

Journal and News Articles Definitions

Characteristic	Scholarly	Substantive	Popular	Trade / Marketing	Sensational
Author	Scholar or researcher in field	May be written by a member of the editorial staff, a scholar or a free lance writer	Source may be second or third hand; may be staff	Industry or staff writer	Source may be second or third hand; Staff writers/other
Audience	Professionals, professors, researchers	Any educated audience	General public	Industry practitioners & professionals	Public; assumes certain level of gullibility in audience
Content	Usually based on original research or building on other scholarly research; peer reviewed	Not peer reviewed, nor necessarily based on original research, though may refer to other studies and scholarship in subject	Lots of graphics & pictures, short articles; beware of possible bias	Often has solid industry content, though watch for company / industry / marketing bias	Often in newspaper format; sensational or inflammatory content
Language	Uses terms & language of discipline covered; assumes some scholarly background on the part of the reader	No specific background is assumed; only interest and a certain level of intelligence	Simple language (often written at 8 th grade level)	Language of discipline used on a general level	Simple language designed to meet minimal education level
Purpose	To report on original research or experimentation to make the information available to the rest of the scholarly world	Provide information, in a general manner, to a broad audience of interested citizens	Entertain or edutain readers	Sell & market products, reach industry practitioners with product developments and advertise trade shows	Entertain reader, sell products, promote viewpoint
Bibliography	Always cites sources	Sometimes cites sources; often does not	Almost never has bibliography or cited sources	Not usually	Rarely
Indexing	Indexed in one or more academic databases	Often indexed in general academic databases	Possibly indexed in popular database such as <i>Reader's Guide</i> or <i>Infotrac</i>	Not usually, although some in <i>Business Source Complete</i>	No
Example(s)	<i>Science, Applied Thermal Engineering</i>	<i>Scientific American, Economist</i>	<i>Popular Science</i>	<i>Environmental Design & Construction</i>	<i>National Enquirer, Weekly World News</i>