

Types of Periodicals

	Scholarly & Research Journals	Professional, Trade & Industry Journals	Magazines of Commentary & Opinion	Newspapers	Popular Magazines
Examples	Social Problems American Historical Review Journal of Travel Research Ecology	Journal of Physical Education Recreation and Dance (JOPERD) Science Teacher Ski Area Management Advertising Age	The Nation National Review New Republic Mother Jones	New York Times Denver Post Wall Street Journal	Runners World Utne Reader Time Business Week
Values & Uses	Reports of original research In depth analysis of issues related to the discipline Academic level book reviews Refereed or peer-reviewed	Current trends, news & products in a field Company, organization, & biographical information Statistics, forecasts Employment & career information Book & product reviews	Commentaries on social & political issues Some in-depth analysis Political viewpoints: liberal, conservative & other Sometimes acts as voice of activist organization.	Current events & information Local and regional information Editorials Primary source for information on events	Current events Hot topics Short articles Generally not much depth
Language	Academic, can be very technical Uses the language of the discipline	Written for practitioners Can use jargon extensively	Written for a general and educated audience	Written for a generally educated audience	Non-technical language
Authors	Researchers, academics, professors, scholars, etc.	Practitioners in the field or journalists with subject expertise	Extremely variable Can be academics, journalists, representatives of various groups	Journalists	Generally, journalists and freelance writers
Sources	Footnotes and bibliographies Often very extensive documentation	Occasional brief bibliographies Sources sometimes cited in text	Occasionally sources cited in text or short bibliographies provided	Few sources cited, if any May briefly mention the source of a news article	Few sources cited, if any
Publisher	Universities, scholarly presses or academic/research organizations	Commercial publishers or professional and trade associations	Commercial publishers or non-profit organizations.	Commercial publishers	Commercial publishers
Graphics	Graphs, charts, formulas, depending on the discipline No glossy ads here at all	Photographs, charts, tables, illustrations of all sorts Sometimes glossy ads	Wide variety of appearances. Some very plain, others lots of gloss Frequent ads	Photographs, charts, ads of all sorts	Very glossy Full of color ads of all sorts