

## Criteria to Evaluate Popular, Scholarly, and Trade Periodicals

<b>Criteria</b>	<b>Popular Periodicals</b>	<b>Scholarly Periodicals</b>	<b>Trade Journal or Professional Publications</b>
<b>Intent</b>	The intention is to inform or entertain the readers on general interest topics in a broad subject field; sell goods and services.	Publish original research, experimentation, or reviews of literature	The intention is to inform the professionals in a particular industry about current issues and trends. They include news, product information, and advertising.
<b>Intended Audience</b>	The audience is the general population.	The audience is the scholarly reader, such as professors, researchers, and students.	The audience is the professional in a particular industry.
<b>Authors</b>	Authors are staff writers, freelance, and guest authors.	Authors are scholars and researchers who are experts in a particular field.	Authors are experts in a particular industry, or staff writers of the publication.
<b>References</b>	Usually DO NOT have bibliographies or references.	Bibliographies or references are included.	Usually DO NOT have bibliographies or references.
<b>Language Used</b>	They use language that can be easily understood.	They use specialized jargon of the field.	They use specialized jargon of the industry.
<b>Layout</b>	They are often illustrated for marketing appeal. Various formats used.	They include tables, charts, and photographs to support the text. They use standard formats, such as APA, MLA, etc.	They also contain many photographs, tables, and charts for marketing and to support the text. Various formats used.

Advertising	They have extensive commercial advertising.	They contain a few advertisements that relate to the field.	They contain advertising about products and services in a particular industry.
Examples	Time, Sports Illustrated, Newsweek, Reader's Digest,	Elementary School Journal, Journal of Folklore research, Journal of Modern History, Journal of child psychology & psychiatry	PC Computing, Broadcasting & Cable

Created by Jill Shoemaker, Lasell College