Types of Periodicals

	Scholarly & Research Journals	**Professional, Trade & Industry**	**Commentary & Opinion**	**Newspapers**	**Popular Magazines**
Examples	American Literature Journal of American Culture Mediterranean Quarterly Omega	RN Advertising Age Restaurants and Institutions American Libraries	Mother Jones National Review Atlantic New Republic	New York Times Washington Post StarTribune Wall Street Journal	Time Newsweek Sports Illustrated Readers Digest
Values & Uses	Reports of original research; In depth analysis of issues related to the discipline; Academic level book reviews; Refereed or peer-reviewed	Current trends, news & products in a field; Company, organization, & biographical information; Statistics, forecasts; Employment & career information; Book and product reviews	Commentaries on social & political issues; Some in-depth analysis; Political viewpoints, liberal, conservative & other; Sometimes acts as voice of activist organization; Speeches & interviews; Book reviews	Current information; Hard news; Local and regional information; Classified ads; Editorials; Speeches; Book reviews; Primary source for information on events	Current events; Hot topics; Primary source for analysis of popular culture; Short articles; Generally not much depth; Interviews
Language	Academic; Can be very technical; Uses the language of the discipline	Written for practitioners; Can use jargon extensively	Written for a general educated audience	Written for a general educated audience	Non-technical language
Authors	Researchers, academics, professors, scholars, etc.	Practitioners in the field or journalists with subject expertise	Extremely variable; Can be academics, journalists, representatives of various "groups"	Journalists	Generally, journalists and freelance writers
Sources	Footnotes and bibliographies, Often very extensive documentation	Occasional brief bibliographies; Sources sometimes cited in text	Occasionally cite sources in text or provide short bibliographies	Rarely cite any sources in full	Rarely cite any sources
Publisher	Universities, scholarly presses or academic/research organizations	Commercial publishers or professional and trade associations	Commercial publishers or non-profit organizations	Commercial publishers	Commercial publishers
Graphics	Graphs, charts, formulas, depending on the discipline; No glossy ads here at all	Photographs, charts, tables, illustrations of all sorts; Sometimes glossy ads	Wide variety of appearances; Some very plain, others lots of gloss	Pictures, charts, ads of all sorts	Very glossy; Full of color ads of all sorts
Access Tools *Ask a Librarian for further details!*	Some from *Expanded Academic Index*, but more from specialized indexes like *Art Index, Humanities Index, Social Sciences Index, Criminal Justice Abstracts.*	Business indexes like *General Business File ASAP, Business and Company Resource Center*, or subject indexes like *Education Index*.	*Expanded Academic Index; Alternative Press Index; Alt-Press Watch; Readers' Guide.*	*ProQuest; New York Times Index.*	*InfoTrac: General Reference Center Gold; Readers' Guide.*