

SPORTS MAGAZINES IN THE SYSTEM OF SCHOLARLY COMMUNICATION

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Annotation. The paper presents the sports scientific journals that form the system of documentary research information. We describe the formation, development and progress of scientific publications and their typological features of forming and problem-oriented content. Outlined sufficiency specialized sports magazines. Analysis of scientific publications in Ukraine, Russia, Belarus, presented their names and entry into the national and international abstracting. Posted sports for scientific publications USA, UK, China, Poland and many other countries that carry information for sports, sports training, medical and biological problems of physical education. It is shown that most of the study sports science publications printed in the United States, slightly less than in the UK, Poland and Germany. Determined that scientific journals help speed the spread of sports information, disseminate the results of modern research.

Key words: sports periodicals, scientific journals, system, documentary, information.

Introduction

The level of informatization of society is determined not only information content but also level of efficiency of its use, that, in same queue, predefined by quality of management informative resources. The important source of search and operative mean of distribution of new scientific information are scientific magazines. Exactly magazine editions are the comfortable mean of publication of the personal and collective ideas, hypotheses, projects, for critical consideration of new theories and conceptions and they are today counted exactly [1]. With appearance of network the Internet appeared a new type of electronic information is an electronic scientific magazine. Advantages of electronic publications entailed advancement from the magazine model of distribution of scientific information to the model of the electronic article which provides users fast and free access to the high-quality, criticized scientific information with a right to read, to copy, to diffuse, to unseal and allude to the databases complete texts. Electronic editions also have many advantages above a paper [2]. Today scientific electronic magazines divide into parallel electronic magazines (electronic versions of paper copies); original (those which are given out only in an electronic kind); computer-integrated (print in two formats which complement each other) [3]. It allows scientific periodicals to occupy a ponderable place in the system of scientific communications and in advancement of science on the whole, and also in the receipt of the personal prestige and reputation of separate scientist or scientific collective [4].

Foreign experience testifies that electronic scientific magazines become the important source of receipt of information, receipt of knowledge, in all areas of SciTech. They play all a noticeable role in the system of scientific communications, exactly the first place belongs to the magazine articles in the system of scientific communication – 68% queries of the American scientists are made by the articles [5].

Research is executed within the framework of basic theme 1.5 the Erected plan of advanced research study in the field of physical culture and sport on 2011 – 2015 years.

The purpose of the article is to probe the sporting scientific magazines of Ukraine and other countries, which are included in the system of documentary scientific information from a physical culture and sport.

Research results.

History of mass (MASS-MEDIA) medias was formed under act of numerous objective and subjective factors which stipulated maintenance and character all it structural lanocs. During decades periodicals were under an authoritarian press. It executed apologetic functions, depriving informative materials of scientific principles of historical method, objective and to veracity. Its forming took place a few stages: closing of uncommunist editions and becoming of the soviet press (1920–1922); socialthematic differentiation (1923–1925); forming of magazine periodicals as systems of documentary scientific information (a middle is an end of 20th of the last century). Bases of ideological pressure and orientation were at the same time mortgaged on implementation of concrete political, ideological, economic and economic tasks, and in course of time change of structure of magazines took place in the aspect of their profiling, which allowed to create the different types of magazines and newspapers which must were satisfy the informative necessities of different layers of population and answer the different levels of political and educational culture of that population. It resulted in differentiation and specialization of periodicals. New editions were formed – thematic magazines, which satisfied the informative queries of readers, lighted up the question of science, technique, are specialized, in particular and physical culture and sport taking into account the specific of working and peasant audience.

Sporting and scientific magazines are specialized organically entered in administratively command system of the new state of 1917 of the last century, as arose up and formed in time of socio-economic policy of military communism and military-communist ideology, and a few stages, which differed one from other those which changed their character and designed in the integral system to typology. Sporting periodicals became one of the main ducting's of mass communication with the permanent and actual concentration of informative streams from every separate type of sport and physical education of different groups of population.

Today sporting periodicals, especially scientific, considerably differs from the periods of its creation, forming and development. Editions belong to the unique typology group, inherent them problem thematic orientation (specialized), general typology of signs (primary: publisher, purpose and task, reader audience; second: author collective, structure, genres, registrations; formal: periodicity, language of edition, drawing). At the same time all sporting editions (scientific and all Ukrainian) give information for the readers of different level, divide informative materials into information for all, for the wide circle of specialists of industry of physical culture and sport (for those, who is interested in its certain directions), scientific and specialized. Independence of the specialized sporting magazines appears in the specific of their audience, having a special purpose task and character (genre-stylish structure) of text. The aggregate of these signs grounds for the selection of group of the sporting specialized magazines among other representatives newspaper-magazine systems of information.

