

PERIODICALS

A periodical is a type of publication that appears at regular, predictable, short intervals. Periodicals includes magazines, scholarly or professional journals, journals specific to certain industry or trade, newsletters and newspapers those are published after certain periodicity such as weekly, bimonthly, monthly, biannually, annually or daily .

Types of Periodicals

The periodicals or serial publications may be distinguished amongst themselves on the grounds of their literary contents or their sponsoring bodies. According to these criteria, these are three types of periodicals.

1. Popular or General Interest Magazines
2. Scholarly/Peer Reviewed or Professional Journals
3. Industry or Trade Journals

Popular or General Interest Magazines-

These type of magazines include popular or consumer type publications such as Magazines and Newspapers usually written by journalists or staff writers and usually available for sale on newsstands for general public. These are numerous in number those cover almost whole universe of knowledge. These are designed to appeal to a broad population. These are mostly published by commercial publishers.

1. These periodicals contain the short articles in non-technical language aimed at reading the level of an average person.
2. In these types of periodicals the detail of the sources such as notes, footnotes, references or bibliographies is not included even the author's name is sometimes not mentioned.
3. The articles printed in magazines are reviewed only by the editorial staff of the publication itself and not by any external agency.
4. Magazines are usually printed on silk, glossy paper, containing both black & white and color pictures and photographs with numerous advertisements. These appear at regular intervals such as daily, weekly, monthly, or bi-monthly and quarterly. Newsweek, Sports Illustrated, National Geographic, India Today are some of the examples of the Popular or General Interest Magazines & Newspapers.

Scholarly/Peer Reviewed/Professional journals

These types of periodicals publish original research in the sciences and social sciences, and essays, criticism, and reviews in the humanities. They are focused on subject specific subject and are written for the use of scholars, researchers, and students. These can be acquired mostly by subscription. These are usually published by professional organizations or academic institutions.

1. In these types of Journals, articles are written by experts or researchers in the specific field and author names are specified. These journals contain contribution from various reputed authors. The articles and research papers are written in technical vocabulary aimed at people educated and experienced in that field.
2. These articles are properly documented usually contain extensive bibliographies, references and footnotes to support the content.
3. The articles of Scholarly/Peer Reviewed/Professional journals are refereed or peer reviewed by an outside body of experts in the specific field covered.
4. Scholarly journals are conservative in appearance and data in these periodicals is represented through graphs and diagrams. These are published usually monthly, Bi-monthly, quarterly, semi-annually, or even annually. Journal of Applied Psychology, Political Science Quarterly, Library Herald, Edu tracks, Modern Fiction Studies are some of the examples of the Scholarly/Peer Reviewed/Professional Journals.

Industry or trade journals

Industry or trade journals contain articles concerning a specific industry or trade. These publications are intended to inform those involved in a specific industry or trade usually sold only by subscription or distributed free of cost amongst a limited circle of clients and members.

1. These are written by journalists, staff writers, or others in the field being addressed; the author's name may or may not be noted.
2. Generally no documentation of sources such as notes, footnotes, or bibliographies is provided to support the content of articles. Articles are usually only reviewed in-house and not by any outside body.
3. These are mostly published by associations, concerned industries or trades; though some are published by commercial publishers. The frequency of their publication may be monthly, bi-monthly, yearly or half yearly.
4. Some of the examples of Industry/Trade Journals are Advertising Age, Publishers' Weekly, Information Bulletin and newsletter.

IMPORTANCE OF PERIODICALS

1. Periodicals contain the most current published information after Internet and TV.
2. Periodicals furnish more recent information in the form of articles and papers than any book on a subject.
3. These periodicals publish articles and papers particularly on a subject or local issues on which no books have been written or no book publisher is interested to publish these local issues or subjects. As the books are usually published by national or international organizations who are not interested in a local event or

issues, but the local newspaper or magazine are interested in publishing recent or local issues easily.

4. A book can take months or years to publish but newspaper and magazine articles are published daily, weekly or monthly.
 5. The literature on periodicals publication has grown rapidly and in extent and helpful for researchers doing researches.
 6. These are original and primary sources publishing original research first. Reviews of new books, works of art and performances often only appear in periodicals. Often the information contained in a periodical article will never appear elsewhere in any other source.
 7. Periodicals are easy to use as well easily accessible saving the time of the reader. As the Print indexes provide citations to the articles in the periodicals. The index entry provide name of author, title of the article, title of the periodical, volume, number date of publication. It may include abstract also.
8. In this age of technology, electronic databases are available which provides a searchable index of articles. In full text usually the entire article is available in the database called full text.

USE OF PERIODICALS

Academic libraries are aimed to provide the reading material specially fulfilling the curriculum needs of various disciplines. These needs can only be fulfilled if the library provides relevant reading material including books, periodicals and newspapers pertaining to curricula as well as the co-curricular aspects. A school or college library must provide well selected periodicals, magazines, serials and newspapers for the recreational as well as for the current awareness of the students to become knowledgeable and good citizens. The periodicals should be on hobbies and recreation, games and sports, discoveries and innovations, science and covering specific subjects. According to Anon "if books are the life blood of a nation, magazines and journals are its pulse. The uses of periodicals are as follows:

1. Periodicals in the form of magazines and newspapers are the reliable sources to provide Knowledge about current affairs. The newspapers and magazines pertaining to current affairs are useful for imparting the general information on current matters at national and international level to students and teachers.
2. The periodicals are able to meet the requirements of students for collateral reading.
3. Magazines and journals form the strongest reference material. Librarian with the help of staff and students can prepare the subject references pertaining to useful articles in various subjects which can support the teacher to enrich their lecture

- to catch the interest of the students. The librarian can provide his reference service by informing students about the articles of their individual interest to complete their assignments and projects.
4. These are the primary sources to update the knowledge of faculty and students for the latest development in their field. Some disciplines, especially the science and technology fields such as engineering, rely very heavily on periodicals for the latest developments in their rapidly changing fields.
 5. Periodicals are easy to use as they can often provide good and comprehensive information on a field. For a short research paper, information from articles may be easier to manage than a lengthy book.
 6. The use of periodicals for imparting reference service to research scholars is incomparable. The rapid growth of periodical literature has its utmost importance for researchers. It has compelled librarians to provide adequate and standard reference service to research scholars who have limited time and sources.
 7. Ulrich's Periodicals Directory is a bibliographic database providing detailed, comprehensive, and authoritative information on serials published throughout the world. It covers all subjects, and includes publications that are published regularly or irregularly and are circulated free of charge or by paid subscription. Updated weekly, the database is searchable and can be browsed by title, subject, language, electronic availability and more. News and Periodical Resources on the Web provides List of Newspapers, Lists of Newspapers by Country (Wikipedia). Different directories are available on internet such as doaj (Directory of Open Access) Journals.

References

- Mittal, R.L. (1964). *Library administration theory and practice*. Delhi: Metropolitan Book.
- Trehan, G.L. & Malhan, I.V. (1980). *School library management*. New Delhi: Sterling Pub.
- Trehan, G. L. (1969). *Administration and organisation of college Libraries in India*. Delhi: Sterling Publishers.

- <https://library.uaf.edu/ls101-periodicals>
- http://lib.calhoun.edu/lib/periodical_types.html
- <https://www.keysone.edu/Miller-Library>