

# LIBRARY SERVICES



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## Scholarly Journals, Trade Journals and Popular Magazines

	Scholarly Journals	Trade Journals	Popular Magazines
<b>Authors</b>	Authors are considered expert researchers in their fields.	Authors have a practical knowledge of the field and are often practitioners or professionals in a particular industry/field.	Authors are often journalists and may be magazine staff. They may have expertise in the field, or they may be generalists.
<b>Audience</b>	Audience is the scholarly reader and includes researchers, professors, and students of the field of study.	Audience includes members of a specific industry/field.	Audience includes the general public, or a section of the general public (i.e., those interested in a particular hobby).
<b>Accountability</b>	Articles are submitted by the authors. They are usually evaluated by others in the field before publication (peer reviewed) and are signed by the authors. References such as bibliographies, "works cited" pages or footnotes are included.	Articles are written by staff or they may be submitted by the authors. Articles are reviewed by editorial staff. Short bibliographies, "works cited" pages or footnotes may be included.	Articles are usually written by staff and may be unsigned or anonymous. Articles are reviewed by editorial staff. Bibliographies, "works cited" pages or footnotes are usually not included.
<b>Language</b>	Authors use the jargon of a particular area of research for others with similar backgrounds.	Authors use language familiar to practitioners and professionals in a specific industry/field.	Authors use language that the general public can understand.
<b>Appearance and Advertising</b>	Black and white graphics or illustrations are used to support the text. They may include charts, tables, or graphs. Printed on plain paper. Very little to no advertising.	Color graphics and illustrations support text. Printed on glossy paper. Some advertising, aimed at a specific industry/field.	Color graphics and illustrations are used to support the text, advertising or marketing needs. Printed on glossy paper. Lots of advertising and illustrations.
<b>Length and Content</b>	Articles are usually long, specific, and discuss research, review literature in a particular field, or put forth a theoretical argument.	Articles can be of varying length and discuss issues of interest to a particular industry/field including trends, products, technology, or practices.	Articles are usually short and cover a wide variety of general interest topics.

<b>Publisher</b>	Usually published by academic presses or professional associations.	Usually published by professional or trade associations.	Usually published by for-profit corporation, or sometimes by a non-profit agency.
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