

	Scholarly Journals	Trade Journals	Popular Magazines
Examples	Journal of Business Ethics Journal of Consumer Marketing	Advertising Age Brandweek	Time PC World
Value & Uses	Reports of original research, theoretical, experimental or applied. In-depth analysis of topics Lengthy articles	Current trends, news & events in a particular field. Product, company and biographical information. Statistics including forecasts.	Current events and news Brief, factual information Short articles Interviews
Language	College-level writing Specialized language of the discipline	Written for practitioners so uses jargon of the field	Non-technical, often simple language
Authors	Researchers, academics, scholars	Practitioners or journalists with subject expertise	Journalists
Sources	Footnotes and bibliographies Documentation often extensive	Sources often cited, but full documentation is not always provided	Original sources can be obscure
Publishers	Professional organizations, universities, research institutes, and scholarly presses	Commercial/trade publishers	Commercial publishers
Graphics	Graphs, charts, and tables Ads are rare	Charts, tables, illustrations Ads related to the profession/industry	Many photos and color ads Illustrated for marketing appeal