is easily understood by anyone.	Language is easily understood by most.
Illustrations	Illustrations and photographs are blurry and unclear and feature things like two-headed babies and Elvis or UFO sightings.	Photographs are used to document the story.
Subject Knowledge needed	A general education is all that is needed.	A general education is all that is needed.
Cost/Availability	Available primarily through point-of-sale venues such as supermarket checkout stands, some subscriptions available. Bulk of pages will contain advertisements. Usually under \$3.00	Available through carrier or mail delivery to home or business, and point-of-sale venues. Reasonably priced with daily papers usually priced under \$1.00 and Sunday papers priced under \$2.00. Will contain advertisements to keep price low.

Sample Titles

Scholarly Journal	<i>JAMA: The Journal of the American Medical Association</i>	<i>Journal of Marriage and the Family</i>	<i>Child Development</i>	
General Interest Magazine	<i>Economist</i>	<i>New York Times Magazine</i>	<i>Psychology Today</i>	<i>Newsweek</i>
Popular Journal	<i>Sports Illustrated</i>	<i>Woman’s Day</i>	<i>Popular Computing</i>	<i>Redbook</i>
Sensational Periodical	<i>Star</i>	<i>National Examiner</i>	<i>Globe</i>	
Newspaper	<i>Scranton Times</i>	<i>Wall Street Journal</i>	<i>New York Times</i>	<i>New-Age Examiner</i>