Section 7 - Journals

Objectives
This section will help you:
➢ Understand what a journal is
➢ Understand what a citation is
➢ Identify the different types of journals
➢ Learn how to locate an electronic journal using the e-journals and newspapers page
➢ Learn how to locate a print journal in the catalogue

What are journals?

Journal is the name for any publication that is published on an ongoing basis, eg. weekly, monthly, quarterly, annually. A journal is usually made up of a series of volumes, and each volume is usually made up of a series of issues (or ‘numbers’). Each issue contains a number of journal articles. Journals are also called serials, periodicals, magazines and newspapers.

Why use a journal
Journals usually focus on a very specific area of interest or research, and often provide more in-depth information than books. They also offer the latest published research in a particular field.

How do I find them?
Journals can be accessed in two formats:
➢ online (electronic) journals, which are usually accessed through CQUniversity Library’s journal databases
➢ print journals (most are shelved in the serials section of the CQUniversity Rockhampton Campus Library).

In some instances, a journal may be available in both print and electronic versions.

Electronic journals can be located through the e-journals link under SearchSMART.
It is also possible to locate print and electronic journals by title in the library catalogue. However, details for electronic journals change constantly, so it is always wise to also check the listing of e-journals and newspapers.

**Exercise 9:**

Locate the journal *Journal of the Academy of Marketing Science*

- Which database holds this journal in full text?
- Which years are available?
- Search for articles in this journal about market segmentation. How many did you find.

---

**Journal Citations**

A citation provides the basic information needed to locate an item (eg, title, author etc). Citations are used in bibliographies and reference lists, and are also called **References**.

Typically, a journal citation should include:
If you need to read a specific article, you will need the citation to help you locate it. Similarly, if you refer to a journal article in your assignment, you will need to include a citation in your bibliography. A typical journal citation looks like this:

```
Author      Year of publication          Article Title
```

Journal Types - Definitions

There are different types of journals as shown in the list below. This is a guide only; keep in mind that sometimes there are exceptions. Physical appearance can give you clues as to the type of periodical, but it is also important to evaluate the content of each article to determine its credibility and usefulness. Lecturers are more likely to want you to use academic and trade journals in your assignments. Other types of journals often do not provide the authority required for university level assignments.

Academic / Scholarly Journals
These journals are generally seen to have a higher level of credibility, reliability and quality. They are generally concerned with academic study and research. Many of them undergo a review or refereeing process, involving experts in the subject areas. Articles in these journals should always include a bibliography or reference list.

**Purpose:** To inform, report, and make available original research and new findings.

**Example:** *Asia Pacific Journal of Marketing and Logistics*

Trade Journals
Trade journals specialise in news and information for professionals in a certain occupation. They can be a useful source of information about professional or technical issues or procedures or policies.
**Purpose**: To report on industry trends, new products or techniques to people in a specific profession, trade or business.

**Examples**: Marketing Week, Business Review Weekly

**Current Affairs / Opinion**

These provide news, reviews and opinions of general interest. Although they are written for a general audience, they can be useful as an introduction to your topic. These may be appropriate to use in a university assignment, depending on your topic and focus, but should usually be supported by academic and trade journals.

**Purpose**: To offer in-depth reporting and feature articles without scholarly conventions.

**Example**: Bulletin [Sydney]

**Popular Magazines** [consumer publication]

Articles in these journals are mainly written for the general public, and their main purpose is to entertain. They generally contain elements of popular culture, consumer news and advice for domestic life.

**Purpose**: To entertain and inform without providing in-depth analysis.

**Example**: National Geographic, New Idea, Women’s Day

**Newspapers**

Newspapers provide a journalistic perspective of specific events and issues. They are a useful source of information concerning current affairs and issues.

**Purpose**: To disseminate news on a daily or weekly basis.

**Example**: Australian Financial Review, The Courier Mail

### Finding Journals in the catalogue

In order to find a journal in the catalogue, you need to know the title of the journal you are looking for. It is important to realise that the catalogue only allows you to search for journal titles. You will not find article titles in the catalogue. To find journal articles, you will need to search the journal databases (this will be outlined in the next section).

To find a journal:

1. Go to the library home page [www.library.cqu.edu.au](http://www.library.cqu.edu.au),
2. Click on More Catalogue Options under SearchSMART
3. Select **Journal Title** from the left hand column under **Search by**
4. Search for the title *Journal of Marketing Research*

Two listings are provided for this journal. This is because there are two versions of the journal; print and electronic. If you click on the first link for *Journal of Marketing*
Research, you will be shown details for the print version. The second link is for the electronic version of the journal.

Selecting a Print Record
The record for the print journal includes information about the campus(es) the journal is held at and the volumes and issues which are available. View the Holdings screen to view this information. Each

Note that the print journal is no longer received. This means that the Library no longer has a print subscription to this journal.

Holdings view
Selecting an Electronic Record

Clicking on the link will take you to the e-journals page which will identify which database(s) contain some fulltext articles from that journal. Check which volumes and issues or dates are available on this page.

Sometimes, an electronic journal is available via more than one database. It does not matter which one you use as long as it has access to the full text of the volume and issue you are looking for.

Exercise 12

Perform a journal title search in the catalogue for Psychology and Marketing

What is the journal’s call number?

What years is the journal available for?

Is there an electronic version of this journal? If so, which databases provide access?

Need more help in searching for journals?
Look at the library’s online tutorial “Compass”