### Scholarly Journals

- **Purpose**: Contain reviews of important research and findings on a specific topic. Support your arguments/ideas laid out in your research/assignment. Therefore, they are **credible resources** for your scholarly research/assignment.
- **Content**: In-depth research or current development of a very specific topic. Research findings with data or statistics.
- **Appearance**: Lengthy articles with graphs/charts, usually structured with abstract, literature review, methodology, results and conclusion.
- **Author**: Scholars/Researchers/Experts write in technical and/or academic language.
- **Audience**: Scholars/Researchers/Students to communicate findings and advancement in research.
- **Reviewer**: Usually peer-reviewed by subject experts before publish.
- **Citation**: Citations & bibliographies are provided: to give credit to the original authors; to prove your ideas are well-supported.

### Popular Magazines

- **Purpose**: Mostly for entertainment & popular culture. Use in your research or assignment if:
  - they are accepted by your professor or instructor;
  - you need the most up-to-date factual information in your research.
- **Content**: Broad overview of topics – both general and complex. Up-to-date information on general interest topic or event.
- **Appearance**: Short articles designed in attractive layout with colourful photos and advertisement, which do not have a specific format or structure.
- **Author**: Journalists/Writers/Non-specialists write in common language.
- **Audience**: General Public to entertain or inform about general events or topics.
- **Reviewer**: Usually editors/publishers review and decide what gets printed.
- **Citation**: Citations are seldom included because: the sources used are usually anonymous.

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**So when do you use what?**

They each have their distinctive qualities and when used appropriately, can help you achieve your writing or argument objectives.