

ARCHAEOLOGY OF EDITORIAL PRACTICES: 15 YEARS OF A PRINTED PRESS IN MOVIMENTO

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Resumo: estuda a arqueologia das práticas editoriais da revista *Movimento* em sua relação com os processos de editoração, difusão, circulação e adequação às agências indexadoras. Revela as fases do impresso enfatizadas as escolhas dos editores com referência ao projeto gráfico do periódico que coloca em circulação diferentes aparelhos de regulação das apropriações, ao mesmo tempo em que procura criar uma identidade que qualifique o periódico como dispositivo autorizado, capaz de revelar aos leitores o que é a Educação Física no Brasil.

Palavras-chave: Revista Movimento. Avaliação. Publicações científicas e técnicas.

Abstract: this paper studies the archeology of editorial practices of the journal *Movimento* regarding the processes of publishing, dissemination, circulation and adaptation to the indexing agencies. It reveals the stages of the printed material emphasizing the choices of publishers with reference to the graphical project of the periodical that puts in circulation different devices of regulation of the appropriations, while aiming to creating an identity that qualifies the periodical as an authorized device that is able to show the readers what Physical Education is in Brazil.

Keywords: Journal Movimento. Evaluation. Scientific and technical publications.

1 INTRODUCTION

Who knows the topsoil and subsoil [...] knows very well that a wall stretch, a bench, a rug or an umbrella are rich in ideas or feelings, when we also are, and that the reflections of partnership among men and things make up one of the most interesting phenomena of the earth. The expression: 'Talking to oneself', seemingly a simple metaphor, is a sentence with a real, direct sense (ASSIS, 1973, p. 103).

Grounded in the study proposals printed, mainly in the research “A constituição de teorias da Educação Física: o debate em periódicos no século XX”, the Institute for Research in Education and Physical Education (PROTEORIA)¹ has sought, since 2000,

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to create conditions to understand the way a Physical Education theory has been produced in Brazil, through (teaching, technical and scientific) educational media, and how, at certain times, social workers endowed with specific skills appropriate, systematize and make use of the knowledge from different areas of knowledge, to provide significance to the role of Physical Education in society and, specifically, within educational institutions as a discipline school.

The approach selected by Proteoria to study the world of printed material is the option to analyze journals as an object of study, which requires us to shift the way of investigating this device. This displacement operates in that the printed material is viewed not only as a vehicle of educational discourses and the requirements that are put into circulation as a result of them, but as a product of pedagogy, understood as a system of rules that regulate processes of production, dissemination and appropriation of knowledge (CARVALHO, 2001).

This study has been conceived aiming to characterize *Movimento*², focusing on its materiality. In this sense, the focus is targeted at the formal aspects of printed materials, the topics that are put into circulation and for the “adjustments” that the journal has been making in its format to “adapt” to the criteria provided by agencies for indexing evaluation of scientific journals³.

While proposing the analysis of object through materiality, Nunes (1992, p. 152) breaks the “[...] crystallization of interpretive matrices”, allowing us to produce new approaches to old objects. Nunes and Carvalho (1993, p. 44) state that “[...] these ‘old’ objects become [...] ‘new’, as they are put in a perspective that emphasizes their materiality of devices through which cultural goods are produced, circulated and obtained.” Therefore, the methodology supported by the Cultural History is seen as the possibility of “[...] an archaeology of objects [...], [seeking] to get them in form, frequency, device, [and] structure” (NUNES; CARVALHO, 1993, p. 45). Designing

² Printed material from the School of Physical Education of the Federal University of Rio Grande do Sul (ESEF/UFRGS). From the year of its foundation, 1994, to the current date, 39 editions have been published, of which one is the special edition. So far, the journal has had five publishers, which, in different situations, worked on the printed material individually: Marco Paulo Stigger (1994-1996); Jorge Luiz de Souza (1996-1999) and Vicente Molina Neto (1999-2002); or comprising a group of publishers: Vicente Molina Neto, Silvana Vilodre Goellner and Marco Paulo Stigger (2002-2004), Vicente Molina Neto and Marco Paulo Stigger (2005-2008), and Marco Paulo Stigger and Alex Branco Fraga (2009–).

³ The continual search for the creation of quality criteria for journals simultaneously appears as a consequence and encouragement for researchers to disseminate their articles in the most respected vehicles. Whereas scientific recognition guides the production of journals, the criteria for evaluation of these publications dictate the targets to be achieved by editorial staffs (GRUSZYNSKI; GOLIN, CASTEDO, 2008).

research using the techniques of archeology⁴, according to Carvalho (1998, p. 4), “[...] involves tackling the printed material to be examined as a cultural object that constitutionally keeps the marks of its production and uses.”

In studies taking the periodical press as an object of analysis, based on proposals of Cultural History, the concept of *strategy*⁵ is essential as it allows us to observe that “[...] the devices for the imposition of knowledge and standardization of practices” (CARVALHO, 1998, p. 4). This operation aims to understand the *critical apparatus*⁶ of printed materials, which means focusing attention on multiple devices that are produced by publishers to increase their control over the reading or didactization of the object for a patterned use.

2 ARCHAEOLOGY OF PRINTED MATERIALS: THE JOURNAL MOVIMENTO AND ITS MATERIALITY

Things have weight, mass, volume, size,
time, shape, color, position, texture, duration, density, smell,
value, consistency, depth, contours,
temperature, function, appearance, price,
destination, age, sense [...] (ANTUNES, 1992, p. 91).

As the place where the reader has the first contact with the printed material, the cover of a journal is important to establish a pattern of recognition. They show the reader in advance what the journal is without requiring him/her to browse it. In the

⁴ According to Veyne (1998), all history is archaeological in nature and not by choice: to explain history is to see it in its entirety, correlating the so-called natural objects with rare, dated practices that objectify them and explaining these practices not only with respect to a single cause, but based on all neighboring practices in which they are anchored. When considering the use of Archaeology and its theoretical tools in the field of History, Schnapp (1988, p. 4) argues that “[...] the form indicates destination [and that] the method of manufacture indicates a certain organization [...]”, so, the residual evidence of a culture correspond to the materiality and formality of practices produced by the society in which they originated.

