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Features of the concept of a scientific journal

Касянчук В. О. Особливості концепції наукового журналу. Проаналізовано суть та зміст концепції, типу та моделі видання як близьких за наповненням понять. З метою встановлення особливостей концепції, які відрізняють науковий журнал від інших видів періодики, окреслено сучасні тенденції в науковій комунікації, наведено прогнози розвитку наукового пресовидання. З'ясовано, що унікальними складниками концепції наукового журналу є тип рецензування статей, політика доступу до видання, види ліцензій відкритого доступу. Для міжнародної періодики втрачають значимість класичні категорії накладу та місця розповсюдження, є другорядним художнє оформлення. Залежно від національних особливостей концепцію журналу може відображати категорія визнання на державному рівні, оперативність надання електронної копії у вільний доступ.

Ключові слова: науковий журнал, концепція наукового журналу, особливості наукового журналу, наукова комунікація.

Касянчук В. А. Особенности концепции научного журнала. Проанализированы суть и содержание концепции, типа и модели издания как близких по наполнению понятий. С целью установления особенностей концепции, которые отличают научный журнал от других видов периодики, рассмотрены современные тенденции в научной коммуникации, приведены прогнозы развития отрасли научной прессы. Установлено, что уникальными составляющими концепции научного журнала является тип рецензирования статей, политика доступа к изданию, виды лицензий открытого доступа. Для международной периодики теряют значимость классические категории тиража и места распространения, является второстепенным художественное оформление. В зависимости от национальных особенностей концепцию журнала может отражать категория признания на государственном уровне, оперативность предоставления электронной копии в свободный доступ.

Ключевые слова: научный журнал, концепция научного журнала, особенности научного журнала, научная коммуникация.

Kasianchuk V. Features of the concept of a scientific journal. The essence and content of the concept, type and model of publication as objects are analyzed. Author gives a brief review about the current trends in scientific communication and does prognoses on development of scientific publishing which helps to reveal the concept features that distinguish the scientific journal from other types of periodicals. The research points out that the unique components of the concept of a scientific journal is the type of peer-review, the policy of access to the publication, types of open access licenses. It was defined that the classical categories of circulation and the place of distribution are unimportant for the international journals which are certainly online. The design is not a major part of a concept because scientific style is characterized as simplified. Also contemporary scholarly communication is more article-oriented than issue-oriented so less attention is paid to design. Depending on national circumstances, the concept of the journal may contain state recognition and providing an electronic copy into free access. In the article it is described the concept of a scholarly journal and its components are adjusted.

Keywords: scientific journal, concept of a scientific journal, features of scientific journals, scholarly communication.

Every periodical media begins from a plan, a concept which serves as the basis for the creation of the future edition at the stage of its establishment and further development. The matter contained in the concept forms the conditional framework that is used by the founder or the editorial board of the edition to interact with the authors, readers, and other participants of the mass media's activity. That is the reason why a well-thought-out concept can become a guaranty of creating a high-quality journal, and the editorial board will have a clear understanding of what direction of development to take.

In the theory and practice of social

communications, a lot of research is dedicated to the problems of finding and studying a concept, e.g. theoretical research of T. Krainikova, Yu. Mamalyhina, M. Dzhialoshynsky, D. Myroniuk, V. Ivanytsky, and V. Tulupov. A separate group of scientific works includes the cases that explore the existing periodicals: A. Abramova, A. Bartko, D. Belsky, D. Dmitriyeva, I. Dymova, Yu. Gaponova, A. Kudryavtsev, K. Holova, Yu. Holovin and T. Yezhova. Most often, the newspapers, entertainment magazines, business journals, literary and arts magazines, and social and political magazines become the research object. Among the

specialized editions, we can highlight the works of A. Abramova on the topic of medical scientific journals. Though, in the field of scientific periodicals, there is a lack of well-judged researches on the topic of the concept of an edition. The relevance of this subject is caused by the striving of the native editions to join the international community. Therefore, the corresponding research can become a basis for the practical advice and recommendations for editorial offices with their lack of specialists in the field of social communications: the scientists in this area, professional publishers, editors, PR specialists, etc.

One should keep in mind that it is unacceptable for the scientific journals to use stereotyped examples received in the process of studying non-specialized editions because the scientific communication is a complicated integral system with its laws and peculiarities. Therefore, the matter of finding the appropriate constituents which could show the aim of the scientific journal arises. In accordance, the aim of our article is in finding the key points that form the concept of such specialized edition. To achieve this goal, the theoretical filling of the concept was studied and analyzed in the context of the features of the modern scientific communication.

