

POPULAR MAGAZINES VS. SCHOLARLY JOURNALS

	POPULAR MAGAZINES	SCHOLARLY JOURNALS
PURPOSE	To provide news, entertainment, and information to a broad audience	To advance knowledge by reporting original research to a scholarly community
AUDIENCE	General public	Researchers, professionals, scholars, students
APPEARANCE	Eye-catching cover, glossy paper, pictures, and illustrations in color Each issue starts with page 1	Plain cover, plain paper Black & white graphics and illustrations to support the text Pages often numbered sequentially through an entire volume
AUTHORS	Staff writers, freelance journalist or contributing writers; articles may be unsigned	Experts, scholars, and researchers; articles are signed
CONTENT	Personalities, news, information, entertainment for nonspecialists	Research projects, methodology, and theory
WRITING STYLE	Informal; written for general readership	Formal, scholarly, use jargon from the discipline
ACCOUNTABILITY/ DOCUMENTATION	Editorial review No bibliographies	Peer review (refereed) Articles have bibliographic citations
ADVERTISEMENTS	Heavy	Few or none
EXAMPLES	<i>Sports Illustrated</i> <i>Discover</i> <i>Psychology Today</i> <i>Newsweek</i>	<i>Twentieth Century Literature</i> <i>Journal of Chemical Physics</i> <i>Political Research Quarterly</i> <i>Journal of Applied Psychology</i>