⁵ Taking the studies of Certeau (1996, p. 46) as theoretical support, the concept of strategy is employed as “[...] the calculation of relationships between powers that becomes possible from the moment a willing subject is isolated from an ‘environment’. The concept postulates a place capable of being circumscribed as proper and thus able to base the management of its relations with a distinct exteriority.” With regard to study of printed materials in particular, we approached the reflections made by Carvalho (1998) who, using propositions of Certeau (1996), states that the strategy refers to “[...] practices the exercise of which implies a place of power [...], [which] applied, for example, to a history of scholarly printed materials [...], highlights devices for the imposition of knowledge and standardization of practice” (CARVALHO, 1998, p. 4).

⁶ The critical apparatus is the way in which devices (elements of a strategy) are ranked on material support aiming to didactize its use in certain situation of reading handling and control, or sophistication of its design, to make it more attractive to consumers. In this sense, the critical apparatus is more than a discourse mediator, as it shapes discourse appropriation. “That explains the attention given to technical, visual and physical devices, even if slight, organizing reading of the writing” (CHARTIER, 1994, p. 8).

production of the editorial formula of the printed material, investments are made in relation to this device so that the journal becomes more attractive to readers.⁷

From the first copy to number 11, published in 1999, the cover of the journal is produced with a layout⁸ in two colors, bounded on the upper edge by a horizontal white stripe, 21cm high by 6.5cm wide, which bears the name⁹ of the journal in a font that also seeks to represent the movement, known as *Staccato 222 BT*, in black, occupying almost the entire space. Below the title that names the printed material, the institutional affiliation of the publication is indicated in a serif typeface¹⁰ (**Times New Roman**) in bold, in addition to the year of the journal, publication number, and year of release. At the bottom of the composition a picture is printed, usually with a graphic in shades of gray that has a modality of culture of movement, on a background color in a single color that varies from one issue to another.¹¹

The seeming invisibility of typographic features adopted may, in the case of a publication, [...], indicate an effective communication strategy in which the main objective is linked to a functional reading (GRUSZYNSKI, 2006, p. 11).

Until the publication of number 11 (1999), the layout that identified the journal, which had a sense of austerity, somewhat minimalist (GRUSZYNSKI, 2008) in the use of graphics and the color palette, underwent severe changes. In the special issue, the first cover was presented with repositioned graphics. The division of colors was no longer horizontal and became vertical with the name of the journal still printed in

⁷ According to Oliveira and Schincariol (2007, p. 1-2), the publishing project of the cover of a printed material is a factor that should be analyzed for the understanding of the identity of a journal, as “[...] [it] characterizes its issues as belonging to a series and simultaneously signals the uniqueness of each copy. Thus, the relationship between constant and variable elements may provide the reader with “[...] [the] sense of self with a presence in the set”.

⁸ The end result of a set of operations used to provide titles, text, graphics, photos, maps and illustrations on the page of a publication or any printed material, in a balanced, functional and attractive way, providing a sense of reading that addresses a certain hierarchy of subjects.

⁹ According to Oliveira and Schincariol (2007, p. 2), “The main constant identification factor is the name of the journal and the way it is presented. For readers, recognition occurs through the precise relationship between name, design of name, and content of the journal”.

¹⁰ In typography, fonts are classified into serif typefaces and sans-serif typefaces, which correspond to smaller strokes and extensions that occur at the end of the stems of letters. Serif typefaces are used in single blocks of text, as they tend to guide the eye while reading, since reading is done by words and not letters. Thus, serif typefaces seem to join according to their extensions, linking words. Moreover, the serif typefaces are used in titles and headlines, valuing every word and tending to have greater weight and presence, as they seem cleaner.

¹¹ Only in 2000 did the format that characterizes the journal and gives it a visual identity undergo repairs, based on the publishing of a special issue.

Staccato 222 BT, yet the first “M” was capitalized, in the vertical position, in Arial Bold on a border that simulates a high-relief projection.¹²

The changes in the layout of the first cover followed a process of reorganization of the internal layout, which had been initiated by the editor Jorge Luiz de Souza in issue 10 (1999). There had been no previous concern to optimize the internal space of the journal¹³, as other resources were used for the composition, spatialization and articulations between the images, texts, and different typefaces. The illustrations that make up the editorial project in the first nine numbers were used to motivate a critical reading of the information that the articles sought to discuss. The device objectified in the form of illustrations was a very well designed feature, as it worked with text significantly filled with educational messages.¹⁴ In this process, there is also the striking use of contrast between the text and empty space.¹⁵

According to Chartier (2002, p. 244), “[...] the provision of paging, the trimming of the text and typographical conventions have an ‘expressive function’ and support the construction of meaning.” Produced by an intention to control and didactize, typographical conventions have producers – publishers and typographical technicians – and recipients, the communities of readers. In that case, what is sought is the creation of a patterned appropriation that is both informative and formative.

Although this editorial formula adopted by publishers for spatialization and ranking of information disseminated, used to model the reading, is efficient, we should not overlook an aesthetic of reception (LIMA, 1979) and the operations employed by readers, both as rebellion and vagrancy, which operates within the limits of a dialectic of *strategies*¹⁶ for the imposition of meaning and practices tactics of appropriation¹⁷ of the messages.

¹² The special issue marks the adoption of a new layout, which served as a model until number 14. Upon publication of number 12, the publisher, Vicente Molina Neto said that the changes were intended to “[...] especially through the form [...], enhance the quality content that has characterized the Journal” (MOLINA NETO, 2000, p. 4).

