



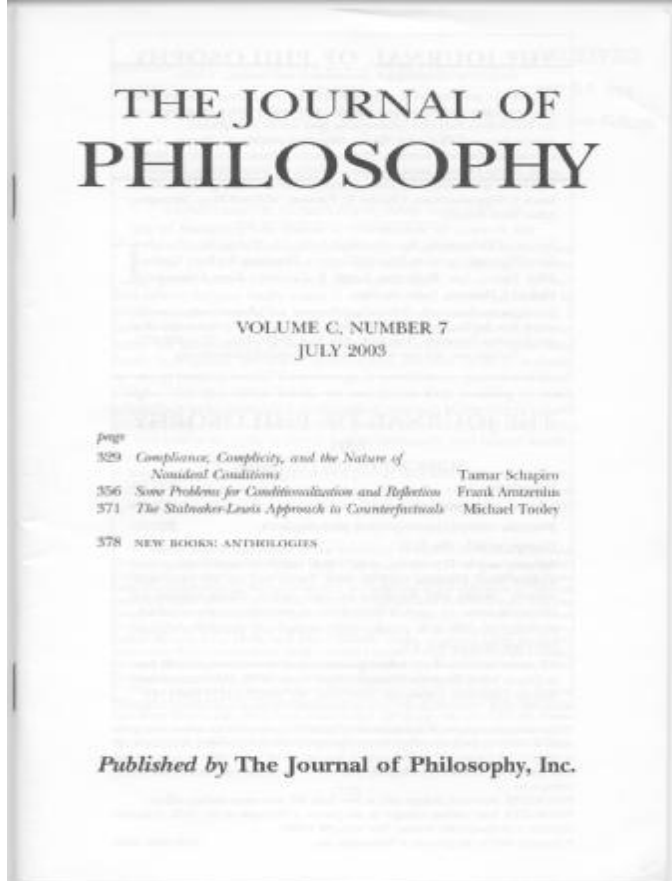
Popular Magazines

Audience
General public

Coverage
Broad overview of popular topics, current affairs.

Content
Emphasis on reporting, general discussion, opinion. Photographs, advertisements, short articles, and a wide range of topics.

Slant
May reflect the editorial bias/slant of the magazine.



Scholarly Journals

Audience
Scholars,
specialists and students.

Coverage
In-depth analysis, academic research results. May be peer-reviewed.

Content
Long articles, case studies, research, and bibliographies.
Detailed examinations, statistical analysis and technical language.

Slant
Presents an objective/neutral viewpoint.
Often sponsored by professional associations.