

Running Characteristics and Comparative Analysis of International Theoretical Journals on Sports Communication

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Abstract: This paper chooses three newly originated theoretical journals of the globe as research objects, they are International Journal of Sport Communication (IJSC), Journal of Sports Media (JSM) and Journal of Sport Communication (JSC). It collects and takes order with the related information and data of journals, compares the aspects such as journal publication, issue, marketing, network propaganda, read and edit, running orientation, column setting, article ranges and so on. It analyzes the running characteristics and competitive advantages of the three journals, provides references for the development of Chinese sports academic journals.

Keywords: Sports Communication; Sports Media; Academic Journal; Running Characteristic; Comparative Analysis

1. Introduction

The establishment of Journals on Sport Communication theory marks the growing up and the maturity of professional research on international sports communication. In the past two years, many new Journals on Sport Communication Theories have been established. This paper compares and analyzes the characteristics of three representatives, which are JSC JSM and JSC, hoping to provide a reference to the development of Chinese Journal on Sport Communication Theories.

2. Comparison on Journal Orientation and Column content

The three Journals are all committed to theoretical construction on their own specialized field, and promoting the development of practice areas (Table 3). Fields of research and themes of the articles are depends on the Aim of the journal, as well as the conceptual understanding of the journal name by the editor. IJSC and JSM are both conforming to the conceptual framework generally accepted by international, which is the wide range of sports communication Research, containing such as media studies (print, electronic and network), the communication process (interpersonal, organizational, media, etc.), news reports, advertising, communication effects, media law and ethics, communication environment (public relations), social influence and so on. While the Sports Media Research focuses on the theoretical Exploration of

role-playing mechanism of action and the social influence of the media in the process of sports communication, which also a core of sport communication research. JSC interpreted sport communication as two concept system: leisure sports and sport communication. Research areas such as the sport tourism, management, health, marketing, leisure, public relations and so on, are all regarded as sport communication, which makes the understanding of sport communication ambiguity, and makes the taxonomy indefinite both in article and subject.

Three journals are different on both article content and column setting (Table 4). JSM was an annual when it was found in 2006, and it had been changed into semiyearly in 2008, furthermore, the number of article was increasing every year, respectively, 5 in 2006, 6 in 2007, and 10 in 2008. Western academic circles always keep the tradition of controversy, so there always a large amount of peer-reviewed articles in journals, for example, IJSC published 12 book reviews, which is 24% of the total amount; while JSM published 6 which account for 29% and JPS is about 24% too.

3. Comparison on Editing and Review

To meet the trend of online publication, IJSC has established an online contribution system, i.e., networked editing systems. JSM requires the manuscript both by E-mail and on paper for contribution, which prevents multiple submissions in a certain extent. JSC still keeps the traditional approach, contributing by post, and paper manu-

scripts as well as disk are required, which is time-consuming and resource-consuming. Three journals all offer the evaluator's opinion to the manuscript. JSC provides editorial decision of whether and why to adopt the manuscript. Some time even high-quality manuscript can not be published in JSC, just because of the limitations

from orientation, column settings, structure. So the editorial staff is obligatory to give a satisfactory explanation to the author. The advantage of JSC's online contribution system is that authors can fully get the status of manuscripts. It's more overt, rapid, and humanization which gives full respect to the author's right to know.

Table 1. Basic Information about the Research Sample ^[1-5]

Name and abbreviation	Translation	Year founded	Area/Language	Period
International Journal of Sport Communication (IJSC)	International Journal of Sport Communication	2008	USA/English	Quarterly
Journal of Sports Media (JSM)	Sports Media Journal	2006	USA/English	Semiyearly
(Journal of Sport Communication, JSC)	Physical Communication Journal	2008	Taiwan/ traditional Han	Annual

Table 2. Comparison on Journal Orientation between IJSC, JSM, JSC ^[1-5]

Name	Orientation	Object	Scope
IJSC	Through a multi- interdisciplinary research, to deepen the understanding of the relationship and discipline between sport and communication.	Scholars, graduate students, practitioners in the field of sport communication.	Any appropriate research areas of sports communication, including the history, production, public relations and strategic management, international sports communication, sports news, sports interpersonal, radio, television, film, photography, network communication, sports, media, consumer and negotiations, organizational management, new technology development and application of laws and cases, management and finance, social issues, content analysis, etc.
JSM	Aimed at meeting the demand of academic research on sports media, which is essential for increasing its social and cultural influence, and promote the development of it both in theory and practice.	Researchers, practitioners and non-academic researchers in The field of sports media.	Any appropriate research areas of sports media, including specific sports media research (newspapers, radio, television, Internet, advertising, etc.), or a particular area of sports media studies (history, law, ethics, influence, etc.). Focus on the Practice on sports media, such as sports news, sports and media management, sports content providers, and sports media producers.
JSC	Aimed at building and integration of sports, leisure, information, and the field of communication platforms, providing sports information dissemination related theories, and its future research trends and directions.	Scholars, students, practitioners from the field of Sports and leisure and sports communication.	Any appropriate research areas on sports /leisure and sports communication including sports tourism, sports management, sports and health, sports marketing, sports and leisure, sports media, sports, communication practices, sports integrated marketing communications, sports, network communication, sports, public relations and communications and so on.