Scientific sporting periodicals are directed on a heterogeneous audience, its content (informative text filling) differs after different criteria, in particular and professional. Thus for its audience characteristic knowledge is with scientific researches in industry of physical culture and sport and subjects allied with it: by medicine, biology, sociology, by pedagogic, by psychology, and others like that. The important typology forming sign of sporting periodicals is its functional setting. On the pages of magazines among scientific theoretical, scientific methodical and scientifically methodical questions examine the ethics, legal and other aspects of different types of sport in the context of whole industry, directed on implementation of different functional tasks. The problem of availability of exposition of informative material consists in the specialized maintenance, as a main user of information is a geared-up reader, well-informed with the concrete type of sport, sporting terminology, directions of preparation of specialists of physical education and health of man.

Today the informative providing of sporting science is carried out by scientific periodic and continued editions which, in particular in Ukraine, form the system of documentary sporting scientific information. *Scientific* magazines belong to them („Pedagogic, psychology and medical-biological problems of physical education and sport”, „Physical of education of students” (Kharkov), „Physical activity, health and sport”, „Physical rehabilitation” (Lvov), „Announcer of the Prykarpattya university. Series: physical culture”, Ivano-Frankovsk); *scientifically methodical* magazines („Physical education is at modern school”, „Physical education in schools of Ukraine”, „Basis of health, and physical culture” (Kyiv), „Theory and method of physical education” (Kharkov), „Theory and practice of physical education”, Donetsk); *scientific theoretical* magazines („Theory and method of physical education and sport”, „Science in Olympic argue”, „Sporting medicine” (Kyiv), „Suburb scientifically sporting announcer” (Kharkov), „Sporting announcer of Pridniprov'ya”, Dnipropetrov'sk); *continued editions* („Issues of the day of physical culture and sport” (Kyiv), „Young sporting science of Ukraine”, „Healthy way of life” (Lvov), „Announcer of the Zaporozhe national university. Series: Physical education and sport” (Zaporozhe), „Announcer of the Tchernihiv national pedagogical University of the name of T. G. Shevchenko. Series: Pedagogical sciences. Physical education and sport” (Tchernihiv), „Scientific magazine of the National pedagogical university of the name of M. P. Dragomanova. Series: Scientifically pedagogical problems of physical culture (physical culture and sport)” (Kyiv), „Physical education, sport and culture of health, in modern society” (Lutsk), „Physical culture, sport and health of nation” (Vinnytsya), „Youth scientific announcer. Series: Physical education and sport” (Kyiv), „Conception of development of industry of physical education and sport”, Rivne).

Most scientific magazines are included in the system of forming of national abstract resources of „Ukrainika scientific” [6], in particular scientific and scientific theoretical magazines: „Pedagogic, psychology and medical-biological problems of physical education and sport”, „Physical of education of students”, „Theory and method of physical education and sport”, „Science, in Olympic argue”, „Sporting medicine”, „Suburb scientifically sporting announcer”. In the National library of Ukraine of the name of V. I. Vernadskogo the created database is for free access to information about the results of scientific activity of domestic scientists and specialists, that is instrumental in activation of including of Ukraine to the international system of scientific electronic communications [7].

Out of that a few sporting scientific editions, in particular scientific and scientific theoretical magazines „Pedagogic, psychology and medical-biological problems of physical education and sport”, „Physical of education of students”, „Science in Olympic argue” and the continued scientific edition „Young sporting science of Ukraine”, organically included in the system of international of database „IndexCopernicus” [8], what allows to trace influence of scientific publications of separate scientists or scientific establishments on a world scientific association. And scientific magazines „Pedagogic, psychology and medical-biological problems of physical education and sport,” and „Physical of education of students” are included also in the catalogue of magazines with the opened access (DOAJ) [9], that gives possibility scientific community to read, to load, to copy, to diffuse, to print and allude to complete text of publications; but to the informative analytical database the „Russian index of the scientific quoting” [10]. These international bases of scientific abstracts determine the high standard of scientific quality of these editions by an expert estimation and index of meaningfulness of scientific labours of research workers and amounts of quoting are on these publications; carry out the operative providing of scientific researches actual bibliographic information and estimate effectiveness and efficiency of activity of research organizations, scientists and level of scientific magazines

Publications in scientific magazines after an operationability are always other types of publications and at the same time were and remain the most effective mean of publication of scientific information, and with appearance of network the Internet and new form – electronic scientific magazine – entailed a number of changes both in the system of scientific communication and in all its constituents (author – scientific labour – publication – publishing house – library – reader) [11]. Swift development of scientific magazines entailed creation of sporting electronic scientific

edition „Sporting science of Ukraine” (a publisher is the Lviv state University of physical culture) [12]. It is the unique electronic magazine of industry of physical culture and sport, in which the problems of olympic and professional sport, physical culture, physical education of different groups of population, physical rehabilitation light up operatively.