¹³ From the first issue until issue 9 (1998), there was a concern to produce a graphic composition of the binding of the journal using illustrative versions of the texts, or compositions complementary to them. In this sense, illustrations were a means to visually represent the information printed.

¹⁴ According to Chartier (1990, p. 179), an image or an illustration “[...] provides reading through a key that indicates the image through which the text should be understood”.

¹⁵ In the layout, the empty spaces are designed as a means to prioritize and enhance the relationship between texts and illustrations, a device used to guide the eye at the moment of reading and appropriation of content.

¹⁶ This dialectic, according to Chartier (1994), working within the scope of possibilities, limits of transgression and freedoms suppressed, is not the same everywhere, always and for all, as a printed material is an object “[...] whose forms command the imposition of a sense to the text it carries or, at

The editorial formula used up to the ninth issue had a high cost for their manufacture. They are smaller spaces for publishing articles, essays, reviews and abstracts. The empty spaces, illustrations and side notes are part of an efficient critical apparatus in the didactization and control of reading, but require a longer time for publishers to calculate the relationship between text, illustrations and side notes to act as device that models reading and *appropriations* permitted. Regarding the maintenance of editorial practice and preservation of periodicity, the decision was to reformulate their critical apparatus. On this topic, Souza, in an editorial of the journal No. 10 (1999), states:

This transition carries out some modifications in the structure of the journal. We increased the virtual space, eliminating illustrations at the beginning of some articles and removing the space destined to side notes, denominated “page notes”. This allowed us to publish a greater number of articles in the same copy (SOUZA, 1999, p. 2).

In issue 11 (1999), the layout of the interior featured the changes announced in the previous issue, except for side headlines, a device used to print headings of the text, the critical apparatus that provides the reader with something publishers believe will help understand the content.¹⁸

In the task of reorganizing the project, other devices were employed, such as anticipating the content to be discussed. Thus we also see the summary presented in the first cover, which highlights the topics included in that issue, including the ones with greater prominence, considered by publishers to be controversial in Brazilian Physical Education. The summary was only used in issues 12 and 13, but the editorial device of anticipating the controversial issues was printed up to issue 16, when a new graphic design was introduced in the making of the journal.

Amendments made in the special issue are the result of an agreement initiated between the then publisher of *Movimento*, Jorge Luis de Souza, and the publisher of the journal *Perfil*,¹⁹ Vicente Molina Neto. According to the publisher of *Movimento*,

least, the uses that may be invested and appropriations to which they are susceptible” (CHARTIER, 1994, p. 8).

¹⁷ According to Certeau (1994, p. 46-47), “tactic requires the other [...], tactic depends on the field of the other. It plays move after move, in search of generating gains. We may say that tactic is in constant movement (captures in flight) to gain legitimacy in the field of the other, guaranteeing a non-strategic place.”

¹⁸ These are extracts taken from the manuscript, which the original publishers found to be interesting enough to secure a patterned reading, the correct direction for the proposed use and authorized appropriation.

¹⁹ Publication of the Master’s degree course of ESEF/UFRGS with annual periodicity and published in order to move production (articles from papers and dissertations) from professors and students of the

after a few meetings with the editorial board of both journals, it was agreed that both publications would be unified and published quarterly²⁰, with the seal of the graduate studies course in Human Movement Science of the ESEF/UFRGS.

However, unification was not achieved and, in the second issue in 1999, the following note was published:

As for merging the two journals, and *Movimento* and *Perfil*, we did not achieve the necessary consensus. The question remains. However, we believe that the process should be gradual. Thus, regardless of what we do in the future, an urgent action was performed: we are unifying their editorial boards (MOLINA NETO, 1999, p. 2).

In 2000, the journal *Perfil* continued to be printed and, in issue 15 of *Movimento* (2001), the publisher announced the intention to publish a fifth issue and steps being taken to adapt the publication to the demands of the scientific community. Despite the announcement, the fifth issue of the journal *Perfil* was not published.²¹ Due to a negative evaluation *Movimento* received from the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES), energies should be directed to a journal that could meet the criteria for evaluation. The steps taken were: increased frequency, from semiannual to quarterly, and the production of a new layout.

With the changes, in 2002, it was announced that the editorship of *Movimento* would be held by professors Vicente Molina Neto, Silvana Vilodre Goellner, and Marco Paulo Stigger. The changes were embodied in the third copy, when the publishers decided to reframe the “umbrella” identity of the journal. Changes were presented as a way for the journal to become specialize in what would, according to publishers, be the inspiration of the editorial project: humanities and social sciences.

Human Movement Science Program. In the words of the editorial board (1997, p. 2): “The journal *Perfil* will be the domestic space to promote permanent exercise of the written account of productions of students and teachers of our master’s degree course.” It published from 1997 to 2000, with Professor Vicente Molina Neto, coordinator of the Master’s degree course, as the publisher responsible for the journal. Only four issues were published, with a circulation of 300 copies per issue.

²⁰ Despite the announcement of the quarterly periodicity for 1999, this goal is likely to be achieved only by 2009.

²¹ In the issue of number 11 (1992) of *Movimento*, Vicente Molina Neto, publisher of journal *Perfil*, became responsible for both journals, possibly because he was, at that moment, the coordinator of *Stricto Sensu* graduate studies in Human Movement Science of ESEF/UFRGS. In 2002, when the publisher, Vicente Molina Neto, announced that this function would become collective, he made the following statement: “[...] the role of publisher of the journal *Movimento*, a responsibility delegated to me by the political group that [...] [managed] the ESEF of the UFRGS [...] [in that] period, [was delegated] much more in regards to interpersonal relationships that we had so far, than what the propensity and talent to perform the function” (MOLINA NETO, 2002, p. 6).

In 2003, the publishers make a third change in the layout, which has remained until today. The journal is now printed in book form, in size 15x21cm, with only one column, different from all previous issues, diagrammed in two columns. The editorial device of the headings in texts was eliminated, reducing empty spaces within the publication.

