

## Periodicals: Types and Characteristics

	<b>Research/ Scholarly Journal</b>	<b>Professional/Trade Journal</b>	<b>Magazine</b>
	Ex: Journal of Music Therapy	Ex: The Church Musician	Ex: Rolling Stone
<b>Publisher</b>	Often a University or Scholarly Association  Ex: National Association for Music Therapy	Professional or Trade Association  Ex: Sunday School Board of So. Baptist Coven, Worship & Church Music Division	Commercial publisher (with profit motive)  Ex: Straight Arrow Publishers
<b>Intended Audience</b>	Other researchers or scholars in the field  Ex: Members of the association and interested scholars	Other professional or practitioners in the field  Ex: Music leaders, pastors, music planning groups	Audience often targeted by age, sex, hobby or other interests  Ex: those interested in popular culture/entertainment
<b>Author Identification &amp; Qualifications</b>	Usually provides affiliated institution, educ'l background, etc.  Ex: affiliated instit. & those who make major contributions to research	Usually identifies occupation, employer, affiliated inst., educ'l background, etc.  Ex: affiliated instit & career background	Usually signed, no qualifications, often staff or free-lance writers  Ex: most signed, no info given
<b>Level of Coverage</b>	Primary info source, report of original research, often with literature review  Ex: original research	Secondary source of info, Application of research or successful method of operation  Ex: interviews, "We did"	Informational, "popular" level of writing, may report on research and give overview coverage, read for entertainment  Ex: interviews, reviews
<b>Bibliographic Citations</b>	Usually extensive bibliog. with literature review of pertinent research  Ex: 2-3 pg. bibliography	May cite research articles or books  Ex: no bibs or citations	May acknowledge source of info in article, usually no bibliographic citations  Ex: no bib sources, an excerpt from book
<b>Format</b>	Text with charts or graphs, "cheap" paper, not attention getting  Ex: charts & graphs, non-glossy paper	Variety of info, profess'l news, jobs, glossy appearance, color illus  Ex: colorful, attn getting, news of assn members	Attention getting, glossy, filled with color, photos, variety of presentation & type  Ex: yes
<b>Advertising</b>	No advertising  Ex: no ads	Ads directed to profess'ls or practitioners, equipment, supplies, jobs  Ex: few ads directed to church musicians, materials, bks, etc.	Filled with variety of ads, from toothpaste to cars, may also be directed to targeted audience  Ex: cigarettes, cars, clothes, electronics, sports equip., alcohol
<b>Indexing</b>	often self indexed at end of volume, indexed in both <i>specific subject</i> and <i>broad discipline indexes</i>	May be self-indexed, both <i>specific subject</i> and <i>broad discipline indexes</i> occass'y in <i>comprehensive general indexes</i>  Ex: self & Christian Per Index	Indexed in magazine indexes  Ex: Reader's guide and Pro Quest