Scholarly, Popular, and Trade Journals
- **POPULAR**: Inform and entertain the general public. Magazines like *Time* or *Rolling Stone*; or newspapers like the *L.A. Times*.

- **SCHOLARLY**: Disseminate research and academic discussion among professionals in a discipline. Journals such as *Journal of Applied Communication Research*. Usually peer reviewed or refereed.

- **TRADE**: Neither scholarly or popular sources, but could be a combination of both. Allows practitioners in specific industries to share market and production information that improves their businesses.
What's in them?

**SCHOLARLY**

*AJP* - Articles presenting original research or events related to a specific discipline.

© University of Illinois Press

**POPULAR**

*Psychology Today* - Articles about current events and popular culture, opinion pieces, self help tips, advertising.

© Sussex Publishers

**TRADE**

*Monitor* - Articles about news, trends, best practices, and products for a specific industry or profession.

© American Psychological Association
Who writes them?

**SCHOLARLY**
Professors, researchers, or professionals; credentials are usually stated in the article.

**POPULAR**
Staff writers or free-lancers; names or credentials often not stated.

**TRADE**
Written by a professional in the field, sometimes a journalist with subject area expertise. Often published by a trade association.
What do they look like?

**SCHOLARLY**

 Mostly text supported by black and white figures, graphs, tables, or charts; few advertisements.

© American Medical Association

**POPULAR**

 Glossy, color photographs, easy to read layout, plenty of advertising.

© Rodale, Inc.

**TRADE**

 Photographs, some graphics and charts, advertisements targeted to professionals in the field.

© The BioTech Communications Group
Who reads them?

**SCHOLARLY**

Scholars (professors, researchers, students) knowledgeable about a specific discipline.

**POPULAR**

General public

**TRADE**

Practitioners in a field who want to know news, trends, and best practices for their specific industry or profession.
What are their advantages?

**SCHOLARLY**
- Articles are usually evaluated by experts before publication (peer reviewed)
- Footnotes or bibliographies support research and point to further research on a topic
- Authors describe methodology and supply data to support research results

**POPULAR**
- Written for non-specialists
- Timely coverage of popular topics and current events
- Good sources for topics related to popular culture

**TRADE**
- Timely coverage of industry trends
- Sometimes contain short bibliographies
- Shorter articles that are informal and practical
What are their disadvantages?

**SCHOLARLY**
- Articles often use specialized terminology of the field that can be difficult for non-specialists to read
- Scholarly journals are expensive and may not be readily available
- Research and review process takes time; not as useful for current events or popular culture

**POPULAR**
- Articles are selected by editors who may know little about the topic
- Authors usually do not cite sources
- Published to make a profit; the line between informing and selling may be blurred

**TRADE**
- Not peer reviewed, though author is usually a professional in the field
- Use of specialized terminology of the field
- Evidence drawn from personal experience or common knowledge but NOT rigorous research
http://www.lib.ncsu.edu/tutorials/scholarly-articles/