

JOURNALS

1. Report original research, discoveries or experimentation
2. Are written by and for scholars and researchers in the field, and aimed at scholarly readers such as professors, scientists, and advanced students
3. Use terminology, jargon and the language of the discipline
4. Cite sources and provide footnotes and/or bibliographies
5. Are often *peer reviewed* by an editor or specialists in the field for accuracy
6. Often contain graphs, statistics, case studies
7. Are often published by academic or association presses
8. Contain selective advertising
9. Attribute authorship to one or more persons
10. Examples: Journal of American History, Alcohol & Alcoholism, American Literature



PROFESSIONAL/TRADE MAGAZINES

1. Focus on a specific profession or industry
2. Articles are written for professional or trade-associated audiences by scholars, freelance writers, or magazine staff
3. Use terminology, jargon and the language of the discipline
4. Are published by professional or trade associations
5. Articles occasionally cite sources
6. Articles may include photographs, illustrations, industry-specifics statistics, and information
7. Examples: Police Chief, American City & County, Modern Machine Shop



NEWS/GENERAL INTEREST MAGAZINES

1. Articles provide general information to a wide, interested audience
2. Articles are written for an educated, general audience either by the magazine's staff, a scholar, or free-lance writers
3. Include photographs, illustrations and graphics to enhance appeal.
4. Are generally published by commercial enterprises for profit
5. Use language appropriate for an educated readership. They do not emphasize a specialty but do assume a certain level of intelligence
6. Occasionally cite sources, but this is the exception not the rule
7. Contain advertising
8. Generally are published by commercial enterprises for profit
9. Examples: Newsweek, Time, Business Week, U.S. News, Economist



POPULAR MAGAZINES

1. Articles are written and designed to entertain or persuade
2. Articles are usually written for a general audience
3. Articles tend to be short
4. Use simple language in order to meet a minimum education level
5. Articles rarely cite sources or contain a bibliography
6. Are published by commercial, for-profit presses
7. Contain photographs and illustrations to enhance appeal
8. May contain extensive advertising
9. Examples: Reader's Digest, People Weekly, GQ, Vogue, Sports Illustrated



NEWSPAPERS

1. Articles are written and designed to entertain, persuade or inform
2. Local newspapers are usually written for a general audience with a minimal reading level, while subject newspapers are usually written for an audience with a much higher reading level
3. Articles rarely cite sources or contain a bibliography
4. Frequently general articles are unsigned, or anonymous
5. Contain photos and illustrations to enhance appeal, with extensive advertising
6. Usually published on large sheets of newsprint
7. Issues are often published daily or weekly – being up-to-date is the goal
8. Examples: New York Times, Wall Street Journal, USA Today



Types of Information

Information Type	Description	Sample Sources
Scholarly	<p>Author: has some degree of authority in the field; typically has an academic post or is a researcher</p> <p>Audience: other experts in that field</p> <p>Purpose: advances a field a study by reporting new findings or ideas, increase author's authority and credentials in field</p>	<p>Where to find: Books, articles in scholarly journals, websites</p> <ul style="list-style-type: none"> ➤ <i>New England Journal of Medicine</i> ➤ <i>The American Journal of Political Science</i> ➤ Research findings on a website ➤ <i>Guns, Germs, and Steel: the Fates of Human Societies</i> by Jared Diamond
Professional/Trade	<p>Author: member of a profession or trade but not necessarily a researcher</p> <p>Audience: members of a particular field or trade</p> <p>Purpose: informs, promotes, and generally strengthens the profession</p>	<p>Where to find: Trade magazines & journals, association websites</p> <ul style="list-style-type: none"> ➤ <i>American Libraries</i> ➤ <i>Fire Command</i> ➤ <i>Nursing Times</i>
Government	<p>Author: varies (could be government employee, elected official, or expert in a particular field)</p> <p>Audience: varies (could be public, elected official, or government agency)</p> <p>Purpose: generally created to run the government, inform decision makers or inform the public</p>	<p>Where to find: Printed government publications and official government websites</p> <ul style="list-style-type: none"> ➤ <i>Congressional Record</i> ➤ <i>Supreme Court Reporter</i> ➤ Studies conducted by government agencies
Facts, Definitions And Statistics	<p>Author: staff writers</p> <p>Audience: general public or researchers</p> <p>Purpose: presents facts, definitions and statistics with little explanation or evaluation</p>	<p>Where to find: Books and websites</p> <ul style="list-style-type: none"> ➤ <i>World Almanac</i> ➤ <i>Statistical Abstracts</i> ➤ <i>American Heritage Dictionary</i>
Overviews	<p>Author: staff writers, freelance writers or scholars</p> <p>Audience: general public</p> <p>Purpose: provides overviews and background on a subject</p>	<p>Where to find: Encyclopedias, dictionaries, other books, websites</p> <ul style="list-style-type: none"> ➤ <i>Encyclopedia Britannica</i> ➤ <i>About.com</i>
Entertainment/Popular	<p>Author: non-expert in a field usually with a degree in journalism or training as a writer</p> <p>Audience: general public</p> <p>Purpose: presents information in an interesting manner that does not necessarily focus on depth of coverage</p>	<p>Where to find: Magazines, websites</p> <ul style="list-style-type: none"> ➤ <i>Rolling Stone</i> ➤ <i>Glamour</i> ➤ <i>Entertainment Weekly</i> ➤ <i>Cosmo</i> ➤ <i>The Sporting News</i>
News	<p>Author: non-expert in a field usually with a degree in journalism or training as a writer</p> <p>Audience: general public</p> <p>Purpose: reports current events in a timely fashion possibly influenced by editorial policy</p>	<p>Where to find: Newspapers, news magazines, news websites</p> <ul style="list-style-type: none"> ➤ <i>New York Times</i> ➤ www.msnbc.com ➤ <i>TIME</i> ➤ <i>Washington Post</i>
Special Interest/Opinion	<p>Author: typically a non-expert in a field, but could be an expert expressing his or her opinion</p> <p>Audience: general public/people subscribing to a particular point of view</p> <p>Purpose: advances a particular point of view or expresses an individual's point of view (the attribution of authority may heavily depend on the beliefs of the reader)</p>	<p>Where to find: Books, magazines, websites</p> <ul style="list-style-type: none"> ➤ <i>We re Right, They re Wrong</i> by James Carvilleii ➤ National Rifle Association Web site http://www.nra.org
Unsubstantiated or Uncredited Information	<p>Author: unable to substantiate identity of the author or author's credentials do not carry authority</p> <p>Audience: general public or unable to determine</p> <p>Purpose: hobby or personal interest</p>	<p>Where to find: Websites, info from friends</p> <ul style="list-style-type: none"> ➤ personal websites ➤ blogs ➤ note found in the library garbage can