WAYS TO IMPROVE VISIBILITY OF PUBLICATIONS

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Introducing journals to worldwide scholars and gaining readers' interest are important in the field of journalism. Nevertheless, it is sometimes challenging to obtain the required interest to published articles. One of the best ways to this target is publishing quality articles on selected topics. Citation-based metrics and readership counts were shown to be related to the quality of papers [1]. Using tables and graphical presentations for reporting data in a logical and coherent manner might add to the quality of articles [2].

There are several metrics that reflect readers' attention to scholarly journals and articles. Of those, article access data including views and downloads are two basic quantitative metrics which are often used by journals [3]. Number of views and downloads may suggest journals' potential impact on a particular field. These measures

have become increasingly available in the websites of journals [4].

Databases and networking platforms can improve the visibility of scientific work [5]. Open-access publishing strategies enable unrestricted access to scientific knowledge and increase the dissemination of information worldwide [6]. While creating and improving the global visibility of published work, it is of utmost importance to maintain research integrity and publishing standards [7].

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БАСЫЛЫМДАРДЫҢ КӨРІНУІН АРТТЫРУ ЖОЛДАРЫ

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