

EDITORIAL - EDUCATION AND MANAGEMENT OF NEWSPAPERS: NEW PATHS AND PERSPECTIVES IN SCIENCE

v. 14, n. 1, jan./jun. 2018

José Anderson SANTOS CRUZ¹

Scientific communication, today, has undergone several changes. Among them, we highlight the new editorial policies for periodicals, with the purpose of obtaining more international visibility. For this, it is necessary the inclusion of journals in index bases, directories, libraries and other ways of preserving the metadata of articles. To index, qualify and obtain more visibility in the journals, the requirements for publication are increasing; regarding the qualification of the articles, for the submission of the manuscripts to qualified journals, or for those who wish to qualify in a scenario of scientific competitiveness

We all want to honestly have the work produced by our magazines well evaluated and recognized by the academic world, because scientific journals - Brazilian or not - are important in the evaluation of the production of researchers, especially those who are linked to the National Graduate System. We all want to have a prominent place in Qualis, which should be called Quantis, since it measures more and more statistical procedures, a situation facing indexes within a pre-defined percentage universe, and less content (BIZELLI, 2018, s/p).

In this issue, specifically, it has been observed that the publications on the field of Education have some peculiarities, mainly in the way the texts are being written. However, some things are being evaluated and others being extinguished. For example, the question of direct quotation (the use of quotes should not be exaggerated), - some journals already limit the amount of citations; excessive references without grounds, so that novelties can be brought to scientific discussions; case studies or reports of experiences without national or international scientific contribution, and, in this same way, the number of published articles that bring local research is also being reduced in some journals, since the scientific community encourages interaction with the results in

¹ São Paulo State University (UNESP), Araraquara – SP – Brasil. Doctoral student in School Education. Undergraduation and Graduation Professor at Anhanguera College of Bauru. Deputy Executive Editor of newspapers. Technical and editorial advice ORCID: <<https://orcid.org/0000-0001-5223-8078>>. E-mail: joseandersonsantosacruz@gmail.com

a systemic way, aiming to bring new contribution(s) to the Humanities field. Thus, the authors should adapt to the new directions of science and educational research:

To aggravate the debate, today, everything is online: Science, sciences, scientific metrics, sponsors, companies that consume science, companies that live from scientific metrics, vehicles that disseminate knowledge, scientists and citizens of the global village. In other words, today, the illusion of global visibility is allowed. Illusion because the parameters with which we see are not global; they are not subject to collaborative definition; they are not available for the revision of scientists; they are subject to the market with fixed prices. We are facing a black and white film that can be seen in color according to standards set by an ink company. Incidentally, the ink is produced by self-sacrificing colorists who withdraw their inputs from nature - physical or social - and develop their products by not receiving anything for their work, other than having their inks recognized in the film (BELLELLI, 2018, s / p).

The qualification of the Graduate Programs is evaluated by the publications, which are assigned scores according to the Qualis of the periodicals, in order to maintain and reach better evaluations by the Coordination of Improvement of Higher Education Personnel - CAPES. This score is applied to the professor's publications. For some, it is a question of academic productivism; for others, a system that evaluates publications. In this way, the discussion becomes pertinent because on these both sides there is a common component: quality must be maintained.

In the last two years, from 2016 until the present day, several points about scientific production have been discussed: a) Open Access, accompanied by the question: who pays the bill?, considering more and more investments in researches and journals are being reduced due to public institutions' budgetary restraints; b) preprints, the publication of articles in an open access repository, in which the evaluation will no longer be through blind peer review, and with this, science becomes open and journals will be able to stamp publications, but at the same time, journals will be able to submit the texts to new blind peer reviews; c) the formation of the editorial team with editorial skills and administrative management, considering each journal has its technical, administrative and scientific management, requiring specific skills for this; d) continuous publication, from which there will be no more numbers, only one volume, and, as the articles are approved, they are already published; e) norms and guidelines for submission of manuscripts, one of the fundamental points in order to speed up the processes of publishing and publication of the manuscripts: "Raise awareness of

Masters and Doctoral students for issues such as: what is a scientific journal; what are the phases of the work of scientific publishing; which is the path that guides an Academic Review "(PONCE et al, 2017, p.1039); f) the possibility of evaluating production by the impact factor, which would have a direct impact on the scientific productions of the programs; g) the possibility of collecting revisions, translations, processing, formatting, standardization and technical advice, although this is already a practice of some journals for their survival; h) the requirement for all authors to have the ORCID (Open Researcher and Contributor ID), a unique code for each author, an alphanumeric code to identify exclusively scientists and other academic authors and contributors - a mandatory item, all authors must have a registration in ORCID.

In light of the above, the medium and long-term journals will no longer be the same ones that the authors are accustomed to, and they will have to adapt to the new requirements. In 2016 and 2017, when I participated in the National Meeting of Publishers by ABEC - Brazilian Association of Scientific Editors, and, in 2018, in the 1st National Meeting of Periodical Portals - VI Cycle of Debates of Portals of Periodicals UFSC - Management and Good Practices in UFSC - Federal University of Santa Catarina, I could observe that, in fact, the academic community must evaluate the new challenges for publication. It is understood that it is not just about writing an article, but mainly to focus on the scientific contribution, and to educate the authors, from undergraduates to the most experienced ones, regarding the norms and guidelines of each journal, to which the majority does not pay attention when submitting their manuscripts.

It is clear how articles on the field of Education are being evaluated as to their scientificity and contribution to society; in order to promote knowledge, it is necessary that these texts answer at least two questions: "What is the contribution of your research, and why is it groundbreaking?". More and more we are required to produce, however, producing is not the same as publishing a text, but producing science, so that we can promote quality education, accessible to all citizens of all societies and cultures.

ACKNOWLEDGMENTS: To the proofreaders who contributed to this issue. To the authors, for their confidence in publishing their research in our periodicals. Collaborators, who provide their time and their editorial skills to build a science and bring knowledge beyond physical boundaries.

REFERENCES

BIZELLI, José Luís. Deus e o Diabo na terra da Edição brasileira. Available at: <<http://www.anped.org.br/news/deus-e-o-diabo-na-terra-da-edicao-brasileira-por-jose-luis-bizelli-unesp-coordenador-nacional>>. Access in: 23 jun. 2018.

PONCE, Branca Jurema et al. Sobre a melhoria da produção e da avaliação de periódicos científicos no Brasil. **Ensaio: aval. pol. públ. Educ.**, Rio de Janeiro, v. 25, n. 97, p. 1032-1044, dec. 2017. DOI: [10.1590/s0104-40362017002501032](https://doi.org/10.1590/s0104-40362017002501032).

SANTOS CRUZ, José Anderson.; BIZELLI, José Luís. **Indexação de periódicos. Conference: I Encontro Nacional de Portais de Periódicos - VI Ciclo de Debates de Portais de Periódicos UFSC - Gestão e Boas Práticas**, Florianópolis, 2018. Available at: <https://www.researchgate.net/publication/325019618_Indexacao_de_Periodicos>. Access in: 23 jun. 2018.

SANTOS CRUZ, José Anderson.; BIZELLI, José Luís.; VARGAS, Thaís Conte. Desafios en la gestión de revistas: breve panorama del proceso y de las políticas editoriales. **Conference: Tercer Congreso Nacional y Primer Congreso Iberoamericano de Revistas Científicas**, México, 2018. Available at: <https://www.researchgate.net/publication/325438781_Desafios_en_la_gestion_de_revistas_breve_panorama_del_proceso_y_de_las_politicas_editoriales>. Access in: 23 jun. 2018.