



Calumet College of St. Joseph, Specker Library

Popular Magazines vs. Scholarly Journals

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