



# Scholarly-Popular-Trade Journals

Journals and magazines are important sources for up-to-date information in all disciplines. With a periodical collection as diverse as Memorial Library's, it is often difficult to distinguish between the various levels of scholarship found in the collection. This guide has divided the criteria for periodical literature into three categories.

## Scholarly Journals...



- are written by scholars or researchers in the field
- cite sources in the form of footnotes or bibliographies
- are also called research-based, peer-reviewed, or refereed journals
- are often text-based, sometimes with graphs and charts, but with few glossy pages or pictures

## Popular Magazines...



- are usually very short and journalistic in style, written designed for the average reader
- often glossy and attractive in appearance with many photographs
- rarely cite sources. Information published is often secondhand and the original source is sometimes obscure.

## Trade Journals...



- are published by commercial enterprises, professional associations, or educational groups
- are often written by an editorial board, a scholar or a free lance writer
- are geared toward specific audiences such as brokers, teachers, or executives

# Differentiating between Scholarly-Popular-Trade Journals

Sometimes a journal or magazine cannot be defined by one or two features nor do all features have to be present to make it a "scholarly" journal. Look for a majority of the traits listed above.

**If in doubt, ask your instructor or a librarian.**

	SCHOLARLY JOURNALS	MAGAZINES	TRADE JOURNALS
<b>NOTES</b>	Includes notes and/or bibliography	Few references or no bibliography	Often includes footnotes or bibliographies
<b>AUDIENCE</b>	Written for experts, shows research	Written for average reader	Written for readers in a specific trade or field of study
<b>PAGE LENGTH</b>	Usually more than 5 pages	Often less than 5 pages	Often less than 5 pages
<b>ADS</b>	Few or none; if any, advertising books and other "scholarly" items	Many, often in color	Many, but focus toward companies rather than the average consumer
<b>LOOK</b>	Mostly text and charts	Glossy, many pictures often in color	Maybe in glossy, magazine format, although some are in newspaper format.
<b>LOCATION</b>	Usually only available in a library	Title can be found at newsstand or grocery store	Usually only available in a library or specialty stores
<b>EXAMPLE TITLES</b>	<i>New England Journal of Medicine, Journal of Modern History</i>	<i>Newsweek, Maxim, Time, Good Housekeeping</i>	<i>Variety, Publisher's Weekly, Business Weekly</i>



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