Figure 1 shows the publication rate of the journal and its frequency during the 15 years of publishing.

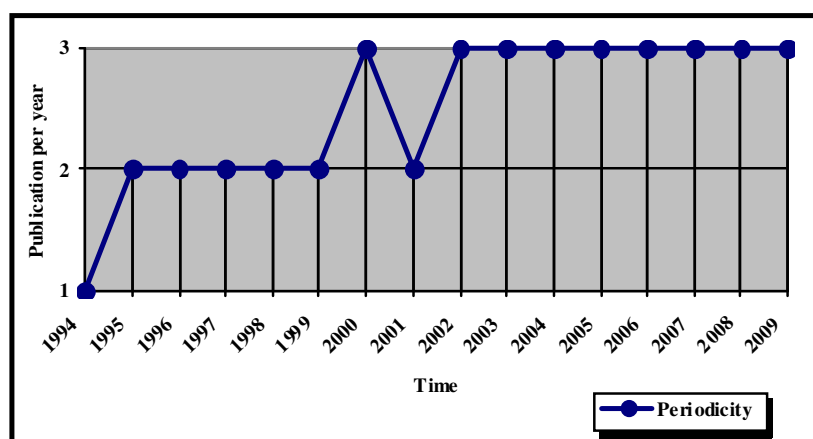


Figure 1 – Publication rate of the journal *Movimento* (1994-2009)

With that being analyzed, it is possible to project the publication rate of *Movimento*, based on its layout²², in three different stages. A first moment, with a *functionalistic design*²³, favoring a clean first cover and an internal layout concerned about the positive use of empty spaces and careful calculation of the distribution of the critical apparatus in the composition of the publication. This stage was coordinated by two publishers: Marco Paulo Stigger (1994-1996) and later by Jorge Luis de Souza (1996-1999).

The second stage is what we call transitional design, in which there is a proposal by the publisher to adhere to criteria that allow for indexing in national and international databases. This moment is marked by the editorial management of Vicente Molina Neto (1999-2002), who proposes new layouts. It is a trial period of a new layout standard,

²² To understand the ways of evaluating the graphic design of scientific journals, see Castedo and Gruszynski (2005)

²³ For the area of Industrial Design (Visual Programming), the functionalistic design comprised economy, use of fonts, and articulation of a repertoire of graphic elements to ensure the identity of the project, positive use of blank spaces and contrasts and spaces without “interest” to obtain visual balance (GRUSZINSKI, 2008).

both in the first cover and the internal content. Editorial devices were introduced to fit the criteria for making scientific journals and controlling reading.

The third stage was configured as book design, in which the journal took a standard tested by other scientific journals. Its setting is marked by a new external and internal layout, producing another form of acknowledgment. It was also a time of reorganization of the editorial committee, which was then composed of researchers linked to social and human sciences. Thus, the new editorial policy represents the search for the consolidation of research lines developed by professors at the undergraduate and graduate studies of the ESEF.²⁴

3 CONTENT DISTRIBUTION: SENSE IN MOVIMENTO

The *Movimento* project, as stated in its first editorial, allowed for the publication of texts from various theoretical frameworks, as the editorial project intended “[...] to cover the plurality of interests [...] contemplating various approaches about human movement” (STIGGER, 1994, p. 4). Despite this interest, we observed the implementation of a section called *Contentious Issues*²⁵, which reflected the discursive identity of the printed material and differentiation in relation to scientific journals in the area. According to Stigger (1995), the ideas that circulated in the section constituted the largest contribution to the field, since it included the efforts of a number of thinkers in Physical Education.

The topics privileged in *Movimento*, as seen in Chart 1, provide uniformity to the proposal and may reveal elements to understand its editorial project.

Contentious Issues	Authors	Issue/Year
What is Physical Education?	Gaya (1994); Taffarel and Escobar (1994)	Year I, issue 1
	Bracht (1995); Santin (1995); Ghiraldelli Jr. (1995); Lovisolo (1995)	Year II, issue 2

²⁴ We respect the position of the ESEF/UFRGS, however there is “intense proliferation of technical and scientific journals, with titles that come up, interrupt, disappear and reappear in a cycle that is almost anarchic. At times they intend to meet the needs of isolated groups, mainly publishing articles of the editorial board members, or are the result of departmental disputes, when seeking to establish distinction of quality through ‘scientific’ publishing. At times they appear to accept recommendations from funding agencies regarding scientific production: the fear of not obtaining approval in ‘big’ journals is the cause for graduate studies committees to create their own vehicles” (BARRADAS; TARGINO, 2008, p. 17-18). We also recommend the reading of Biojone (2003) and Waters (2006).

²⁵ The section *Contentious Issues* was published in 13 of the 18 issues published until 2002. Although it is not included in some figures, it was a highlight in editorials both for its presence and absence. In education, this editorial practice occurred in the 1980s, such as, for example, in the *Debates* section of the journal *Educação & Sociedade* with articles of Nosella (1983) and Saviane (1983).

	Costa (1996); Palafox (1996)	Year III, issue 4
School Physical Education; Physical Aptitude-Health	Gaya et al. (1997)	Year III, issue 6
	Lovisolo (1997)	Year IV, issue 7
	Gaya, Torres and Cardoso (1998)	Year IV, issue 8
	Gaya, Torres and Cardoso (1998)	Year V, issue 9
Is verticality synonymous with good posture?	Vieira and Souza (1999)	Year V, issue 10
Sport in School and Performance Sport	Kunz (2000); Bracht (2000)	Year VI, issue 12
	Gaya (2000); Taffarel (2000)	Year VII, issue 13
	Stigger (2001); Vaz (2001)	Year VII, issue 14
	Lovisolo (2001)	Year VII, issue 15
Vocational training	Molina Neto and Molina (2002)	V. 8, issue 1

Chart 1 – Publishing of contentious issues, authors, issue and year of publication.

