

Publishing Formats of Scientific Journals in the XXI Century: the Case of Small Publishing Market

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Abstract : The analysis of scholarly journals formats is fragmented and needs to be studied from a point of view of scientific communication. While PDF is to the author's best knowledge probably the most popular digital format of XXI century, but there are more formats available: HTML, EPUB, etc. Our aim is to analyze how these formats important to the readers and what is their contribution to scientific communication. We want to investigate how printed journals are still popular between scholars and does different formats are preferred between fields of science . In most cases, publishing of scientific journals are examined from a narrow perspective of a particular university science affair administrators or research funding institution. We believe that more data on formats used in scholarly periodicals currently published in Lithuania as well as in Eastern Europe are needed. Science communication is often analyzed as a directed chain of information in the author-publisher-reader cycle. The paper is focusing on the publishing part of this chain. A distinction is made between formal and informal forms of scientific communication, which is relevant in today's context, when both forms of communication intertwine and complement each other. In our research, we will analyze formal documentary (formats of publication of scientific articles) communication - scientific information recorded in a certain medium and formatted in certain format (printed, PDF, HTML, EPUB, etc.). In our research, we will analyze the stage of publication of research results in scientific journals and their dissemination through specific publication formats. The paper is to systematize and analyze the various types of formats of scientific journal published in XXI century in Lithuania (small publishing market). The research analyses the case of small European country and presents publishing formats characteristics of the publication of scientific periodicals.

Keywords : scientific communication, scientific journals, publishing formats, reading

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