The analysis of sporting periodicals of Russian Federation (RF) rotined that the amount of scientific editions in this country considerably exceeded the amount of scientific sporting magazines of Ukraine. In particular, the system of the sporting documentary scientific informing of RF is presented known enough, created yet in the days of forming of industry of physical culture and sport (beginning of 20th of the last century), by editions. *Scientific theoretical* belong to them: „Theory of practical worker of physical culture”, „Scientist of message of Universities of P. of F. Lesgaft”, *scientific magazines*: „Announcer of Sport science”, *scientifically methodical* magazines: „Physical culture: education, education, training”, „Physical culture to school”, „Theory and practice of the applied and extreme types of sport” and great number of scientific practical and scientifically informative magazines. These scientific editions are formed on the unique typology sign, their swingeing majority is included in an informative analytical database the „Russian index of the scientific quoting”.

From Ukrainian and Russian sporting scientific editions substantially scientific editions of Republic will be selected Byelorussia. Unfortunately, are modern sporting periodicals in this country presented only two scientific magazines, in particular by a scientific magazine „the World of sport” – unique from the problems of physical culture, sport and tourism, and scientifically methodical by a magazine „Physical culture and health”, that print for the teachers of physical culture schools, leaders of sporting sections and groups and also. At the same time only the „World of sport” is incorporated in the International center of standard numeration (Paris, France) and has ISSN (an international identifier (serial number) is in electronic and printing editions of the world).

he analysis of world sporting periodicals rotined that plenty enough of scientific magazines, which print the results of researches from development of sport, sporting training, physical education, health protection and sport role, in him, sporting medicine, physical rehabilitation, is, physiotherapy and others like that. Most sporting scientific magazines print the United States of America, as a result of research of them counted about 30. It is magazines, which present scientific developments from medical-biological direction of development of sport, sporting preparation, physical exercises. To such magazines belong: „The American Journal of Sports Medicine”, „Journal of Orthopedic and Sports Physical Therapy”, „Clinics in Sports Medicine”, „Archives of Physical Medicine and Rehabilitation”, „International Journal of Sport Nutrition and Exercise Metabolism”, „Clinical Journal of Sport Medicine”, „Medicine & Science in Sport & Exercise”, „Sports Medicine and Arthroscopy Review”, „American Journal of Physical Medicine & Rehabilitation”, „Current Sports Medicine Reports”, „Physical Therapy in Sport”, „Journal of the International Society of Sports Nutrition”, „Journal of Sport Rehabilitation”, „Operative Techniques in Sports Medicine”, „Athletic Training & Sports Health Care”, „Physician and Sportsmedicine”, „Research in Sports Medicine”, „International Journal of Sports Physiology and Performance”, „Athletic Therapy Today”, „Sports Health: A Multidisciplinary Approach”, „International Journal of Sports Physical Therapy”, „Journal of Athletic Training”. The problems of sporting science, psychology of sport, history of sport and health protection, probe magazines: „European Journal of Sport Science”, „Exercise and Sport Sciences Reviews”, „Journal of Sport & Exercise Psychology”, „History of sport”, „ACSM's Health & Fitness Journal”.

A next country which prints plenty of sporting scientific magazines is Great Britain. To the number of magazines, which publish the results of scientific researches from the problems of the sporting training, types of sport, different aspects of sporting science, medical-biological problems of sport and physical exercises, scientific magazines belong, in particular: „Qualitative Research in Sport, Exercise”, „Journal of Sports Sciences”, „British Journal of Sports Medicine”, „Sports Medicine, Arthroscopy”, „Rehabilitation, Therapy & Technology”, „Sports Engineering”, „Journal of Sports Engineering and Technology”, „International Journal of Sports Science and Engineering”, „Physical Education and Sport Pedagogy”, „Physical Education Matters”.

Extraordinarily ramified is the system of scientific sporting communication in Chinese Folk Republic. Scientific magazines are printed by the universities of cities of Beijing, Chengdu, Tyanczin, Liaoning, Shandong, in particular: „Journal of Chengdu Sport University”, „Journal of Tianjin University of Sport”, „Journal of Beijing Sport University”, „Liaoning Sport Science and Technology”. For them light up scientific researches from the different aspects of sporting science, sporting technologies, biomechanics, sporting games, physical education, and others like that.

