

## Taxonomy of Periodicals

Look at the . . .	Popular Magazines & newspapers	Professional, trade, and industry or special interest periodicals	Scholarly, academic, peer-reviewed, or refereed journals
<b>Citation: Title</b>	May have "magazine" or popular words in the title, e.g., <i>Business Woman</i> , <i>Mother Jones</i> , <i>People Weekly</i>	Sometimes has "news" in the title, e.g. <i>Metal Construction News</i> . Titles Tend to be short and practical, e.g. <i>Beverage World</i> or <i>Hotel Business</i>	May have "journal," "bulletin," or "review" in the title, e.g., <i>Bulletin of Atomic Scientists</i> , <i>Journal of Soil and Water Conservation</i> , <i>International Review of Hydrobiology</i>
<b>Citation: Frequency of Publication</b>	Issued frequently: weekly, biweekly, or monthly	Issued frequently: weekly, biweekly, or monthly	Issued less frequently: monthly, quarterly, or semiannually
<b>Citation: Authors of Articles</b>	Often one author. Staff-written or written by freelance authors or guest contributors	Often one author. Staff-written or written by freelance authors, guest contributors, or professionals in the field	Frequently multiple co-authors. Scholars and researchers in the field, discipline, or specialty. Authors with university affiliations or professional titles.
<b>Citation: Article Length</b>	Articles usually short	Articles usually short	Longer articles (more than three pages)
<b>Citation: Article Titles</b>	Popular or catchy article titles	Straightforward article titles, sometimes popular and catchy	Titles related to research question or results; often long, not catchy
<b>Whole Periodical: Paper, Illustrations, Layout</b>	Eye-catching covers, glossy paper, photos, illustrations, cartoons, sidebars	Eye-catching covers, glossy paper, photos, illustrations, cartoons, sidebars	Plain covers, usually plain matte paper; mostly text inside, with tables, figures, charts, graphs; little or no color or illustrations
<b>Whole Periodical: Advertising</b>	Many ads for general consumer products and services	Many ads for products and services related to a particular profession, trade or industry	Few or no ads; if any, tend to be for other journals or specific services or products
<b>Whole Periodical: Tone</b>	Slick, glossy, attractive	Slick, glossy attractive	Serious
<b>Whole Periodical: Audience</b>	Educated but non-expert readers; uses simple language in order to meet minimum education levels	Practitioners of a particular profession, members of a trade, or workers in an industry; language appropriate for an educated readership; assumes a certain level of specialized knowledge	Scholars and researchers in the field, discipline, or specialty; language contains terminology and jargon of the discipline; reader is assumed to have a scholarly back-ground
<b>Whole Periodical: Purpose</b>	Designed to entertain or persuade readers with a variety of general interest topics in broad subject fields; also geared to sell products and services through advertising	Examines problems or concerns in a particular profession or industry; provides specialized information to a wide, interested audience	To inform, report, or make available original research or experimentation in a specific field or discipline to the rest of the scholarly world; where "new knowledge" is reported
<b>Whole Periodical: Availability</b>	Likely to be found on a newsstand or in a magazine store	Rarely found on a newsstand or in a magazine store; requires subscription or library access	With some exceptions, not found on a newsstand or in a magazine store; requires subscription or library access
<b>Articles: Abstracts</b>	Articles do not have an abstract at the beginning	Articles do not have an abstract at the beginning	Articles usually have an abstract at the beginning that summarizes the findings of the article
<b>Articles: References</b>	Sources are not cited; no references or bibliography at end of articles	Sources are not cited; no references or bibliography at end of articles	Scholarly references in the form of bibliographies, reference lists, and footnotes appear with each article
<b>Examples:</b>	<i>Glamour</i> , <i>People Weekly</i> , <i>Reader's Digest</i> , <i>Newsweek</i>	<i>Beverage World</i> , <i>Restaurant News</i> , <i>Advertising Age</i>	<i>Science</i> , <i>JAMA: Journal of the American Medical Association</i> , <i>Academy of Management Journal</i> , <i>Psychological Bulletin</i>

Table courtesy of: Burkhardt, MacDonald, & Rathemacher, *Teaching Information Literacy*, pg. 60-61.