

# Magazine or Scholarly Journal?

## Characteristics of a Magazine:

- ⇒ **Appearance** is usually attractive, slick or glossy.
- ⇒ **Advertising** is often extensive.
- ⇒ **Articles** may not be signed, do not include references, are often short and are written for the general public.
- ⇒ **Authors** are publication staff or freelance writers.
- ⇒ **Graphics** include photographs, illustrations and drawings.
- ⇒ **Language** is suitable for the general public, basic/simple.
- ⇒ **Publisher** concerned with making a profit.
- ⇒ **Purpose** is to entertain or persuade. Concerned with selling products or services.
- ⇒ **Sources** are rarely cited.
- ⇒ **Information** is often second or third hand.

---

## Characteristics of a Scholarly Journal:

- ⇒ **Appearance** is usually plain, bland, serious.
- ⇒ **Advertising** is selective, often there is none.
- ⇒ **Articles** are always signed, include references, are often lengthy and are written for a limited audience.
- ⇒ **Authors** are scholars in the field or researchers in the field.
- ⇒ **Graphics** usually consist of charts and graphs to enhance the article.
- ⇒ **Language** is technical. Terminology and jargon from the field of study is used. Readers are assumed to be knowledgeable of the language.
- ⇒ **Publisher** is usually an association or scholarly press.
- ⇒ **Purpose** is to inform, report or provide research to other scholars.
- ⇒ **Sources** are always cited in the form of footnotes or bibliographies.
- ⇒ **Information** is first hand, original.