

Functions and Strategies of University Journals in Discipline Construction

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Abstract. There is a win-win relationship of synergism and benign interaction between university journals and discipline construction, which plays an important role in showcasing innovative achievements, promoting talent training and leading discipline development. It is necessary to actively enhance the participation of journals in discipline construction, explore ways to focus on the development direction of key disciplines, give full play to the academic orientation of editorial board, and gather discipline achievements and talents to help discipline construction and development.

1 Introduction

Discipline construction is the top priority of university work, which affects and determines the characteristics, academic status and quality of personnel training of the university. All departments of colleges and universities are running around this core work. As an indispensable part of higher education institutions, journals organized by universities also undertake the historical mission of promoting discipline development and personnel training. Since its establishment, they have been closely related to academic research and discipline construction, and play an important role in promoting discipline exchanges, leading discipline directions, and gathering discipline teams. As a "window" for external exchanges and communication platform for teaching and research, the journal has unique advantages and driving force, and it is necessary, capable and responsible to participate in the discipline construction of colleges and universities. It is of practical significance to explore the effective ways to serve the discipline construction, give full play to its function of bearing and dissemination of the discipline achievements, discover and support academic talents in time, and help the discipline development and talent training of colleges and universities.

In recent years, many scholars in China have conducted research on related issues. For example, Yafang Shen et al.[1] believe that there is a dialectical relationship between the coordinated development of scientific journals and the construction of "double first-class" in Chinese medicine colleges and universities, and they can actively promote the collaborative development of journals and discipline construction from the aspects of optimizing journal columns, strengthening policy support and system construction, and improving publishing efficiency; Wei Guo et al. [2] pointed out that university journals should choose different professional transformation development paths according to the level

of discipline construction and the actual conditions of running journals; Bincai Zhai[3] took 15 kinds of Chinese journals of natural science that entered the top 1% of ESI discipline universities in Zhejiang Province as research samples, expounded the mutually promoting relationship between university journals and discipline construction, and then proposed a path for their collaborative development. Li Dong et al. [4] took Journal of Electronic Engineering College as an example and suggested that the quality of the journal should be improved in an all-round way to play a supporting role in the discipline construction of military academies. Based on their own work practice, the above scholars analyzed the relationship between journal construction and discipline construction from different levels, and put forward some measures for the coordinated development of the two, which has important reference value. However, most of them have carried out thinking and exploration from the perspective of the needs of editors and publishers, focusing on emphasizing the positive impact of discipline construction on journals [5]. But, there are few targeted studies on how journals serve the discipline, and no systematic and holistic academic achievements have been formed. Therefore, the research on this content has certain practical and referential significance.

2 The relationship between university journals and discipline construction

University journals are organized by higher education institutions and based on the development of universities. Therefore, it is their bounden responsibility and obligation to serve the discipline construction. It can be said that there is a natural relationship between academic journals and discipline construction, which is a benign and interactive 'win-win' relationship[6]. On the one hand, the development and changes of academic journals

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reflect the level and changes of the discipline construction of various specialties. Since the beginning of its establishment, the journal has been closely related to the teaching and discipline construction level of the school. As a platform for displaying the teaching and scientific research achievements of the college, they will inevitably adjust their publication strategies in time with the development and change of disciplines. Generally speaking, the academic level and influence of journals in colleges with strong teaching strength, high-quality disciplines and strong scientific research achievements are also high; On the contrary, journals that lack the support of the above factors are naturally difficult to improve their ability to run journals. Therefore, academic journals are a microcosm and window of the strength of colleges and universities, reflecting the level and changes of discipline construction from the side. On the other hand, the results of discipline construction provide manuscript support and talent support for the sustainable development of journals. It is well known that excellent authors and high-quality manuscript sources are the source of life for journals. Without the support of these two, the construction of journals will become "tree without roots, water without source," let alone sustainable development. Therefore, the quality and quantity of the results of discipline construction in colleges and universities, as well as the academic and writing ability of teachers, directly affect the characteristics and level of journals, and play an important role in the long-term development of journals.