According to O. Tertychny, a concept is a certain general interpretation of the nature of a periodical edition (either already existing or supposed); though its meaning isn't clear, therefore, indefinite number of concepts that correspond to one or another consideration of their authors can be created for the single object [7:8–9]. In the previous research, we have already reviewed the considerations of native and foreign scientists regarding the term of a publishing concept [5], thereafter we'll review them below in brief. T. Krainikova builds the following structure of a semantic concept of the periodical edition: type of the edition, name, slogan, manner, aim, functionality, and system of rubrics, semantic differences of the edition from its competitors, interactivity, main genres, language, and the originality of speech. Yu. Mamalyhina highlights three sub-types of the concept: typological, graphic, and organizational; this consideration also corresponds with the approach of M. Dzhaloshynsky on the topic of dividing the concept into meaningful, artistic, and organizational model of an edition.

In general, the term of a concept is considered by D. Myronyuk as a theoretical plan of the edition that B. Kyrshyn views the concept as a system of professional ideas and norms that serves as a basis for the activity in the information market [6:3].

Relying on the works of colleagues V. Ivanytsky and V. Tulupov, the researcher claims that the unicity of regional newspapers is formed by the meaningful and compositional & graphic models, the peculiarities of working with the certain audience, genre palette, and stylistics of the edition. The constants in this matter are the status of the edition established by the founder, economic mechanism, and communicative strategy.

In accordance, a concept is an ideological plan which is realized in the unique set of characteristics of the edition that, in practice, form the type of the mentioned edition. That is why, the works on the topic of the typology of scientific journals should be considered in the search of the ideological scheme of such a journal, more so because the scientific periodicals (Ukrainian editions in particular) have already been systematized and classified. The condition of native journals was outlined by N. Zelinska [5] by the following signs: priority thematic directions, purpose and self-determination, periodicity as a sign of the stability, and structure of editions (system of rubrics and genre composition).

The typological characteristic of Ukrainian professional periodicals accomplished by A. Bessarab in a dissertation research was based on the features grouped together in the following manner [1]:

- connected to the content of the edition (directly or indirectly) – audience, publisher (founder), team of authors, editorial board, thematic orientation, volume, internal structure, and genre system;
- connected to the looks of the edition – design and format;
- connected to the distribution of the edition itself or the information about the materials published in the edition – periodicity, circulation, distribution point, language, availability of a web version, efficiency of providing the web copy in free access, and representation in the international databases.

In search of the model of a scientific philological journal, S. Zakharov discovered the following features of this type of the edition [4:25]:

- type-forming – reader address, authors team, territory of functioning, language of materials, availability of a web/printed version, circulation, purpose;
- secondary – genres, periodicity, aim of activity, availability of advertisings, material construction;
- formal – volume, format, choice of color, availability of illustrations, structure.

As we can see, all three concepts are

characterized by the unity of features that can be combined according to the goal of the research.

Thereby, we can attribute the following constituents to the concept of an edition:

- typological concept – is built on the basis of classic typological features: type of edition, title, slogan, manner, aim, functionality, thematic, system of rubrics, interactivity, genres, language, audience, authors team, publisher, founder, and editorial board;

- organizational concept – approaches to the distribution and promotion of the edition: volume, periodicity, circulation, price, financial and economic activity, publication and distribution, availability of a web version, efficiency of providing the web copy in free access, representation in the international databases, advertising, editorship, traditions, and competitors;

- graphic concept expresses the design of the edition: design, format, and number of columns.

These results, received on the material of Ukrainian and Russian editions, need to be specified in the peculiarities of the international scientific communication and modern tendencies in the scientific media.

Modern technological means made it possible to transform the informational resources of the science: there appeared open (free) sources with scientific articles and researches – journals of a free access, repositories, scientific blogs, etc. For example, the archive repository is one of the first projects used to freely spread the scientific information; it is a server of web editions in physical sciences created by Paul Ginsparg in the 1991 (Los Alamos National Laboratory, US). The publications are being archived on this server by the actual researchers and are available for anybody for free. The occurrence of such resources triggered the switchover from a journal-oriented model of spreading the scientific information to an article-oriented one. The researchers from the Netherlands Bas Savenije and Jennifer Smith even express the opinion that the traditional scientific journal is rather an obstacle than an instrument for the effective scientific connection [13].

In the report of the International Association of STM publishers [14:14–15], it is indicated that the scholarly communication is experiencing pressures from external factors, especially technological and economical ones, although the researchers' needs remain unchanged (open access to information and the possibility of publishing research results). These factors cause changes in the communication field which can be divided into three groups:

- publishing market – appearance of new business models for example open access and sales

models (consortia licensing); globalization and the emergence of new research fields;

- research conducting – using of networks; big data science; globalization of research);

- public policy – new models of copyright, research self-archiving, common use of data etc.