The discussion started in Contentious Issues section, in the first paragraph, by Gaya (1994), Taffarel and Escobar (1994), on “What is Physical Education?” continued with other authors, as seen in Chart 1. It can be noticed that, among the different authors invited to participate in the debate, one particular concern is emphasized, namely, the definition of contours on the epistemological status of the area.²⁶

The topics problematized in the highlighted section which gained more attention from the scientific community were “What is Physical Education?” and “Sport in School and Performance Sport”. In an induced manner, different stakeholders and authors discussed the importance of sport as a significant, foundational element of physical movement culture and its role in the formation processes of individuals. Among similarities and differences, the authors offer reflections on the meaning attributed to sport within the school and the different epistemological fundamentals used to identify it and understand it.²⁷

The decision to put “Vocational Training” on the agenda was driven by new legal provisions adopted by the National Council of Education, especially the provision referring to Opinion 009/2001, setting out Curriculum Guidelines for the Training of Basic Education Teachers, at the higher educational level, Licentiate Courses, and Opinion 021/2001, which regulates the duration and number of hours of Teacher Training courses. Although the journal has invested in a topic that had been up-to-date,

²⁶ This is a discussion that is not restricted to the journal. In fact, it represents a movement that gained momentum especially in the 1990s and is echoed in symposiums, conferences, journals, and books, among other areas of production/dissemination of knowledge.

²⁷ The development of the discussion raised by *Movimento* regarding the topic “Sport in School and Performance Sport” have recently been reintroduced with the publication of the book “Performance Sport and Sport in School” organized by Stigger and Lovisolo (2009). This book reproduces articles in the *Contentious Issues* section.

due to its political and academic relevance, there was no demand for production on the subject.²⁸

In addition to the difficulty in publishing the section regularly, the publishers established several adjustments to the editorial project of *Movimento* in 2003. In this case, the strategies proposed by the editors to adapt the technical standards of the journal to the demands of domestic and international indices had implications not only in the reformulation of its administrative procedures, editorial board and graphic design, as outlined in the editorial of issue 3 2002, but in the content conveyed in the publication. According to the publishers, it would be necessary to “[...] abandon the ‘umbrella’ character, seek specialization, and, henceforth, develop its editorial project under the inspiration of humanities and social sciences” (MOLINA NETO; GOELLNER; STIGGER, 2002, p. 4).

On the cover of volume 8, issue 1, we observe that there is another transition going on. It indicates the Highlight section. However, the summary still maintained a reference to the Contentious Issues section. This replacement actually took place in the volume 9, issue 1, of 2003. According to the publishers, the Highlight section would assemble the works that would correspond to a topic set by the Editorial Board as the central issue. This section was present in 12 numbers, i.e. from v. 9, issue 1 (2003) to v. 12, issue 3 (2006).²⁹

Given the difficulties in obtaining a sufficient number of articles for a topic that comprised the central highlight of an issue, the proposal was no longer viable and the journal returns to a non-thematic format, or, as the publishers emphasize, “[...] in the form of a free, ongoing demand” (MOLINA NETO; STIGGER, 2006, p. 8). According to the publishers, in each issue and article published, the journal showed “[...] a particular perspective to see things in Physical Education, provoking reflection,

²⁸ Although there has been no response to the topic within the journal, it was discussed in other venues, such as, for example, the *Revista Brasileira de Ciência do Esporte*, by Andrade Filho (2001), and the second volume of the collection *Educação Física: Política, Investigação e Intervenção*, by Andrade Filho and Figueiredo (2004). Since the *Contentious Issues* section is open by induction of the publisher, or by spontaneous demand of the employees, it can only function when the community is mobilized to make the discussion possible or when the issues are in fact controversial.

²⁹ The subjects published were: sport; physical education, sport and leisure; pedagogies of the body and health; training; leisure; history of physical education; school and non-school pedagogical practices; languages, communication and art; public policies in sport, leisure and physical education; gender; qualitative research, humanities, physical education and sport; body, culture and health. We can identify several theoretical perspectives sustaining papers that are conveyed in the section. What is common between them is the understanding of the objects of analysis based on the humanities and social sciences.

refinement and renewal of proposals and discourses about what comprises this interdisciplinary area (MOLINA NETO; STIGGER, 2008, p. 8).

We may point out that, even if thematization has not been an editorial device contained in the formula of the journal, a reading of the content addressed by it allows us to establish some estimates, as seen in Chart 2. When analyzing the title, abstract and descriptors of papers published in 39 issues of *Movimento*, we grouped the contents of the publication in 11 thematic convergences.

Topics and Number of Articles Published	Thematic Convergence
Teaching content (6); Teachers' work (9); Educational assessment (1); Game conception (2); Physical Education in Primary Education (4); Theoretical and Methodological Approaches (16); Curriculum (4); Social representation of Physical Education teachers (7); Physical Education and Media (2)	School Physical Education
Curriculum and vocational training (8); Continuing education (2); Teacher Training (9)	Teacher training
Effects of learning in sport (1); Study of motor learning (9); Perception of teachers in relation to motor learning (1)	Motor learning
Meaning of body in culture (11); Body and the magazine <i>Boa Forma</i> (1); Male and female bodies in gyms (1)	Body
Studies in Brazilian Physical Education journals (5); History of the student movement (1); Historical sources (1); Football as an object of study (5); Schooling of physical education and gymnastics (1); Education of Brazilian bodies in the early twentieth century (2); Physical Education in the State Secondary School of Espírito Santo (1); Archery and modernization of Japan (1); Study on the Exercise Research Laboratory Exercises (5); School of Physical Education of the UFRGS (1)	History of Physical Education
What is Physical Education? (8); Analysis of academic production (2); Theoretical approaches and their influence in productions of Physical Education (4); Data, interpretations and implications: agreements and disagreements (2)	Epistemology of Physical Education
Leisure, recreation and lifestyle (3); Leisure and spare time (2); Leisure of adventure in adventure (6); Exploring contemporary leisure (4); The discourse of gym owners on swimming as a leisure activity (1); Public policies on leisure (9)	Leisure
Early specialized training and doping (2); Performance sport and fitness (13); Sport policy (3); Theoretical and methodological elements for teaching sports (13); Sport: a social approach (17); Different sports manifestation (5)	Sports Science
Physical activity, health and quality of life (22); Body composition (1); Aging, physical activity and training (4); Posture and injury (10); Training, performance evaluation (3); Physical activity and social approach (7); Evaluation of the publishing of health care (1)	Physical Activity and health
Physical education and the construction of the female image (7); Sports and gender (14); Homosexuality and Physical Education (1) The construction of gender in the school environment (7)	Gender
Body, sexuality and disability (1); School Physical Education (5); Physical Education and visually impairment (1); Public policy of inclusion (1); Dance and inclusion (1)	Physical Education and disability