Three journals all adopt the mode of double-blind review to guarantee the high quality of the manuscript. IJSC adopts the mode of three trials, which is more standardized. While mode of JSC is relatively simple, only one editor to decide whether adopts the manuscript or not. Three Journals all take the fifth edition of APA (American Psychological Association) as the Bibliographic Standards. There are also other international standards just like MLA (Modern Language Association of America) 、 Harvard (Harvard Law Review Association) 、 Chicago (University of Chicago Press) and so on. JSC adapt the Bibliographic Standards APA with the reference of Taiwan's academic publishing norms. IJSC takes the separation mode for content editing and management operations. It established an independent position of journal managing editor, which is specially appointed by the Human Kinetics Press. The editorial staff is mainly selected from the United States and all

around the world. In the current 25 members, 13 are from universities in United States, other members are from university in Australia (3), United Kingdom, France, Canada, Norway, Denmark, South Africa, China, South Korea and Israel. When the journal was newly founded, the editorial staff plays the important role not only as Reviewers but also a dual role both as contributors (authors) and advocates (Recommended). In JSM, the editorial staffs of 7 members are all from USA. And there is also an auxiliary group of editor experts in addition (including ones who are contributive to the development of Journals), whose members are from Pennsylvania State University, Indiana University, Washington State University and University of South Florida. The editorial staff of JSC is constituted by the administrative leaders and relevant experts from Sports Information Department of Communication Studies in Aletheia University Taiwan. IJSC is promoting the internationalization of editorial

staff, the authority of International editor and experts makes the manuscripts Sufficient in quantity and superior in quality. On the contrary, it's relatively difficult for JSM and JSC to get manuscript source, and whose options of Research topics is limited. To expand the manuscripts source, JSC collected manuscripts by "2008 sports and leisure-cum-information dissemination seminar" hold by Sports Information Department of Communication Studies, Aletheia University Taiwan.

The editors of JSM and IJSC (Paul M Pedersen and Brad Schultz^[6-7]) have got great academic achievements in the macro-areas research of the sports media field, which help them to grasp the orientation、 structure and professionalism of the journal, and effectively to promote the sustainable development of the journal. JSC is dwarfed by comparison, whose editor / deputy editor was hired by the journal publisher.

On other editorial requirements, the three journals all follow the international practice. For example, multiple submissions was announced forbidden in all three journals, the problem of Copyright Transfer Agreement; Author information cannot be revealed at manuscripts submission, or it will be withdrawn; Combination of qualitative and quantitative research; Manuscript must be submitted in language accepted by journals; raw data and research methods Should be provided for the editorial review; Attachments of E-mail should be submitted in "Microsoft Word" form, and the forms or pictures in the manuscripts should be attached in another "Excel" or "JPEG" files separately .

4. Comparison on Publishing Marketing

The three Journals each have their own different publishing and distribution modes (Table 2). IJSC relies on the

human dynamics Press, integrating the publishing and distribution, and compositing self-built databases and joining into a large database like EBSCO host etc. as the mode of network transmission. Human Kinetics Press, which is the world's most influential publishing house of Physical Education Professional, has a long and rich tradition of literature publishing and broad experience in the promotion, which makes its academic journals renowned in the professional field. IJSC had been especially recommended by human dynamics Press in 2008, so it is apparent that IJSC has a very high social influence and academic status. JSM takes the mode of separating the publication and distribution, which is pressed by the University of Nebraska Press (United States) while distributed by MUSE Data Group. MUSE project, which convened by Johns Hopkins University Press and the Milton S. Eisenhower Library, and united many world-class University Press, institute, research institutes and book publishers, is committed to providing high-quality journals publishing services mainly in the social science disciplines such as the Arts and Humanities and the philosophy. It has grown to a group of humanities and social sciences journals, which has 105 publishers, 423 copies of scholarly journals, 158,561 articles. And MUSE has an extensive cooperation with large databases such as EBSCOhost and ProQuest, search engines such as Google Scholar, and First Search, library service providers such as Celdes、 CrossRef and TDNet, which makes the Journal Communication more powerful. Therefore, as the MUSE project members, University of Nebraska Press can Share its work and benefits, to achieve collectivize and Optimized Production.

