

Hello today I would like to discuss periodicals. A periodical is a type of publication that is published on a regular basis such as a newspaper, magazine, or journal. As you are doing your research, you will encounter different types of periodical publications. Each type of periodical has a specific purpose, a target audience, and special characteristics. Sometimes it is hard to classify a periodical because it may have a characteristic of more than one type. This tutorial will provide some general criteria to help you distinguish between scholarly journals trade journals, and popular magazines. Learning to distinguish between the different periodical types is an important part of evaluating and selecting your resources when doing research. Let's consider the following criteria to help determine the periodical type: appearance, audience, author or authority, citations, and content. First let's look at scholarly journals they usually have plain covers and pages consecutive page numbers throughout each volume they contain little or no advertising, however, they may have ads for conferences, job openings, or professional publications. Sometimes it has "The Journal of..." in the title and its intended audience is researchers, scholars, experts, professionals or university and college students and faculty. The authors are experts in their fields and credentials are provided. Usually it includes an abstract or summary of the article and the content is considered "scholarly" and adds to the body of research. Presents new ideas, explores theories, invites discussion, and provides research findings. The articles are often lengthy and may contain original research that includes a methodology section, theory discussion, and research and literature reviews. They contain a works cited or bibliography page. The article language usually includes technical terminology and jargon related to the discipline. They are published by professional or scholarly organizations or research institutes or academic presses The articles usually go through a peer review process which means a panel of experts evaluated the article before publication. Now for trade journals. The cover is usually on a glossy paper and articles can include pictures and illustrations in color. Its intended audience is for people in the specific trade or industry or those seeking employment in those trades. The authors are field or industry specialists or expert staff writers. Author credentials are often provided. The content can include industry trends and forecasts and new products or techniques. The content may also include original or industry terminology and jargon of the specific trade. The purpose is to provide practical information and news in an industry or profession and to keep the readers informed. Trade journals can contain a moderate amount of ads that are directed to the trade or industry. The articles go through editorial review and sources may be mentioned but not formally documented. Like in a works cited or bibliography page. They are published by trade or professional organizations or corporate and commercial presses Moving on to popular magazines. They usually have an eye-catching cover on glossy paper with lots of color pictures and illustrations. Each issue starts with page 1. It's intended for the general public and for non-professionals. The authors often freelance writers, staff writers or journalists with articles often unsigned. The purpose of these magazines is to make money, sell advertisements and subscriptions. They're also for providing information and entertainment to a wide audience. Content can include information about popular culture, personalities, news, and general topics and it is written in an informal way. It does not usually include primary research and the language is geared towards a more general audience. There is usually a heavy amount of advertisement in these types of magazines. They are published by commercial presse or special interest groups . The articles will go through an editorial review and they may mention sources or use of unidentified sources. There's no bibliography or works cited information. I hope that you have found this tutorial on periodical types helpful. If you need help, call the Library at 406-657-1662 or send us an email. Thanks for watching