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Four Journals Reviewed:

Two Scholarly and Two Trade

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Abstract

This assignment describes and reviews 4 journals. Two Scholarly/Academic journals that were reviewed are *The Journal of Popular Culture* and *Journal of Popular Film & Television*. The other two journals, *eweeek* and *Technology & Learning*, were trade/professional journals. This paper, which was written using American Psychological Association (APA) style, includes a critical analysis of each journal, as well as, a summary of one article from each journal.

In terms of research, choosing up-to-date, informative journals is the key to providing accurate information to your readers. In terms of selecting journals, Academic/Scholarly journals are an excellent source of research studies, which are usually peer-reviewed. One benefit of a peer-reviewed journal is having the confidence that each article has previously been surveyed by a group of experts who have extensive experience in their field of study. Trade/Professional Journals are another type of journal that focuses their material on specialized areas. Unlike Scholarly Journals, which are typically published on a Quarterly basis, Trade Journals are usually published monthly, and sometimes even printed weekly. Whichever type of journal you choose, it is most important to critically analyze your source to ensure its validity.

The Journal of Popular Culture is the perfect example of an Academic or Scholarly journal. Unlike most Scholarly journals, this journal is published monthly. The credentials for this journal are clearly listed in its early pages. The journal's publisher, Blackwell Publishing, Inc. published over 1200 scholarly peer-reviewed journals and, according to its website, focuses on academics in various professional fields. The journal was founded by Ray Browne, who is a professor of Popular Culture at Bowling Green State University. Brown's publication hosts editorial articles, as well as numerous book reviews, which cover vast topics having to do with Popular Culture from food to television to film.

The article that was reviewed describes a situation in today's popular culture that affects a certain genre of television, called Reality TV. The article delves into the premise of the Reality Show, American Idol. The article depicts the show as "popular talent contest that features groups of singers desiring to win the top spot, and thus forge an instant singing career in the music business." The article goes on to explain how America's votes, which usually promote the "good" singers, this one time, endorsed the "bad."

One contestant in particular, Sanjaya Malakar continued on, week after week, due to the efforts of Radio Host Howard Stern and websites like VotefortheWorst.com. Hoppenstand states that “the fact that an obviously inferior contestant could be kept in the running as a joke demonstrates clearly how a TV audience, by and large, decides for itself what it likes, even if that decision is to favor the “bad” over the “good.” This phenomenon shows not only the power of the American people have on the outcome of this type of Reality Show, but also the influence that the Media (i.e. Radio Host Howard Stern) has on his listening audience.

Similar to *the Journal of Popular Culture*, is *the Journal of Popular Film & Television*. This journal, also a Scholarly Academic Journal, also touches on topics that are relevant to today’s Popular Culture. Like other Academic Journals, *the Journal of Popular Film & Television* hosts many book reviews as part of its repertoire. It also publishes various articles regarding issues that are pertinent in the film & television industries. The articles use the movies and/or films as the primary sources and extensively analyze their topics.

One such topic is discussed in an article described as “popular culture’s “marriage” with feminism.” In this article, the author shows how many of today’s films have not come a long way with respect to the feminist movement. Two film specifically mentioned that were released in 2004 and 2005 respectively, *The Stepford Wives* and *Bewitched*. The author points out that the solution to all of the problems for the leading actress’s character seems to lie in finding the “right man.” (Vint 162.) The “new backlash” that is discussed in the article is that “women’s equality is treated as a fact that no sensible person would deny, but feminism is made to seem ridiculous and passé in its insistence on still talking about gender discrimination when we all clearly live in a postfeminist utopia.” Today’s films have such an impact on society. It is so important for articles, such as these, to determine how the feminist movement is portrayed in films so that

moving forward we can ensure that an accurate representation is made of the feminist movement.

In contrast to the Scholarly journals are the Trade/Professional Journals. One such journal is *eweek*. *Eweek* is a weekly journal, which is published by Ziff Davis Enterprise. Ziff Davis Enterprise creates various journals, website, podcasts, newsletters and hosts events and tradeshow in the field of technology. The journal itself is well-organized and the contact information for the editorial staff and article authors is listed clearly. The content of the journal consists of timely relevant issues in the technology field and, according to the table of contents, is broken up into four distinct categories: analysis, insight, interview and commentary.

The articles include subjects pertinent to today's society such as Open Source for companies like Leapfrog and Power Outages for companies like Skype. One article in particular focuses on College Disaster Planning. This article, chosen for review, shows how companies like MessageOne, have created software called AlertFind in order to assist Colleges and Universities around the country in planning for disasters. One thing in particular about this article was that the author only reviewed only one this one software that is being used for disaster planning. As a reader, it would have been helpful to read about different companies and software that are available for this purpose.

Technology & Learning is an informative monthly Trade Journal that focused its efforts on the integration of technology into the field of academics. Like, *eweek*, this journal has an online counterpart, called techlearning.com, where readers can continue their research on the web. The overall writing style for the journal is one the perfect level for its target audience. The technical writing is kept to a minimum, while discussing important topics, such as measuring school safety. The material itself appears to be well-researched as the journal is quick to cite its information sources.

In one example of *Technology & Learning*'s relevant topics, author Scott McLeod writes about how, as the headline declares, "Students are unimpressed by tech-phobic professors." With today's college class population being the first to be brought-up on technology, College professors are now, more than ever, feeling the pressure to include technology as part of the content of their lectures. The author really strikes it home by stating that "ultimately, students will migrate to universities that get it." With society being inundated with jobs and commerce that absolutely require the use of technology, it becomes the responsibility of our educational system to not only support but to, in fact, teach our students about and with today's current technologies.

Whether choosing articles from an Academic/Scholarly journal or a Professional/Trade journal, one should be certain that the content is accurate. By critically analyzing your information sources, you can be confident that your facts are correct. Be aware that when using Trade journals you may encounter advertisements that look similar to the content of the journal. But if you do your research, then you can rest assure, which ever journal that you choose, that you are getting up-to-date, relevant topics for that particular area of study.

References

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