

## PROFESSIONAL JOURNALS AND POPULAR MAGAZINES

### How are they similar?

#### 1) Frequency

Both are periodicals, i.e. they come to the library or to your home by subscription periodically. They may come on any cycle: weekly, monthly, quarterly, bimonthly, etc.

#### 2) Appearance

- Popular magazines have extensive graphics and colorful advertising.
- Some professional journals may advertise products which are of interest to the journal's specific audience.

### How are they different?

#### 1) Audience

- Popular magazines are written for the general public.
- Professional journals are written for people who have education and/or training in a specific field.

#### 2) Authorship

- Popular magazines are written by journalists and freelance writers who may or may not be identified.
- Professional journals are written by scholars and experts in a specific field of research. The author's name, current job title, and institutional affiliation are included with the article.

#### 3) Purpose

- Popular magazines are intended to be used as recreational reading and public information.
- Professional journals are published so that specialists can share the results of their original research with their professional colleagues.

#### 4) Publishers

- Publishers of popular magazines are business people who sell both advertising and magazines.
- Professional journals are often published by nonprofit professional associations which have, as their first mission, the sharing of information and research among professionals who belong to their association.

#### 5) Editing

- Popular magazines are reviewed by one or more employees of the magazine.
- Professional journal articles are often selected and reviewed by an outside group of scholars. This process is called "peer review" and refers to the fact that an author's professional peers decide whether a research article merits publication. In the world of research, peer reviewed articles are considered the best.

#### 6) Organization

- In popular magazines, current events and general interest articles are written to be eye-catching and to keep the reader's attention. Nearby advertising often relates to the subject of the article.
- Professional journal articles begin with an abstract (a summary of the principle methods and conclusions of the research). They then describe the theory being tested, the methods used, the research results, and a discussion of the results. There is always a bibliography (list of cited works) at the end of a scholarly article.

Examples of some popular magazines:

Psychology Today  
Newsweek  
Vogue

Examples of some professional journals:

Physician and Sports Medicine  
Science  
Early Childhood Education Journal

**CRITERIA TO EVALUATE POPULAR, SCHOLARLY AND TRADE PUBLICATIONS**

<b>Criteria</b>	<b>Popular Periodicals</b>	<b>Scholarly Periodicals</b>	<b>Trade Journal or Professional Publications</b>
Intent	The intention is to inform or entertain the readers on general interest topics in a broad subject field; sell goods and services.	Publish original research, experimentation or review or literature.	To inform the professionals in a particular industry about current issues and trends. Includes news, product information and advertising.
Intended Audience	The audience is the general population.	The audience is the scholarly reader, such as professors, researchers and students.	The audience is the professional in a particular industry.
Authors	Authors are staff writers and freelance and guest authors.	Authors are scholars and researchers that experts in a particular field.	Authors are experts in a particular industry, or staff writers of the publication.
References	Usually DO NOT have bibliographies or references.	Bibliographies or references are included.	Usually DO NOT have bibliographies or references.
Language Used	Uses language for anyone to understand.	Uses specialized jargon of the field.	Uses specialized jargon of the industry.
Layout	Often illustrated for marketing appeal.  Various format used.	Includes tables, charts and photographs to support the text.  Standardized formats used, such as APA, MLA, etc.	Also contains many photographs, tables and charts for marketing and to support the text.  Various formats.
Advertising	Extensive commercial advertising.	Contains only a few advertisements that relate to the field.	Contains advertising about products and services in a particular industry.
Examples	TIME  Sports Illustrated	Harvard Business Review  Journal of Studies on Alcohol	Broadcasting & Cable