

Different Types of Articles

	Scholarly * Journal of Communication Journal of Higher Education Research	Trade Advertising Age Industry Week	News or Opinion New Republic Scientific American U.S. News & World Report	Popular People, Glamour, Outdoors, Prevention, Travel & Leisure
Purpose	-to inform and report on original research or experimentation to the rest of the scholarly world	-to provide news and information to people in a particular industry or profession	-to provide general information to an educated lay audience	-to entertain or persuade -a not so hidden agenda is to sell products or services
Cited Sources	-has substantial footnotes and/or bibliographies	-occasionally include brief footnotes and/or bibliographies	-occasionally include brief bibliographies	-rarely include bibliographies
Authors	-scholars or researchers in the field, discipline, or specialty	-practitioners or educators within the industry or profession	-magazine staff writers or free-lance writers	-magazine staff writers or free-lance writers
Language	-technical terminology appropriate to the discipline -reader is assumed to have a similar scholarly background	-jargon of the industry or profession -reader is assumed to have a background in the topic/field	-language geared to educated layperson -does not emphasize a specialty but does assume a certain level of education	-simple language in order to meet a minimum education level
Article Appearance	-graphs, charts, and photographs that support the research -articles are lengthy and often structured into these sections: abstract, literature review methodology, results, conclusion, bibliography	-photographs and illustrations used to support the article but also for aesthetic purposes to draw in readers -brief articles with no structure	-photographs and illustrations used to support the article but also for aesthetic purposes to draw in readers -usually brief articles but can be longer and sometimes structured	-photographs and illustrations used for aesthetic purposes to draw in readers -brief articles with no structure
Journal Appearance	-plain format, usually black and white -little or no advertising	-attractive glossy format, lots of color -extensive advertising aimed at people in the field	-attractive glossy format, lots of color -extensive advertising aimed at the general public	-attractive glossy format, lots of color -extensive advertising aimed at the general public

*Scholarly articles are sometimes referred to as refereed or peer reviewed. Articles appearing in refereed or peer reviewed journals are read and evaluated by experts in the field before they are accepted for publication.