

# What Type of Periodical Is This? A Field Guide



	Scholarly Journal	Popular Magazine	Trade/Professional Journal
Who wrote the article?	Scholars or experts in the field. Authors always are named and their institution is identified.	Authors are staff writers, editors, or freelance journalists. They often are not experts on the topic.	Authors have expertise in a field or industry. Editors primarily are journalists.
Who is the intended audience?	Scholars, researchers, and professionals in a field	General public	Practitioners in the business, profession, or industry
What is the publication's purpose?	To report original research, experiments, or theories	To inform or entertain	To provide news and raise awareness about trends in the field
Who publishes it?	A professional association, a nonprofit organization, a university press, or a commercial business	A commercial business or an organization	A professional association or a commercial business
Article content	Topic is narrowly focused. Abstract often included. Specialized terminology is used. Assumes previous knowledge of subject.	Short, general-interest articles focus on current events and personalities. No previous knowledge is assumed. Simple language is used.	Focus is on industry trends, new products and techniques. Industry jargon used is understandable to people in the field.
Publication process	Articles are peer reviewed (refereed).	Articles are selected by editors.	Editors select articles, which are not peer reviewed.
Does the author cite sources?	Sources always are cited in a list of references.	Sources are rarely cited.	Sources are mentioned. Short bibliographies may be included.