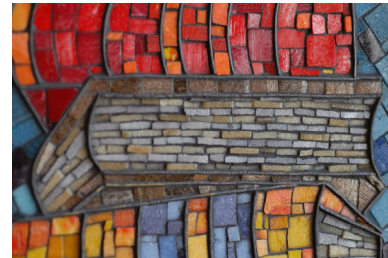

Periodical Characteristics

Concordia College—Moorhead, MN



***Carl B.
Ylvisaker
Library***

<http://www.cord.edu/Academics/Library/>

Carl B. Ylvisaker Library
Updated: 11 November 2008

Periodical Characteristics

Appearance

- *Academic journals* have a serious, sober look. They are usually printed in black and white. Articles often present data using tables, graphs or charts. An abstract and the author's credentials will often precede the article. The journals rarely contain photographs or colorful art.
- *Popular magazines* are slick and glossy with graphics, photographs, illustrations and eye-catching cover stories. Their covers are bright and attractive. Articles include pictures of people, places or things (e.g. cars, homes, movie stars, etc.).
- *Professional/Trade journals* look a lot like popular magazines. Many have covers portraying an industrial setting. They use glossy paper, pictures and color illustrations but not as often as popular magazines.

Purpose

- *Academic journals* are produced in order to report and make available original disciplinary research done by scholars and experts in the field.
- *Popular magazines* are meant to interest and entertain a broad segment of the population without providing in-depth analysis.
- *Professional/Trade journals* report on industry trends, new products and techniques which are useful to people in a profession, trade or business.

Audience

- *Academic journals* are intended for a limited audience: researchers and specialists who are peers of the contributors.
- *Popular magazines* are intended for a wide audience, with a range of interests who are non-specialists.
- *Professional/Trade journals* are written for practitioners in a particular profession, business or industry.

Subject

- *Academic journals* are often devoted to a single discipline or sub-discipline. They include research on specialized topics of interest only to members of a particular academic field.
- *Popular magazines* often focus on a particular subject or hobby. However, they cover a variety of topics within an issue. Articles may focus on current events or popular topics of the day.
- *Professional/Trade journals* cover practical information related to a field or industry. The articles range from brief news to serious opinion pieces to reviews of current practice.

Author

- Articles in *academic journals* are written by subject specialists and experts. These journals are usually published by a scholarly publisher like a university press or a professional association.
- Articles in *popular magazines* may be written by journalists, freelance writers or an editorial staff. These magazines are usually published by a commercial publisher.
- Articles in *professional/trade journals* are written by specialists in a certain field or industry.

Advertising

- *Academic journals* have very little or no advertising.
- *Popular magazines* have many prominently featured ads.
- *Professional/Trade journals* have advertisements directly related to a profession or trade.

Examples (Periodical Titles)

- **Academic Journals:** *Contemporary Literature, Cognitive Psychology, JOPERD*, etc.
- **Popular Magazines:** *Glamour, Field & Stream, Cooking Light, Sports Illustrated*, etc.
- **Professional/Trade Journals:** *Nursing Times, Computerworld, Newsweek, Time*, etc.