Chart 2 – Convergence of articles published in the journal *Movimento*

The topics privileged in the *Movimento* ensure a diversity of both objective and epistemological perspective assumed by the authors publishing papers in the

journal, especially from 1994 to 2002. During this period, we find a coexistence of issues of biological sciences and health, as well as humanities and social sciences.

With the reformulations made since 2002 in the editorial project, the journal defined the production of topics based on the Humanities and Social Sciences. When analyzing the topics published by *Movimento* during its 15 years of existence, we may provide the publication with a representation of what is produced and discussed in the area of Physical Education, which few Brazilian publications addressing the same issues have.

4 THE SCIENTIFIC ADEQUACY OF THE JOURNAL

In Brazil, one of the instruments that managed to “popularize” the evaluation of scientific journals is *Qualis*, which, despite having been designed to meet the specific needs for evaluation of Brazilian graduate courses, regarding the bibliographic production of programs and not to define the quality of journals in absolute terms, has certainly represented a breakthrough in the discussion on the quality of journals, in that it put this issue finally on the agenda of universities.³⁰

Studies on the evaluation of the quality standards of scientific journals focus essentially on the intrinsic and extrinsic aspects. Thus, evaluation can take two forms: evaluation of merit and performance. The former, usually performed by peers, intends to investigate aspects such as quality of articles (originality, timeliness, identification with the subject of journal and percentage of original articles), quality of the editorial staff and consultants (participation of members from the national and foreign communities), nature of the publishing agency, scope, and indexing, among others. The latter checks aspects such as standardization, duration, periodicity, distribution, collaboration of authors, and content division.

Amid the process of changes to its graphic and editorial proposal, *Movimento* underwent a formal evaluation conducted by Ferreira Neto and Nascimento in 2002 as part of a study that sought to evaluate ten other Physical Education journals in order to

³⁰ The new evaluation system of scientific journals, implemented in 2008, is based on common guidelines for all areas that are specified in view of the criteria for each field. There are minimum criteria for journals qualified as scientific publications. Once these criteria are met, additional requirements should serve to conceptualize the journals in eight strata (A1, A2, B1, B2, B3, B4, B5, and C).

verify the degree to which journals complied with formal standards.³¹ The evaluation indicated points that needed to be improved to ensure standardization of the journal and contribute to its indexing in national and international databases.

Following the analysis, some procedures indicated by the evaluators were incorporated, constituting therefore the “third stage” of the journal, in which it assumed book design, leaving the “umbrella” identity.

To allow a comparison about the adequacy of the scientific journal, it was formally evaluated again using the instrument seen in Figure 2:

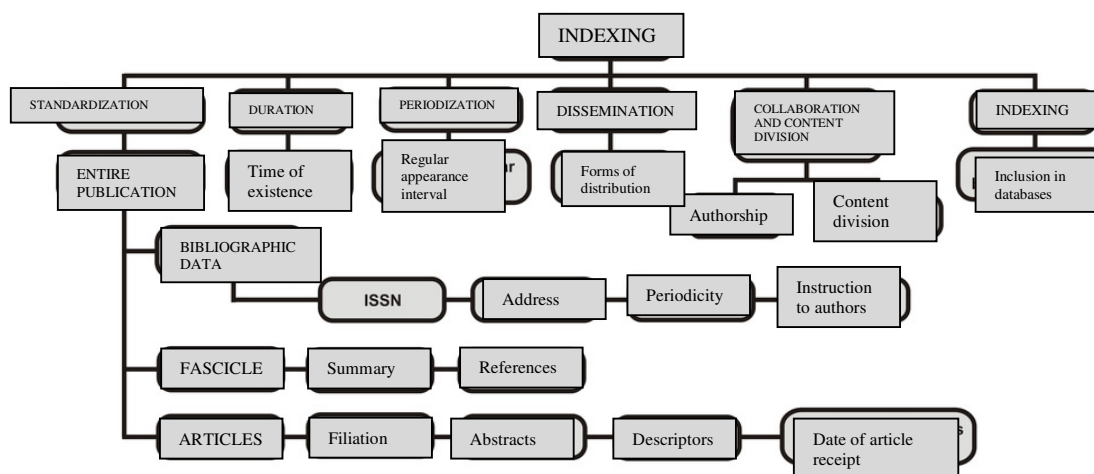


Figure 2 – Model for evaluation of scientific publication adapted from Hayashi *et al* (2006).

The evaluation followed the same procedure used previously, with application of the instrument to the last four fascicles published. The evaluation is conducted in a very similar manner regardless of area of knowledge involved. It may be standardized and automated in order to be applied uniformly to journals of all specialties and be performed by trained technicians (not necessarily researchers in the field). Evaluation of the technical-normative dimension integrates the assessment procedures of development agencies and indexers.

