GENERAL CRITERIA FOR DISTINGUISHING SCHOLARLY ARTICLES

TYPE {examples}	SCHOLARLY* • *Journal of Communication* • *Educational Theory* • *American Economic Review*	TRADE • *Advertising Age* • *Industry Week* • *Progressive Grocer*	NEWS OR OPINION • *News Republic* • *Scientific American* • *U.S. News & World Report*	POPULAR • *People* • *Glamour* • *Shape*
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 of 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 freelance writers	Magazine staff writers or freelance 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 assured to have background in the 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 articles 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 (if applicable)	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

"What Is a Scholarly Article? - CSU Chico." Meriam Library, https://library.csuchico.edu/sites/default/files/scholarly.pdf. Accessed 8 June 2023.