

## Scholarly Journal? Popular Magazine? Trade Journal?

	Scholarly Journals	Trade/Industry Journals	Popular Magazines
EXAMPLES:	<p>Journal of College Student Retention: Research Theory &amp; Practice</p> <p>JAMA: The Journal of the American Medical Association</p> <p>Topics in Geriatric Rehabilitation</p>	<p>Chronicle of Higher Education</p> <p>RN</p> <p>Computer World</p>	<p>Time</p> <p>Newsweek</p> <p>Reader's Digest</p>
VALUE	<p>Serious look</p> <p>Charts and graphs</p> <p>Reports on original research</p> <p>Uses specialized jargon (language) of the field</p> <p>Often reviewed (refereed) by other experts in the field</p>	<p>Current trends, news and products in a field</p> <p>Use specialized jargon (language) of the field</p> <p>Statistics, forecasts, organization &amp; company information</p>	<p>Current events</p> <p>Shorter articles</p> <p>Designed to attract broad segment of population</p>
AUTHORS	<p>Researchers</p> <p>Academics</p> <p>Professors</p> <p>Scholars</p>	<p>Practitioners in the field</p> <p>Journalists with subject expertise</p>	<p>Journalists</p> <p>Freelance writers</p>
SOURCES	<p>Extensive documentation</p> <p>Sources cited</p> <p>Bibliographies</p>	<p>Sources occasionally cited in text</p>	<p>Sources rarely credited</p>
GRAPHICS	<p>Charts, Formulas, Graphs, Serious Appearance</p>	<p>Bright Attractive Covers, Glossy Photos, Full-page Advertisements,</p>	<p>Photographs, Graphs, Charts, Tables, Illustrations</p>