The score for each variable and the overall score allows for the performance classification of each publication reviewed. Every variable has a score and, for each set of variables, we assign a weight, distributed as follows: Standardization - 25%; Duration – 5%; Periodicity – 12%; Indexing – 15%; Dissemination – 3%; and Collaboration from

³¹ The instrument, adapted from Kryzanowski and Ferreira (1998), was published in v. 8, issue 2, 2002. The work results showed that the journals in the area suffered from a lack of professionalism, from production to distribution of the articles, through publishing. Some of the main problems observed are: lack of standardization of articles and journals as a whole, failure to maintain the periodicity, poor distribution, local or regional coverage, low rates of original articles and lack of a editorial policy.

authors and content division – 40%. Thus, each of these sets has a maximum number of points that can be obtained by the journal. To obtain the performance of the journal, we relate the overall points obtained by the journal within a certain range with the weight assigned to it. The overall performance is obtained with the sum of the scores achieved in each set, considering the following classification: LEVEL A - above 90% (excellent); LEVEL B – 71% to 90% (very good); LEVEL C – 51% to 70% (good); LEVEL D – 31% to 50% (average); LEVEL E – less than or equal to 30% (weak).

The results obtained with the application of the assessment tool can be viewed in the following table:

Evaluation Criteria	Fascicles Evaluated			
	v. 14, issue 1	v. 14, issue 2	v. 14, issue 3	v. 15, issue 1
Bibliographic data	Yes	Yes	Yes	Yes
ISSN	Yes	Yes	Yes	Yes
Address	Full	Full	Full	Full
Periodicity	Yes	Yes	Yes	Yes
Instructions to authors	Full	Full	Full	Full
Summary	Portuguese, English	Portuguese, English	Portuguese, English	Portuguese, English
References	Standardized	Standardized	Standardized	Standardized
Authors' affiliation	Full	Full	Full	Full
Abstracts	Portuguese, English, Spanish	Portuguese, English, Spanish	Portuguese, English, Spanish	Portuguese, English, Spanish
Descriptors	Yes	Yes	Yes	Yes
Date of article receipt	Yes	Yes	Yes	Yes
Duration	14 years	14 years	14 years	14 years
Periodicity	Triannual	Triannual	Triannual	Quarterly
Dissemination	Sales/subscription	Sales/subscription	Sales/subscription	Sales/subscription
Authorship	No	A minimum of 10% of foreign authors or collaboration	No	A minimum of 10% of foreign authors or collaboration
Original articles	50% of original articles	50% of original articles	50% of original articles	50% of original articles
Revision articles	Yes	Yes	Yes	Yes
Letters	No	No	No	No
Reviews	Yes	Yes	Yes	Yes
Case study	No	No	No	No
Indexing	Sport Discus; Lilacs Laptoc; Latindex;	Sport Discus; Laptoc; Latindex; Lilacs	Sport Discus ³²	Sport Discus; Lilacs; Latindex

Chart 3 – Result of the evaluation of the journal *Movimento*

³² Information related to indexing in the other databases cannot be found in the printed version of this fascicle, which lowers the score of the journal in this set.

The result shows that the best performance was achieved by the last fascicle, classified as B, due to the inclusion of articles by foreign authors or in collaboration with them as well as the modification of the proposed schedule, which is now quarterly. The remaining issues were classified as level D.³³

Overall, the results reveal important features of the journal, and, although some of them have already been achieved with excellence, as seen in Chart 3, others still can be improved. In fact, as shown by Gonçalves, Ramos; Castro (2006), the quality of a journal is not quite tangible or easily measurable, as its structure is formed by a combination of various aspects such as: content, form, standardization, and editorial production. Thus, although the quality of the content is a key factor for the quality of a journal, formal aspects of publications are important indicators to enable their localization and dissemination.

5 Invisibility of the scientific format

In the field of editorial production of scientific journals, standardization is one of the questions that determine most of the graphic design and works, according to Gruszynski (2006), as a regulatory activity that seeks to facilitate the transfer of information by standardizing forms and procedures.

Although the quality of a scientific publication depends crucially on the quality of its content, its significance goes through the materiality of media. The qualification of formal characteristics of publication, therefore contributes to the consolidation and credibility of a journal (GRUSZYNSKI, 2006, p. 11).

Information on the periodicity, instructions to authors, address and the presence of bibliographic data³⁴ in each in all pages is essential. In this sense, *Movimento* needs to pay attention to the necessity of including data in all the pages in order to allow the rapid identification of the publication.

³³ Evaluation by *Qualis* uses indexers that classify the journals into strata from A to C. Ferreira Neto and Nascimento (2002) showed an assessment tool for the area of Physical Education, involving other variables widely recognized in the literature on editorial practices of scientific publications. Therefore, classification tends to be different from that practiced by Capes.

³⁴ Following the publication of issue 15, in 2001, when the journal became a quarterly publication, the publishers decided to change the way the journal organizes its bibliographic data. It was no longer displayed by referring to the year of publication and a progressive numbering. In the new project, the year becomes issue and the numbering represents the number of publications produced over a year, with reference to the months when the publication is produced in triannual periods.

Among the various criteria assessed, there is an evident need to encourage the movement of foreign authors and their collaboration. The capacity of the journal to attract collaborators is directly related to its prestige in the scientific community and its dissemination. That is to say, prestige and public come together. Readers, as the authors, are attracted to the most important journals so that, by publishing in these journals, authors have a better chance of creating a larger community of readers (MEADOWS, 1999).

By analyzing the movement of authors in *Movimento*, we observe the dominance of the South and Southeast regions, which can be characterized as an “geographic endogeny”.³⁵ However, it is important to remark that these regions concentrate most graduate education programs recognized as centers of scientific production and that the output published in the journal represents “[...] what Physical Education researchers do” (MOLINA NETO; STIGGER, 2008, p. 8), demonstrating that the geographic endogeny also represents a moment, since this is a problem that indicates the stage of development of the area.

In addition to these aspects, circulation is as a strategic element for the consolidation of a publication, and its regularity, distribution³⁶ and dissemination are essential. To remain constant and reach the target audience, the publication needs a periodicity that can be maintained over time, ensuring continuity to the collection.

