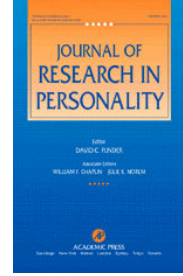


# Popular Magazines



# Scholarly Journals



VS

Criteria	Popular Magazines	Scholarly Journals
<b>Appearance</b>	<ul style="list-style-type: none"> <li>• eye-catching cover</li> <li>• glossy paper</li> <li>• illustrated in color</li> <li>• many advertisements</li> <li>• each issue starts with page one</li> </ul>	<ul style="list-style-type: none"> <li>• plain cover</li> <li>• plain paper</li> <li>• black/white charts and graphs</li> <li>• few or no advertisements</li> <li>• pages numbered consecutively through each volume</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• general public</li> </ul>	<ul style="list-style-type: none"> <li>• researchers, scholars and professionals</li> </ul>
<b>Authors</b>	<ul style="list-style-type: none"> <li>• paid staff or free-lancers</li> <li>• articles may be unsigned</li> </ul>	<ul style="list-style-type: none"> <li>• scholars or researchers</li> <li>• background of authors usually given</li> </ul>
<b>Accountability</b>	<ul style="list-style-type: none"> <li>• editorial review</li> </ul>	<ul style="list-style-type: none"> <li>• peer reviewed</li> </ul>
<b>Documentation</b>	<ul style="list-style-type: none"> <li>• no bibliographies or footnotes</li> </ul>	<ul style="list-style-type: none"> <li>• always has bibliographies or footnotes</li> </ul>
<b>Frequency</b>	<ul style="list-style-type: none"> <li>• usually weekly or monthly</li> </ul>	<ul style="list-style-type: none"> <li>• usually quarterly</li> </ul>
<b>Publisher</b>	<ul style="list-style-type: none"> <li>• commercial</li> </ul>	<ul style="list-style-type: none"> <li>• university press or scholarly society</li> </ul>
<b>Examples</b>	<ul style="list-style-type: none"> <li>• <i>Newsweek</i></li> <li>• <i>Psychology Today</i></li> <li>• <i>Vogue</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Foreign Affairs</i></li> <li>• <i>Journal of Abnormal Psychology</i></li> <li>• <i>Anthropological Quarterly</i></li> </ul>

If you aren't sure whether a publication is appropriate for your assignment, ask your instructor.