All of the professionals who work in the field of academic book publishing and press – publishers and editorial boards of the scientific periodicals in particular – are ready to play by the new rules and create the new instruments to improve the cooperation between all of the participants of a scientific communication; those instruments are directed at the promotion of their own edition. The mentioned publishers and editorial boards get help from the specialized editions which publish reviews and specialists' reflections on the topic of modern and future challenges and forecasts regarding the scientific press. Herewith, Todd A. Carpenter (Executive Director of the National Information Standards Organization), and Sam Bruinsma (Senior Vice-President Business Development at STM – the leading global trade association for academic and professional publishers) reveals that «Many of these things are not realities that publishers must "do something about" but rather are things they need to be aware of may need to react to» [8]. Accordingly, among the last trends in the scientific communication, the following trends were recollected [9; 11]:

1. Increased impact of technology in the field of security, research practice, accuracy of information.

2. Expanding the capabilities of the platforms on which the journals are presented, in particular, developing own academic infrastructure that supports scientific communications, increasing the role of publishers and distributors in supporting scientific communications.

3. Development of new business models and access to articles – green, gold, payment only for article or temporary using, the scheme «pay for what you want» and expert evaluation of the article at the stage of data collection and analysis.

4. Presentation of various forms of content on journal platforms – videos, datasets, etc.

5. Transfer PDF-articles to cloud services.

6. Automation of content, in particular, the embedding of new tools to increase possible actions with the article, for example, Altmetrics (evaluates the impact of the article by aggregating conversations around it in social media), Google Scholar (ranking articles), even Twitter and Facebook buttons.

7. The expansion of the open access model

which is made by different ways. Publishers want to get commercial value, so qualitative but rejected articles may be the features for Open access journals. The government organizations and the public demand to provide free access to research conducted at public funds. For example, the European Commission set a goal: 60% of European studies with budgetary funds should be freely available in 2016, and by the year 2025 – all 100%.

8. Pricing experiments – the cost of preparing an article may be around \$ 2500–3000 depending on the scientific field, which authors often cannot afford, so publishers are looking for ways to maintain their own revenue while minimizing costs, etc.

It is worth mentioning that abroad the sciences are traditionally divided into natural, technical, medical, arts, humanities and social sciences. The latter two groups are often reviewed together, that is why they become a single research object time and again. According to R. Pool, humanities and social sciences in the scientific press have the vital differences from the other sciences [12]: prices for humanities journals are lower than others; researchers are more likely use books than periodicals; scientific researches is provided without grants that could cover publishing expenses; Prevailing large publication, because it should be used the spreading proofs; the researches in the Humanities is not so dependent on time, as in other sciences.

Therefore, considering the peculiarities and modern innovations in the international scientific communication, the following specifications to the concept of the edition can be made.

Unlike the native approach according to which the quality of an edition is determined by the including it to the List of scientific professional editions of Ukraine, approved in accordance with the procedure established by law, referencing by the leading databases doesn't need any governmental confirmation.

In the modern world of the latest technology achievements, any edition will not become reputable without the web version; whereas the editorial boards of some Ukrainian journals have great difficulties with the mastering in creating and developing websites.

The classic approaches to the typology of periodicals consider the circulation to be one of the features of an edition while reputable foreign editions don't designate this feature because the modern practice of the international distribution uses the web format which has unlimited number of copies. In accordance, the category of a place of

distribution loses its value for the reputable journals. The availability of a web version and referencing databases make the mentioned feature excessive and unnecessary for any edition.

The feature, such as efficiency of providing a free web version, is also related to the peculiarities of developing the scientific field of Ukraine. Most of reputable editions are commercial research journals; therefore this feature is unacceptable at all for their characterization. The reputable free editions care for their reputation and the issue of delaying the publication of materials on the website doesn't arise. In the modern practice of the international scientific press, the mentioned feature of efficiency of providing a free web version should be transformed into the «access policy» that will determine a type of access: paid, free, hybrid, requires a free access license, etc.

The design of an edition occupies a prominent place in the concept of a newspaper or non-specialized journal regardless the way of their presentation – web or paper. In the scientific periodical press, other laws of design are applied: according to the peculiarities of a scientific language with such dominant features as objectivity, clarity, logic, unambiguousness, preciseness, subjectivity, lack of emotional vocabulary and elements of artistic speech (epithets, comparison, and metaphors), standardization, etc., the design also must be universal, simplified, ascetic, laconic, and international. The peculiarity of a web version is in the article-oriented approach to the presenting a journal on the website, and it almost levels the meaning of a graphic concept. Reviewing of the pdf-versions of the reputable journals revealed the unicity in approaches to a design and arrangement of the compositional parts of the article – slight differences are discovered in the usage of italic or bold styles in a design.

