

Comparing Popular and Scholarly Publications

Note: This exercise is a chance to consider differences and similarities among various publication types. Identifying general characteristics among publication types can help with analyzing sources rhetorically. At the same time, keep in mind that no two publications are the same and that there is often significant variation among publications categorized as a similar type of publication (e.g. news and opinion, general interest, scholarly).

Directions: Choose one magazine or journal from each of the three lists below and find a current issue of each. Print versions of current magazines are on the periodical shelves in the Wells Library Reading Room (East Tower, 1st floor). Some scholarly journals are available in print, while most are available electronically. To locate scholarly journals search by title in IUCAT, the IU Libraries catalog (iucat.iu.edu). From the search results page, limit the format to **Journal/Periodical** (on upper left).

News and Opinion	General Interest	Scholarly Journals
<i>Time</i> <i>The Nation</i> <i>National Review</i> <i>Newsweek</i> <i>U.S. News</i>	<i>Atlantic</i> <i>Harper's</i> <i>Mother Jones</i> <i>New Yorker</i> <i>Utne Reader</i>	[Instructor: List here a selection of journals with which you would like students to be familiar.]

Browse the contents of the three issues you have chosen and compare them by filling out the chart below.

	News and Opinion	General Interest	Scholarly Journal
Title of publication			
Note some of the subjects covered in the issue.			
About how long are the articles?			
What do the purposes of the articles in the issue appear to be (e.g. to inform on current issues, to report on research, to entertain, to persuade)?			

	News and Opinion	General Interest	Scholarly Journal
What sort of language is used in the publication? Select a short quotation from each to illustrate their differences or commonalities.			
Comment on layout and graphics. For example, what kind of advertising is included?			
How do authors of the articles in these publications refer to sources? Do they quote individuals or published sources?			
Other observations:			

Adapted from Folke Bernadette Memorial Library, Gustavas Adolphus College - <http://gustavus.edu/academics/library/exercises/scholarlypopular.doc>