3 The important role of university journals in discipline construction

University journal is a display platform for teaching and scientific research achievements, which has the function of publicizing the school running level and discipline characteristics, and its importance in the construction of the discipline is self-evident. The specific role is reflected in the following four aspects:

3.1 The role of bearing and dissemination of teaching and research achievements

Due to the short publication cycle and more flexible form, most of the achievements of discipline construction are reflected in the form of papers. College journals undoubtedly provide a good platform for the publication of papers, and play a role in bearing and disseminating the innovative achievements of schools. Through the publication of the journal, the latest academic achievements of colleges and universities are presented to the readers in the first time, which can fully show the strength of the school and the characteristics of the discipline, and play a role in extensive publicity. In addition, the university's faculty can also obtain multi-dimensional professional information from the journal, understand the hot research direction in related fields, learn from and absorb the beneficial experience of others' scientific research and teaching, apply it to their

own teaching practice, and promote the development of discipline construction to a deeper and newer field.

3.2 The role of cultivating excellent disciplinary talents

Through the ages, talents have always been the core competitiveness of national progress and scientific and technological development, and excellent teaching staff is undoubtedly the fundamental guarantee for the construction and development of university disciplines. The purpose of the journal to serve the construction of colleges and universities determines that it must undertake the responsibility and mission of cultivating and supporting disciplinary talents. On the one hand, in the process of organizing manuscript sources, the journal can timely discover scientific research and disciplinary talents by issuing calls for papers, authors' submissions, editors' contributions, and tracking the project research of research groups, and provide a platform for them to show their talents by publishing papers. On the other hand, in the process of reviewing and processing manuscripts, journal editors can point out the problems existing in the articles from different angles, and guide the authors to further revise and improve, which not only broadens the authors' research ideas, but also teaches the authors the writing skills of academic papers. At the same time, the editor's craftsmanship spirit of carefully polishing the manuscript, being meticulous and striving for perfection also infects the author imperceptibly, which not only wins the author's respect, but also cultivates his rigorous attitude towards scientific research and teaching.

3.3 Guiding and leading role of discipline development

Standing at the forefront of academic trends, grasping the context of academic development, and leading academic development, academic journals are not only the goal of their own development, but also a necessary condition for further development of the discipline. University journals can accurately report on the research trends of a certain discipline through timely publication of academic achievements and management related columns, while promoting the development of the discipline and forming its characteristics, leading the direction of discipline development. For example, planning forward-looking and leading subject topics, compiling and publishing high-quality academic papers, and leading the construction of first-class disciplines with first-class journal content, thus promoting the continuous progress of the discipline. First, by setting up key columns, characteristic columns, special columns and other methods, teachers are guided to think about the current situation, existing problems and future development of discipline construction in an all-round way, so as to invest more time and energy to strengthen research and in-depth discussion; Second, by publishing relevant papers, readers inside and outside the school can understand the setting and development of the school's

disciplines, stimulate their academic interest and enthusiasm, and attract more teachers' attention, as well as support the development of schools and disciplines with practical actions; Third, by planned calls for papers, they actively invite academic leaders, teaching backbones and other personnel to write high-level papers through, widely publicize key and advantageous disciplines, and achieve the effect of enhancing the influence of disciplines.

3.4 Widespread Promotion of Advantages and Key Disciplines

The level of discipline construction reflects the educational strength of universities. The discipline construction of each university is not comprehensive, but has its own focus and advantages, manifested in the characteristics of the university's education and discipline. Therefore, in terms of publishing strategies, university journals should also highlight the key and advantageous disciplines of their respective schools, and vigorously promote and report on the school's key disciplines, teaching and research achievements, and future development directions through the establishment of columns or special issues, in order to expand their influence at home and abroad. While promoting the construction of disciplines towards in-depth research, consolidating research foundations, expanding research starting points, promoting academic exchanges, and enhancing innovation potential, it can also form its own journal characteristics and avoid the drawbacks of "large and comprehensive" publication.

4 Effective ways for university journals to support discipline construction

University journals have unique advantages and important positions in discipline construction. It is of great significance for the coordinated development of both sides to clarify their mission and tasks in discipline construction, deeply explore their effective paths to support discipline construction, and promote the deep integration of journals and discipline construction.

