



### What makes a source... **Substantive** ?

- Substantive sources include news & analysis or are magazines and periodicals or general interest.
- These publications are attractive in appearance and their articles are often heavily illustrated, including many photographs.
- Articles may be written by a member of the editorial staff, a scholar or a free lance writer.
- The language of these publications is plain and simple.
- They rarely cite sources or include bibliographies.
- They are generally published by commercial enterprises or individuals, although some come from specific professional organizations.
- The main purpose is to provide information to the general public of special interest or to the niche-market.

**Examples:** *Economist, Business Week, National Geographic, Scientific American*

### What makes a source... **Popular** ?

- Popular magazines look slick and attractive in appearance. It is often illustrated with pictures and advertisements.
- It is one of the primary methods used to communicate information to the public.
- The language in the articles is usually simple without specialized terminology.
- The length of the articles is usually short and there is consequently little depth to the content.
- The articles rarely cite sources or have bibliographies. The articles contain information which has already appeared elsewhere. They do not contain original research.
- The main purpose of popular periodicals is to entertain the reader, to sell products (their own or their advertisers), and/or to promote a viewpoint. They present articles of popular interest on a variety of subjects.

**Examples:** *Readers Digest, Sports Illustrated, Time, Vogue*

## What makes a publication... **Trade ?**

- Trade publications are periodicals focused on a particular industry (i.e. construction, hospitality industry, etc.) or a professional trade (HR managers, psychotherapists, etc.), so might not be of as much of interest to the general public.
- Articles in a trade publication are generally written by leading members of the field, along with consultants who provide cross-disciplinary advice when it is needed.
- The contents of a trade publication typically include breaking news about developments in the field, along with in-depth discussions of new practices and technology.
- They focus on a very narrow topic, such as supply chain management.
- They assume that readers are familiar with the terminology of a trade.
- They usually are affiliated with a trade organization or a professional organization that might publish its own journal.

**Examples:** *Information Today, HR Magazine, Investment News, Oracle Magazine*

**Adapted by:**  
*Webster's Third International Dictionary*

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