Republic does not yield in the grant of professional sporting information Poland. Sporting scientific magazines are presented in this country, in particular, by such editions as „Kultura fizyczna”, „Medicina Sportiva”, „Biomedical Human Kinetics”, „Sport Wyczynowy”, „Roczniki Naukowe AWF”, „Postępy Rehabilitacji”, „LIDER – Promocja zdrowia, kultura zdrowotna i fizyczna”, „Baltic Journal of Health and Physical Activity”, „Physical Education and Sport”, „Biology of Sport”, „Human Movement”, „Fizjoterapia”, „Fizjoterapia Polska”, „Praktyczna Fizjoterapia i Rehabilitacja”, „Polish Journal of Sport and Tourism”, „Human Kinetics”, „Physical Culture and Sport, Studies and Research”. Part of the transferred magazines is printed both in a paper and in electronic formats by English.

Sporting scientific magazines print also in Australia („Journal of Science and Medicine in Sport”, „Sport Health”), Africa („South African Journal of Sports Medicine”); Denmark („Scandinavian Journal of Medicine & Science in Sports”), Spain („Apunts Medicina de l'Esport”), Italy („Medicina dello Sport”, „Sport Sciences for Health”), Macedonia („Journal of Special Education and Rehabilitation”), Netherlands („Psychology of Sport and Exercise”), Germany („International Journal of Sports Medicine”, „Knee Surgery, Sports Traumatology, Arthroscopy”),

New Zealand („Sports Medicine”), Romania („Medicina Sportiva”, „Sport Science Review”), Serbia („Serbian Journal of Sports Sciences”), of Slovenia („Science of Gymnastics Journal”, „Revija Šport”), Croatia („Hrvatski športskomedicinski vjesnik”), Islam Republic Iran („World Journal of Sport Sciences”). Magazines are published by the basic results of scientific researches from physiology, biochemistry, immunology, orthopaedic, sporting loadings, physical exercises, feed, diagnostics, treatment, and others like that. The most world magazines print English, only a few scientific editions are published in language of that country, which they present. For the publication of the articles in magazines editorial colleges invite the scientists of the whole world and pull out identical requirements: scientific researches must be original, nowhere published before, to contain practical results, have the statistical working of information. At the same time world sporting scientific magazines, in particular to the USA, Great Britain, Germany included in scientists databases (abstract or bibliographic, that allow to watch quoting of the articles of scientist), in particular „Indexcopernicus”, „Scopus”.

It costs to notice that all transferred scientific magazines were created yet in the last century, foundation many arrives at from 1976 year, but they and to this day have a high scientific level of exposition of informative material; their periodicity hesitates from annual to one on a month, they are well illustrated, finding them is possible in the different informative searching systems of network the Internet.

The analysis of foreign sporting scientific periodicals rotined that analogues have most magazines in an electronic format. A research worker which does not own English to perfection is in a position to read them in translating into an accessible language (it allows to carry out informative searching system „Google”). At the same time some foreign sporting scientific magazines are published only in an electronic kind, in particular „The Sport Journal” (electronic with complete text magazine of Association of sport of the USA, which presents scientific researches from the sporting training, sporting management, sporting medicine, fitness and health; examines the problems of management in industry of sport, safety of sporting buildings, sporting preparation, and others like that), „Athletici Isight” (an on-line-magazine is from psychology; the USA), „The Hospitality, Leisure, Sport & Tourism Network” (education is in industry of hospitality, organization of rest, sport and tourism; electronic magazine of Academy of higher education of Great Britain).

Conclusions.

The conducted research allowed to discover and analyse sporting scientific editions, which are organically included in the system of documentary scientific information of Ukraine, Russian Federation and Republic, Byelorussia. It is set that all of them belong to the unique typology group, inherent them problem thematic orientation (specialized), general typology of signs. All sporting scientific editions give information for the wide circle of specialists of industry of physical culture and sport (for those, who is interested in its certain directions), and also scientific and specialized. Importance of the specialized sporting magazines appears in the specific of their audience, having a special purpose task and character of text. Exactly they inform a scientific association about development of physical culture and sport.

The analysis of research of the system of documentary world sporting scientific information rotined that it is formed by such countries, as the USA, Great Britain, Germany, Poland, China. Exactly there print the far of scientific sporting periodicals, which contains publications in relation to development of sport, sporting training, physical exercises, medical-biological problems of sport, pressing questions of sporting science.

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