4.1 Clarify the orientation of the journal and enhance the participation in discipline construction

Discipline construction is the fundamental task of higher education institutions, and it is the foundation for continuously improving the school's educational capacity, teaching quality, and scientific research level. All departments of universities are operating around this core task. As a publication sponsored by the university supervisor, it is their bounden responsibility to promote and assist discipline construction. On the one hand, as a publication organized by the university, it mainly reflects the scientific research achievements and teaching level of the university. Supporting and guaranteeing the discipline construction of the university is one of its most basic functions. It should adhere to the purpose of

serving the discipline construction and embody the concept of serving the discipline construction; On the other hand, the academic journal should take practical measures to promote the construction and development of the discipline, such as by establishing rules and regulations, clear responsibility system, etc., through various ways to participate in the construction of school disciplines.

4.2 Highlight the characteristics of the column and focus on the development direction of key disciplines.

The discipline system of any university cannot cover all aspects, it is necessary to take the direction of cohesion and highlight the characteristics as the innovative ideas of running the school[7]. The direction and characteristics of discipline development reflect the correct cognition of university construction planners on the advantages of academic information resources, the layout of discipline personnel structure, the frontier of discipline development and the growth point of discipline knowledge. The orientation, column setting and style characteristics of university journals reflect the careful planning of the resources and development direction of the journals in the subject field. Only when the characteristic orientation of university journals coincides with the direction of discipline construction, can university journals enhance their communication ability and lead the new direction of discipline development.

4.3 Rely on experts to manage the journal and give full play to the academic guiding role of the editorial board

The members of the editorial board of university journals are mostly composed of school experts, professors and other academic leaders. Fully mobilizing the enthusiasm of the members of the editorial board (that is, the academic leaders) to publicize, write and call for papers to journals can better reflect the academic leading role of journals in discipline construction. First, the editorial department of the journal should hold regular meetings of the editorial board, report the journal publication work to the editorial board in time, listen to the suggestions and opinions of the editorial board on column setting, development direction and manuscript situation, and actively absorb and adjust the journal running mode; Second, according to the development direction of key disciplines, it actively invites editorial board members in related fields to publish these high-level papers to enhance the academic authority and influence of the journal[8-9], so as to play a strong leading role in the development direction of the discipline. The third is to expand the source of manuscripts by relying on the academic circle and academic network of the editorial board members. The members of the editorial board are senior scholars in the field they are engaged in, and they are also experts in the industry with high academic level. Through the personal appointment of the editorial board

members, they can have a greater probability of obtaining better quality papers, which has certain enlightenment and reference for the discipline construction and development of the school.

4.4 Make the journal a gathering place for academic achievements and talents

As an important carrier for recording scientific research achievements, journals should be made an important battlefield for disseminating innovative achievements, inheriting innovative ideas, promoting academic exchanges, leading disciplinary development, and consolidating the academic community. First, editors of the journal should raise awareness of the discipline, cultivate a discipline-centered publishing concept, recognize the functions and responsibilities of journals in serving discipline construction, take the initiative to pay attention to the achievements of discipline construction, and publish excellent works in a timely manner; Second, editors of the journal should improve their discipline quality and accurately identify and publish the latest achievements of discipline development[10]. Journal editors should strive to be closer to expert editors, have certain research and judgment of their own columns, and be able to find the bright spot in the paper in time, and explore excellent academic achievements with the spirit of digging for gold in the sand; Third, editors of the journal should enhance the quality of service and attract more talents from disciplines to contribute to the journal. Editors should take the initiative to strengthen contact with authors, understand the research status and latest achievements of their disciplines, guide the authors' writing skills and logical expression of academic papers, help the authors improve the academic and readability of their papers, and strive to publish them in the journal at the first time. Only by gaining the trust and goodwill of the author, the author will be willing to continue to invest in the journal the results of hard research.

5. Conclusion

Based on the discipline advantages of the university, the university journal should take a series of measures and methods to serve the discipline construction, strengthen the construction of academic integrity, display the innovation results of the university discipline, and promote the university's discipline construction level. At the same time, in this process, the journal itself can also be developed and improved. By continuously publishing high-quality academic works, it not only forms its own characteristics of running a journal and enhances the academic discourse power, but also realizes the effective cooperation with the discipline construction and achieves a "win-win" benign interaction.

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