

# What Type of Publication is Your Source?

Journals, magazines, newspapers and many nonfiction books can be analyzed according to the following criteria

	<b>SCHOLARLY</b> (sometimes called "Academic")	<b>TRADE, PROFESSIONAL, TECHNICAL</b>	<b>SUBSTANTIAL NEWS / GEN- ERAL INTEREST</b>	<b>POPULAR</b>	<b>SENSATIONAL</b> (also called "Tabloid")
<b>PURPOSE</b>	To inform, report or share original research or experimentation	To report on an industry or profession; to help people do their jobs better; may list jobs	To inform	To entertain or persuade (hidden agenda may include selling products or services)	To entertain
<b>AUTHORS</b>	Scholars, researchers, professors, upper-level graduate students	People working in a particular profession, field or industry	Editorial staff, journalists, experts, and/or free-lance writers	Editorial staff, journalists or free-lance writers	
<b>AUDIENCE</b>		People working in a particular field or industry	Generally educated audience	Wide audience	
<b>REVIEW PROCESS</b>	Reviewed by peers within the discipline ("peer reviewed" or "refereed")	Minimal review by editorial staff and rarely by peers	Minimal review by editorial staff		
<b>APPEARANCE/ FORMAT</b>	Plain, text-heavy, "academic" looking	Generally business-like	May look more interesting and/or varied	Usually slick, glossy, high-interest and/or eye-catching	Slick and glossy or "tabloid" (newsprint)
<b>GRAPHICS</b>	May contain graphs and charts but usually plain and with minimal color	Usually have photographs, illustrations and graphics	Mostly photographs, sometimes illustrations and drawings		Lots of photographs with varying degrees of quality and authenticity
<b>LANGUAGE</b>	Terminology, jargon and specialized language of the discipline; reader is assumed to have scholarly background	Terminology and jargon of the field but usually informal in tone	Aimed at educated readership; not necessarily specialized but assume a certain level of intelligence	Simple language to meet minimum education level; articles are usually short with little depth	Simple language, slang, exaggerations, "gossip" and sensational to titillate readers
<b>SOURCES</b>	Sources cited (footnotes and/or bibliography)	Sources may not be noted, or there may be only a few footnotes	Sources occasionally cited, but this is exception to rule	Sources rarely cited; original sources may be obscure	Unnamed or unidentified sources (if at all)
<b>PUBLISHERS</b>	Often a professional organization/society or university press	Usually a professional association	Commercial enterprises (for profit)		
<b>ADVERTISING</b>	No advertising or very minimal, selective advertising	Advertisements are aimed at people in specific profession	General advertising	Extensive general advertising	
<b>EXAMPLES</b>	<i>New England Journal of Medicine</i> <i>Journal of the American Chemical Society</i> <i>Harvard Business Review</i> <i>The Sociology of Post-Colonial Societies</i> [book]	<i>American Biology Teacher</i> <i>Chemical &amp; Engineering News</i> <i>Advertising Age</i> <i>The Economics of Microfinance</i> [book]	<i>Scientific American</i> <i>Psychology Today</i> <i>Newsweek</i> <i>Forbes</i> <i>What's Your Corporate IQ?</i> [book]	<i>People Weekly</i> <i>Esquire</i> <i>Reader's Digest</i> <i>Marley and Me</i> [book]	<i>National Enquirer</i> <i>Us Weekly</i> <i>Star</i> <i>Winning Lotto / Lottery For Everyday Players</i> [book]
<b>WHY USE THEM?</b>	Required by professor; to add credibility to your own ideas or hypotheses	To understand issues in a field or industry; to prepare for a job interview	To identify potential topics for a research project; to identify current events and hot topics	Leisure reading	