Your librarian contact:
**Luke Vilelle**: lvilelle@hollins.edu / 362-6592
Or ask for help **anytime** at the first-floor library reference desk (362-7465; askref@hollins.edu; IM AskWyndham).

Your assignment requires you to use scholarly, or peer-reviewed, journal articles for your bibliography. What are these articles, and what makes them different from articles from magazines like *Time*?  

**The Scholarly Journal Difference**

*On Peer Review:* Peer reviewed articles (also sometimes called refereed articles or scholarly articles) require that experts in the field must first examine the article before it is accepted for publication. This ensures that the research is sound and of high quality.

<table>
<thead>
<tr>
<th></th>
<th><strong>Scholarly journal</strong></th>
<th><strong>Trade/professional pub</strong></th>
<th><strong>Popular magazine</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Appearance</strong></td>
<td>Plain cover/plain paper; black/white graphics and illustrations</td>
<td>Cover may depict industry setting; glossy; color</td>
<td>Eye-catching cover; glossy; pics and illustrations in color</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Research projects, methodology, and theory</td>
<td>Industry trends, products or techniques, organizational news</td>
<td>Personalities, news, opinions, general interest</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>Academic or professional; professors, researchers, students</td>
<td>Members of specific business, industry, or organization</td>
<td>General public</td>
</tr>
<tr>
<td><strong>Peer reviewed?</strong>*</td>
<td>Yes</td>
<td>Rarely</td>
<td>No</td>
</tr>
<tr>
<td><strong>Bibliography</strong></td>
<td>Always</td>
<td>Maybe – sometimes have short bibliographies</td>
<td>Never</td>
</tr>
<tr>
<td><strong>Advertisements</strong></td>
<td>Few or none</td>
<td>Moderate – most will be trade-related</td>
<td>Heavy</td>
</tr>
<tr>
<td><strong>Abstract</strong></td>
<td>Yes</td>
<td>Maybe</td>
<td>No</td>
</tr>
<tr>
<td><strong>Writing style</strong></td>
<td>Specialized vocabulary or jargon; may require training or subject expertise to understand</td>
<td>Specialized vocabulary or jargon; may require training or subject expertise to understand</td>
<td>Vocabulary that can be understood by general public</td>
</tr>
<tr>
<td><strong>Examples</strong></td>
<td>Communication Research Journal of Communication Journalism History</td>
<td>Advertising Age Columbia Journalism Review Editor &amp; Publisher</td>
<td>Time Sports Illustrated Vanity Fair</td>
</tr>
</tbody>
</table>