

INTERVIEWS

Journal of Zhejiang University-Science

A voice of Chinese academic journal

获得国际卓越奖学术出版商奖项提名的浙江大学学报:传递中国学术界的声

Another Chinese company in the short-list of this year's International Academic and Professional Publisher Award of LBF is Journal of Zhejiang University-Science (JZUS). JZUS is the first Chinese journal to use CrossCheck text analysis software to spot plagiarism and it uses automated alerts to reach out to authors after publication if their articles are in the top 10 downloaded papers.



Zhang Yuehong

used to reward its reviewers, wherever in the world they are, in addition to the recent addition of Chinese language abstracts to increase usability to Chinese researchers.

Enhancing text and data mining tech

Since 2014, JZUS has collected and deposited CrossMark, ORCID (a persistent digital identifier for a researcher), and FundRef (funder information) metadata for every paper, and displays them both in the web and

PDF version.

JZUS recognizes that text and data mining (TDM) is increasingly seen as a useful method for analyzing large volumes of unstructured documents, which can meet the needs of researchers and support the innovation and development of new knowledge. Because of its participation in CrossRef Text and Data Mining Services, Researchers are able to text mine subscription content since 2015 accessed via CrossRef and Springer's Metadata API, provided the purpose is noncommercial research.

In 2015, aiming at persisting in anti-plagiarism and its high international peer review standards, Zhang Yuehong, worked with her two colleagues, posted a 2015 JZUS-policy online. The Policy, based on the ethical code and flowcharts of the Committee on Publication Ethics (COPE) and their experience at Journals of Zhejiang University-SCIENCE A/B & FITEE, includes three sections: Forms of Plagiarism, Anti-Plagiarism Policy, and CrossCheck Workflow. This policy is available free at the official website of JZUS, noting that JZUS will strictly follow its anti-plagiarism policy, while CrossCheck will be used to check authors' submitted papers in order to identify unduly high levels of similar text, which gives rise to the possibility of plagiarism.

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Not just a campus journal

As Zhang Yuehong (Helen), Chief Editor of JZUS introduced, there are roughly 5,000 STM periodicals in China, including more than 300 published in English. Around 1,000 are 'campus' journals that mostly publish papers from Chinese universities. Zhang has had a dream that to run an international scientific journal that meets international standards. So in 2008, JZUS started using CrossCheck. Zhang says, it is inaccurate to describe JZUS as a 'campus' journal. In fact, it is an international publication with a pool of some 26,000 referees from more than 67 countries. On average, 64.4% of its contributions come from outside Zhejiang University, Hangzhou, China, of which 50% are from more than 46 countries and regions. The editorial board is international too.

JZUS publishes articles in-press to avoid publishing delays, and identifies the 'hot topic' or most downloaded articles to help readers identify trends and the best articles published. It allows post-publication comments, and has added Power Point summaries of each article to help readers use its content in their own presentations and ensure correct citation.

Rather than aiming for anonymous 'international' status, JZUS is conscious of its roots, and celebrates the cultural heritage of China. Chinese cultural tokens are

To shoulder more responsibilities and experience more changes

Hou Hui, Director of International Rights Department, FLTRP

I have been engaged in the rights trading business for over 12 years, since I started working for FLTRP as a rights manager. There is no short cut to become a professional rights manager. For me, the first step is to join a professional team at FLTRP, where I started my career in the rights trading business. What's next is learning by doing, which involves numerous business meetings, millions of business emails and rounds of negotiations with potential clients. Of course, I have to expand my knowledge base, improve the business skills, and understand different cultures. I really enjoy exploring every opportunity to work with people from different parts of the world. The longer you stay in the trade business, the more fun you will find. To be professional is only a side effect.

I am on the team who initiated the Discover China co-pub project between FLTRP and Macmillan, which is a milestone project between the two companies. In this Discover China project, I worked not only as a rights manager, but also as a project manager/coordinator and even an editor herself for Student Book 1. Discover China has turned out to be a very popular course in the Chinese Language Teaching (CLT) field, of which the rights for the German, Russian and the US editions have been sold successively.

If you do not limit yourself to what you think you

can do, you can benefit more. In the Discover China project, the extra efforts I have made helped me gain more experience and thus better understand the importance of being a good coordinator and rights manager.

In China, there are many professionals called rights managers, but a majority of them are responsible for buying rights instead of selling. This phenomenon is a proof of the huge commercial opportunities in the publishing business in China, where buying license from foreign publishers is very common. With more and more Chinese publishers turning their eyes from domestic to the global market, this professional team of rights managers has to face a transition, since to sell the rights of Chinese books to the global market will become a new priority.

The rights trading market, in general, is not as active as that in the global market. However, it is such difference that provides more opportunities to rights managers including myself and my team at FLTRP. We thus shoulder more responsibilities and will experience and witness more changes.



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In 2016, more than 1000 colleges enrolled in online preliminary competition to select candidates for the Reading and Writing contests. 350,000 candidates took part in free tests



2016 "FLTRP Cup" English Writing Contest

to assess their English reading skills. 1900 contestants enrolled in the online Public Speaking contest, and 60 of them entered the national final.

In addition, Uchallenge has developed a WeChat subscription named "Unipus" to aid learning. Subscribers have reached 380,000 in two years since the subscription was founded, which made it among the top 10 biggest names of English learning WeChat subscriptions, such as China Daily Bilingual News.

Since 2015, Uchallenge has launched free online tests for students to test their English reading and writing skills, and provided feedbacks to educational institutions. As for the offline events, Uchallenge has been nurturing new teaching methods and improving theories in the EFL field. For example, the Public Speaking contest shows critical thinking skills and general knowledge of the contestants by combining prepared speech, impromptu speech, Q&A and quiz in different phases of the contest. It also shows the contestants' comprehensive language skills by the three dimensions in scoring: content, language and delivery. It reflects the contestants' interpersonal skills through interactions with judges, question masters, challengers and other contestants. With 15 years of endeavor, Uchallenge has set the benchmark for public speaking contests in China, for contestants, educators, and researchers.

Facilitating Career Development. For both teachers and students, Uchallenge has provided a unique chance to facilitate their career. Teachers have been involved to participate in online tests design and courses productions. Selected materials from the contests are provided, including VCRs from the Public Speaking contest, prompts from the Writing contest, testing papers from the Reading contest, etc. Furthermore, Uchallenge offers teachers opportunities to better their teaching methods and research skills by sending them to international conferences, such as IATEFL, Asia TEFL, where they will communicate with the top practitioners and know about the latest trends. Students have not only competed in the contests, but also polished their English skills and developed essential critical thinking skills. As a result, many participants have been admitted to renowned corporations, NGOs and academic institutions after graduation. Educators stress two core abilities developed in Uchallenge: first, knowledge of socio-cultural classical theories and practices reflected in Public Speaking, Writing and Reading contests. Second, logical thinking and precise delivery.

FLTRP is now striving to accelerate overseas layout and exploring the transformation and upgrading "2.0" model of our Chinese publishing going out. Our final goal is the localization of publishing, the establishment of online and offline language learning communities in different countries and regions worldwide, the provision of customized courses including foreign language learning, international Chinese language and Chinese culture for different markets, the further enhancement of our international cultural communication strength through carrying out cultural activities like training, exhibitions and performances, and the broadcasting of China's voice to the world by highlighting Chinese themes and using international expressions.