

Differences between Engineering Magazines and Popular Magazines

Characteristics	Scholarly Journal	Trade Magazine	Popular Science	Popular - General
Appearance	Sober Serious Lots of data and tables	Glossy, lots of photos - technical in nature, Technical ads	Glossy, lots of photos and ads (science related)	Glossy, lots of ads and photos of celebrities
Audience	Researchers, students	Professionals, Students	General audience, interested in science topics	General audience
Purpose	Sharing results of scholarly research	Keeping up with your profession	Entertainment, Hobbies	Entertainment
Authors	Researchers or scholars in the field	Engineers, journalists	Scientists, journalists	Journalists, Gossip columnists
Documentation	Provides list of scholarly sources at end of article	Sometimes provides sources	Sometimes provides sources	Usually does not provides sources
Language	Highly technical, lots of jargon	Somewhat technical, but accessible	Somewhat technical, but fairly easy to read	Easy to read, few technical terms
Article Characteristics	Introduction Methods/Materials Results Discussion References	Industry news, product reviews, job adverts	Hot topics in science – evolution, earthquakes, dinosaurs	Gossip, current events, hot topics
Examples	AIAA Journal Journal of Mechanical Design International Materials Reviews	Civil Engineering Aviation Week and Space Technology Mechanical Engineering	Scientific American Popular Science Popular Mechanics Science News National Geographic	Time Newsweek People Weekly Rolling Stone
Cover				