One more feature is intrinsic for the scientific journals – by the way, it also discerns their editorial process from other editions – their articles require an independent expert evaluation which can be divided into three types that might become a basis of a typological feature called «kind of reviewing». In the international practice, the following types of reviewing are used:

- double-blind review – the reviewers have no knowledge of who the author of the research is and vice versa. So, before sending the article for reviewing all the identifying information is being removed;
- semi-blind review – the reviewer knows the author but the person of the reviewer isn't disclosed to the author;

- open review – the reviewer receives the article with all of the information about the author, and the latter is informed about the person of a reviewer.

To ease and improve the process of reviewing, the electronic systems are used. As they are usually configured by adding the elements of an article separately and not the whole material at once, the instructions for the authors often underscore avoiding the author's name and working place for easier blind review. Occasionally, the practice of finding a reviewer through the authors take place: highly specialized editions sometimes request to advise a reviewer for the sent material.

All of the listed approaches to creating a journal, which appear its unique set of characteristics, are often called the «editorial policy». In the previous research, there was designated that the editorial policy must cover the following directions: requirements to the arrangement of materials, interaction with the authors, reviewers, and readers, correspondence to the thematic direction [2]. Ove Kähler reveals the assessment of journals for inclusion in Scopus [10]:

- the category «journal policy» contributes 35% to the overall score;
- four content-related criteria contribute a total of 20% to the overall score: the academic contribution to the field, the clarity of the abstracts, the conformity of the content with the journal's stated aims and at the readability of the articles (which includes technical quality of graphs etc.);
- the citedness both of the journal and also of its editors in Scopus make up 25% of the overall

score;

- regularity accounts for 10% of the overall score;
- online availability contributes a maximum of 10% to the overall score.

Accordingly, based on the theoretical and practical research, the conclusion can be made that the concept of an edition corresponds with the model and type of the edition and is implemented in its editorial policy. Separate approaches to every stage of creating and promoting an edition can be highlighted: financial concept, administrative, concept of a design, etc. Among those, a separate place is gained by the editorial concept of a scientific journal – it is a unique combination of the key features of a journal, which form its type, distinguish it from others, and reflect the process of the editorial preparation of a journal. The key features of a scientific journal concept include editorial policy, interacting with the authors, reviewing process, interacting with the readers, publishing standards complying, and content represented by the title, thematic, system of rubrics, genres, etc. The profound approach to developing the mentioned key points will aid in creating a qualitative edition. The author is studying the concept of an edition on a base of the practical material – researches the reputable scientific journals with impact-factor which are included in the Social Sciences Citation Index (Web of Science Core Collection).

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Typology of the roles of science popularizers in popular science TV-shows

Кузнецова М. О. Типологія ролей популяризаторів науки в програмах науково-популярного спрямування. У статті досліджено ролі популяризаторів науки в сучасному українському телепросторі. Проаналізовано поняття «популяризатор науки» та виокремлено два типи популяризаторів у телепрограмах науково-популярного спрямування. Досліджено наявні типології ролей ведучих на телебаченні, а також сформовано на їх основі власну типологію ролей ведучих програм із науково-популярним контентом. Для створення типології було задіяно телепрограми науково-популярного спрямування, що транслювалися в українському телепросторі протягом 2016–2017 років. Було визначено, яка манера поведінки телеведучого відповідає тому чи іншому типу ролей, які ролі телеведучих відповідають тій чи іншій специфіці телепрограми науково-популярного спрямування, як ведучі комбінують різні типи ролей в одній програмі та яка модель поведінки частіше використовується: комбінація ролей або вибір однієї ролі.

Ключові слова: науково-популярний контент, науково-популярна програма, популяризатор науки, популяризація науки, телеведучий, телепрограма, телепростір.

Кузнецова М. А. Типология ролей популяризаторов науки в программах научно-популярной направленности. В статье исследованы роли популяризаторов науки в современном украинском телепространстве. Проанализировано понятие «популяризатор науки» и выделено два типа популяризаторов в телепрограммах научно-популярной направленности. Исследована типология ролей ведущих на телевидении, а также сформирована на ее основе собственная типология ролей телеведущих программ с научно-популярным контентом. Для создания типологии было задействовано телепередачи научно-популярной направленности, которые транслировались в украинском телепространстве в течение 2016–2017 годов. Было определено, какая манера поведения телеведущего соответствует тому или иному типу ролей, какие роли телеведущих соответствуют той или иной специфике телепередачи научно-популярной направленности, как ведущие комбинируют разные типы ролей в одной программе и какая модель поведения является более предпочитаемой: комбинация ролей или выбор одной роли.