Table 3. Comparison on Publish between IJSC, JSM and JSC^[1-5]

Name	(ISSN)	Publishing Agency	Issuer	Intranet Portal Creation
IJSC	1936-3915 (print) 1936-3907 (online)	American Journal of Human Kinetics Press Human Kinetics Publishers, Inc	Human Kinetics Publishers, Inc Human Kinetics Press	Rely on Institution Website Rely on Publisher's website
JSM	1558-4313 (print) 1940-5073 (E-ISSN)	University of Nebraska Press, United States	MUSE Humanities and social sciences journals data Group	independent Internet portal MUSE Journal Page
JSC	071-3606 (print)	Taiwan Wagner Enterprise Co., Ltd	Wagner Enterprise Co., Ltd	Rely on Institution Website

JSC hosted by Sports Information Communication Department of Taiwan Truth University, and published by Taiwan Wagner Enterprise Co., Ltd. it has been compiled into the National Library on-line retrieval, but does not cooperate with the world's largest data group, book journal publishers and search engines.

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Nowadays is the information technology era, to meet trend of online publication, IJSC and JSM has both ap-

plied for electronic publishing issues and implemented the online publishing model. All these three journals has set up a journal web site under the support of publishing and distribution companies and the website of organizers, which enhanced their influence in website, social and academic field. JSM has established an independent web site, though it is monotonous, and lack of content. And to closely follow the trend of network technology, JSM created an institution blog (journalsportsmedia.blogspot.com) linked with many academic blog, such as Sports Communication (sportcomblog.blogspot.com) and sports-law (sports-law.blogspot.com), which formed an academic communication Union in virtual world (Blogosphere). JSC provides only free download services

of news and articles in journal with the support of Sports Information Communication Department of Taiwan Truth University, so its influence on website is very limited.

Anyway, journal compilation and production will finally face the test of the market economy and evaluation of the professional readers, how to make the journal information rapidly spread and effectively used, Marketing Promotion is very important. IJSC follows the marketing system of Human Kinetics Press, connecting traditional marketing with network marketing to meet requirements of different readers. Marketing revenue of Journal is generally composed of profit from Paper-based publications, income from self-built database marketing (including annual dividend income from large-scale Data Group) and advertising revenues, etc. For Paper-based publications, different price for selling and the advisement was set according to different Format, number of period and other factors. And it can be print on Demand too. While the website marketing of the Electronic version journal has gradually become the mainstream, which gives customer an alternative choice. JSM's marketing strategy is similar with IJSC, Ordering information of both are available through the University of Nebraska Press, MUSE, JSM home, JSM blog and other channels. And also, prices of Paper-based publications of JSM were differentiated to individual and institutional subscribers, or different region of USA. For example, the annual price for individual and institutional in U.S.A was 30 dollars and 44 U.S. dollars respectively, while in other region are 50 dollars and 64 U.S. dollars respectively. JSC only have meager income from Paper-based publications. And its marketing and price distinction is not clear. The operation fund of JSC is mainly comes from Reviewer fees and layout charges by Contributors or authors.

5. Conclusion

IJSC is committed to all-around development of various sectors in operation to create an international peer-reviewed journal on sports theory. That is reflected in such as the separation of journal content editing and operational management, online publish, Scholar-editor (macro studies), global selection of the editorial staff, the appraisal should be strict, standard, and transparent, high matching degree between the orientation and the content of the Journal, to get help from Mature marketing promo-

tion system of Human Kinetics Press, cooperation with international Large Data Marketing Group, and so on. The competitive advantage of JSM compared with the IJSC lies in highly specialized journals positioning and network influence, that is target in a highly specialized theoretical Journals (The mechanism of action sports media).By making full use of blog, network and other new media technology, JSM carries out academic discussions in the virtual community to promote multidisciplinary exchanges between scholars and upgrade the social, academic and network influence of journals. The only point slightly defective (provided target in the international journals) is its inadequacy of internationalization development trend which just in Europe and the United States. And also the underdeveloped of online publish. JSC carries out traditional management system of academic bureaucracy, which is separated from commercial marketing promotion. It is slightly different with academic journals in Chinese mainland. The difference is that academic journals in Chinese mainland do not pursue and have never truly achieved the commercialized operation of journals. JSC does not have a competitive advantage on all above listed items. The only advantage is rooted in the Taiwan region, committed to the innovation and localization of international forefront of sports academic achievements.

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