To consider the dissemination of a printed publication means to ensure its presence in databases. Dissemination and Indexing are criteria that are closely linked, saying much about the efficiency of the journal in the process of distribution and dissemination, and therefore testifying its visibility. Undoubtedly, dissemination becomes concrete through indexing. According to Packer and Meneghini (2006, p. 251), “[...] the broader [the] distribution, the greater is the potential visibility of the publication.” Thus, we can infer that the visibility of publications depends on the efficiency of their distribution and dissemination, as well as their indexing.

³⁵ The endogenous expression in the process of evaluation of publications may be used for institutional and geographical concentration of the editorial board and/or authors. This evaluation is performed based on the declared affiliation of the editorial board, reviewers and authors. Observation of the trend toward institutional and geographical concentration of these elements is considered a negative result for the admission of the journal in databases.

³⁶ Distribution indicates the print run of each issue. It is essential to inform the possible forms of acquisition – subscription, exchange, free distribution, spare purchase – and whether it is available in another format – online.

The greater the visibility of a journal, the higher is its potential to allow its articles to be accessed, read and cited. In this sense, by being indexed in international databases, the journal finds itself on the way to become a reference in the field, as being indexed and recognized are dimensions that are related, so that “[...] the condition or potential reference of quality and credibility seems to be the dominant force in building and strengthening the visibility of the publications” (PACKER; MENEGHINI, 2006, p. 239).

If quality and credibility are intrinsic to a publication of reference, its visibility also depends on the ability to be located. In this sense, the inclusion of the journal in the Electronic Journal Publishing System (SEER)³⁷ was relevant, since it increased the visibility of the publication. In electronic format, the journal is available online, with their texts presented in Portuguese, and abstracts of issues, as well as instructions for readers and authors, in English and Spanish.³⁸

In the item Content Division, it is recommended that original articles be prioritized, with at least 70% of space for these productions. We observe that the journal has managed to maintain this average, including revision articles (essays), which, despite being considered, add less value to the publication.

The understanding of both genres (original articles and essays) is diverse and controversial, and the journal has tried to find a definition that meets the objectives of its editorial policy as well as the area itself. Until the publication of year 7, issue 15 (2001), the understanding of original articles was related non-publishing of the contribution in other journals. In volume 8, issue 1 (2002), the journal conducts changes in the guidelines, noting that original articles include contributions that present “[...] own themes and approaches, exclusively designed for publication on *Movimento* [...], [and essays are seen as] reflections and discussions on the topics of the area” (MOVIMENTO, 2002, p. 67).

From volume 9, issue 2 (2003), the journal does not make a differentiation between the two genres and begins to report that it shall adapt sections Highlight, Open Space, and Review. However, analysis of the summary shows that the journal retains

³⁷ In Brazil, the Brazilian Institute of Information and Technology (IBICT) translated and adapted the free, open-source software Open Journal System (OJS), creating the Electronic Journal Publishing System (SEER), through which scientific publishers can manage their publications according to their own editorial policies, from the submission of articles to online publication and indexing. By operationalizing the editorial flow, it optimizes the effectiveness of the process. The SEER can also be used in the production of print journals, also covering the revision of texts to be laid out.

³⁸ The home page of the journal can be accessed on <http://www.seer.ufrgs.br/index.php/Movimento>.

the classification in the sections. Although no longer be published in volume 13, issue 1 (2007), the instructions maintained the division. Issue 2, published the same year, shows a new classification, differentiating original articles, essays and reviews.

According Gruszynski and Sanseverino (2005), because knowledge and interest are close, it is difficult to evaluate the scientific character of a journal in the humanities, according to the criterion of originality or innovation of a hypothesis or a result, as there is a tendency to make it questionable and hardly consensual. In this case, the authors suggest we consider the bibliographic references used, the citations and the contribution that the published text brings to literature of the area.

Furthermore, the authors (2005) indicate that each area has a form of language and a definition of what is scientifically acceptable, establishing models of interpretation and setting directions. Thus, there are interesting criteria for the creation of journals that can ensure the circulation of knowledge, serving as a means of legitimizing academic articles published.

The scientific quality of a publication is closely related to originality, topicality, and identification of articles, with thematic focus, following the line and identity of the journal. In fact, few Physical Education journals have been able to define an editorial line and establish themselves within the scientific community. This fact stems from the difficulties encountered in obtaining quality articles that meet the editorial proposal, making the journal dependant on ‘over-the-counter’ articles, i.e. spontaneous collaboration of researchers. The mission of the journal is then essential to obtain quality submissions, making it strong and attractive enough to raise monetary funds. In addition, it is understood that it should allow for its indexing in different databases.

We should understand that all changes made in the editorial project and graphic design of *Movimento* sought to provide the journal with representativeness and legitimacy in the area as an authorized vehicle for dissemination of knowledge produced by the academic community.

Not always are publishers able to “afford” formats, proposals or topics, due to the risk of being out of the circuit of indexed journals. It becomes necessary then to consider possibilities/tactics able to keep the journal among those in circulation that draw the interest of the scientific community and, at the same time, maintain its identity.

ARQUEOLOGÍA DE PRÁCTICAS EDITORIALES: 15 AÑOS DE UN IMPRESO EN MOVIMIENTO

Resumen: estudia la arqueología de prácticas editoriales de la revista *Movimento* en relación con los procesos de edición, difusión, circulación y adecuación a agencias indexadoras. Revela las fases del impreso enfatizadas a escojas de editores con referencia al proyecto gráfico del periódico que hace circular diferentes aparatos de regulación de apropiaciones, al mismo tiempo en que busca crear una identidad que cualifique el periódico como dispositivo autorizado, capaz de revelar a los lectores lo que es la Educación Física en Brasil.

Palabras-Clave: Revista Movimento. Avaliação. Publicaciones científicas y técnicas.

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