### Comparing Types of Publications: Scholarly, Trade & Popular

<table>
<thead>
<tr>
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<th>Scholarly/Academic</th>
<th>Trade/Professional</th>
<th>Popular/Mainstream</th>
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</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>To present original research findings, analysis and/or interpretation to the scholarly community</td>
<td>To provide news, commentary, and information in a particular profession or industry</td>
<td>To entertain, inform or persuade, usually with the underlying agenda to sell products or services</td>
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</table>
| **Language, tone & structure of content** | - Argumentative and analytical with technical, abstract terms and concepts  
- Often structured into research-based sections, such as: Literature Review; Methods or Design; Results or Findings; Discussion or Conclusion  
- Lengthy articles with many citations and references | - Typically brief articles (under 5 pages) but sometimes lengthy and structured similar to a scholarly article  
- Occasionally include citations and/or references  
- Jargon and terminology of the industry or profession, with assumption reader has familiarity or significant experience in the field | - Typically brief, unstructured articles that rarely include citations or references  
- Simple, plain language aimed at the general public  
- Often focused on a specific demographic (i.e. women, men, musicians) or interest (i.e. cooking, health, fashion) |
| **Appearance & Format**  | - Plain and simple with minimal use of colour or graphics and no advertising  
- Graphs, charts and photographs used only to support the research and content of the article | - Glossy with graphics, colour, and advertising aimed at people in the field or industry  
- Photographs and illustrations used to both support content and for aesthetic purposes to attract readers | - Glossy with graphics, colour, and photographs used for aesthetically to attract and influence readers  
- Extensive advertising aimed at the general public or a specific demographic |
| **Examples**             | ![Journal of Advanced Nursing](image1.png)  
**Journal of Advanced Nursing** | ![Nursing Standard](image2.png)  
**Nursing Standard** | ![Elle Magazine](image3.png)  
**Elle Magazine** |