





Scholarly Journals vs. Popular Magazines

CRITERIA	SCHOLARLY JOURNALS	POPULAR MAGAZINES
		
Definition*	<ul style="list-style-type: none"> • Concerned with academic study, especially research • Exhibiting the methods and attitudes of a scholar • Having the manner and appearance of a scholar 	<ul style="list-style-type: none"> • Written for the general reader
Appearance	<ul style="list-style-type: none"> • Plain cover • Plain paper • Generally have a sober, serious look • Often contain many graphs and charts but few glossy pages or images 	<ul style="list-style-type: none"> • Eye-catching cover • Glossy paper • Pictures and illustrations in color • Come in many formats, often slick and attractive • Contain many images and graphics (photographs, drawings, etc)
Audience	<ul style="list-style-type: none"> • Scholarly readers, such as professors, researchers and students 	<ul style="list-style-type: none"> • Non-professionals or general audience
Author	<ul style="list-style-type: none"> • Experts, scholars, and researchers 	<ul style="list-style-type: none"> • Staff writers, generalists
Content	<ul style="list-style-type: none"> • Research projects, methodology and theory • Articles written by contributing authors 	<ul style="list-style-type: none"> • Personalities, news, and general interest articles • Articles written by staff, may be unsigned
Purpose	<ul style="list-style-type: none"> • To report on original research in order to make the information available to the rest of the scholarly world 	<ul style="list-style-type: none"> • To entertain, promote a viewpoint, or sell a product
Writing Style	<ul style="list-style-type: none"> • Formal, scholarly 	<ul style="list-style-type: none"> • Informal; written for anyone to understand

