

Ethos is commonly thought of as the credibility of the writer or speaker.

Magazines and Journals

A Little Talk about Ethos

Even if they're not popular as in widely sold or read "Popular" in this sense means available to the general population.

Popular Magazines

- *Are generally widely available in a variety of stores*
- *Have a relatively high number of eye-catching advertisements*
- *Often aimed at a particular market (car buffs, teenagers, and so on), but not too particular*
- *Have many photos and illustrations*

Scholarly Journals

E.g., the Journal of Advanced Composition is available through membership in the Association of Teachers of Advanced Composition (ATAC).

- *Have very few (and very plain) advertisements*
- *Aimed to a very specific audience, generally members of the organization*
- *Have heavily researched articles with documentation and bibliographies*
- *Available by subscription upon joining a professional organization*
- *Referees who help approve publication of articles*

Weigh Your Decisions



<http://www.discoverastrology.info/Libra/index.html>

- *You need to decide what sort of ethos you project when you use either scholarly journals, popular magazines, or some combination.*

MLA Citation for Magazines

Gagnon, Paul. "What Should Children Learn?"

Atlantic Monthly December 1995: 65--78.

Payne, Douglas W. "Wall Street Blues: How

Investment Bankers Ruined Mexico." *New*

Republic 13 March 1995: 20--22.

- *Also see the online MLA guide for this section at <http://owl.english.purdue.edu/owl/resource/557/08/>*

MLA Citation for Journals

Mahala, Daniel, and Jody Swilky. "Telling Stories, Speaking Personally: Reconsidering the Place of Lived Experience in Composition." *Journal of Advanced Composition* 16 (1996): 363--388.

Smit, David W. "The Uses of Defining Rhetoric." *Rhetoric Society Quarterly* 27.2 (1997): 39--50.

- Also see the online MLA guide for this section at <http://owl.english.purdue.edu/owl/resource/557/08/>
- Example #1: journal w/ continuous pagination
- Example #2: each issue begins w/ page 1

Electronic Sources

- *If you're using electronic articles, especially those retrieved through an online database, please review the information at this URL: <http://owl.english.purdue.edu/owl/resource/557/09/>*

Electronic Sources, cont.

- If your electronic articles come from an online database available through subscription (e.g., Academic Search Complete or JSTOR), note the following from the same website:
- An Article from an Electronic Subscription Service
- When citing material accessed via an electronic subscription service (e.g., a database or online collection your library subscribes to), cite the relevant publication information as you would for a periodical (author, article title, periodical title, and volume, date, and page number information) *followed by the name of the database or subscription collection, the name of the library through which you accessed the content, including the library's city and state, plus date of access. If a URL is available for the home page of the service, include it. Do not include a URL to the article itself, because it is not openly accessible. For example:*
 - Grabe, Mark. "Voluntary Use of Online Lecture Notes: Correlates of Note Use and Note Use as an Alternative to Class Attendance." Computers and Education 44 (2005): 409-21. ScienceDirect. Purdue U Lib., West Lafayette, IN. 28 May 2006. <http://www.sciencedirect.com/>>.