



A Comparative Analysis of the Journal of Technical Writing and Communication and the Journal of Business and Technical Communication



START

by Rachael Bell



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Aims, Scopes, and Missions

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Both of these Journals publish cutting-edge theories, research, and applications for their readers. Although both are extremely similar, their differences lie in what topics they publish, who their audience is, and what approaches they take to their respective fields. In the next few slides, we will explore the similarities and differences between the two journals to help you better understand which journal you would like to get involved with when considering which part of the field you would like to enter.

The Journal of Technical Writing and Communication states that “JTWC’s mission is to publish peer-reviewed cutting edge research on communications-related issues, as well as relevant materials on the teaching of technical and professional writing and reviews of recently published books.” (Journal Overview and Metrics [Journal of Technical Writing and Communication]). The JTWC aims to support the needs of the industry, academia, management, and the government through their fostering of scholarly discourse within the field of Technical Writing. They claim their purpose is “to publish a thoroughly solid journal that performs as the needed bridge between academia and the world of practitioners.” (Journal Overview and Metrics [Journal of Technical Writing and Communication]).



The Journal of Business and Technical Communication aims to cover a wide variety of topics within the diaspora of technical communication. They state that “The journal covers topics of fundamental interest and key issues, such as managerial communication, ethics of business communication, technical communication practice and pedagogy, intercultural communication, and visual design in business and technical communication.” (Journal Overview and Metrics [Journal of Business and Technical Communication]). The Journal of Business and Technical Communication covers a wide range of publications from “written, oral, and electronic communication in all areas of business, science, and government.” (Journal Overview and Metrics [Journal of Business and Technical Communication])

Publications and Submissions Pt. 1

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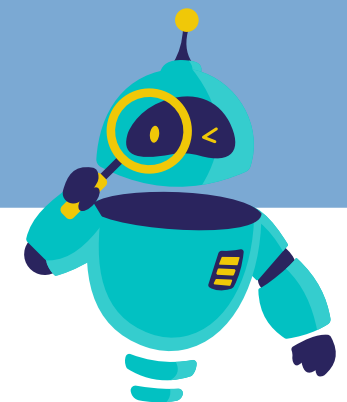
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Both the JTWC and JBTC publish online and printed versions quarterly and are stand-alone journals with no organizations supporting them. Since both journals are published through Sage Journals, they have the same requirements for initial general submissions. The submission process for contributors is free of charge, but submitters are highly encouraged to adhere to the “Recommendations for the Conduct of Reporting, Editing, and Publication of Scholarly Work in Medical Journals” written by the International Committee of Medical Journal Editors (ICMJE) as well as the COPE’s “Responsible research publication: international standards for authors” and read the Author Responsibility section on Sage Journal’s Author Gateway. Future contributors are also encouraged to read the journal’s Editorial Policies and their Publication Ethics Policies before submitting. Submitters are also encouraged to read Diversity, Equity, and Inclusion Pledge.

Additional Information:

1. The JBTC indicates that they do charge extra for figures to be printed in color, “journal charges \$800 for first color figure and \$200 per additional color figure” (“Manuscript Submission Guidelines”), the JTWC indicates that an extra cost for the same add on may apply.
2. The JBTC also requires a cover letter to be included within submissions.



Publications and Submissions Pt. 2

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How to Submit

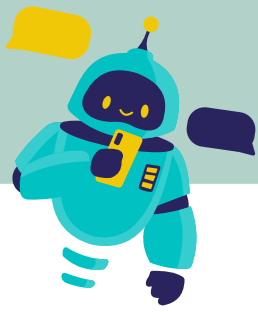
Both Journals accept submissions through Sage Journal's Sage Tracks website. Each journal is peer-reviewed and has a strict kickback policy, if your submission does not adhere to their respective guidelines it will be sent back. Each journal's peer review process is double-anonymized, meaning that the author and both reviewers can't see who has written or reviewed the submission. This allows for full transparency when reviewing each submission. This process is required before a decision for revision or acceptance is made.

Who Contributes to the Journals?



Both journals are peer-reviewed, so every submission that is accepted is carefully read over. Neither journal specifies who they publish whether that is graduate students, new graduates, industry professionals, or academic professionals. Their submission guidelines seem to welcome everyone who has an original manuscript to submit to either journal.

What Forums Do They Publish? Pt. 1

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Both the JTWC and JBTC go into great detail and depth when describing what is necessary for submissions to consist of to be considered complete. Both journals have specific formatting requirements for manuscripts that walk their future contributors through a step-by-step guide under the Preparing Your Manuscript for Submission tab on the Submission Guidelines sections for both journals. Listed within their respective preparing your manuscript sections are details for layout and formatting from the abstract of the manuscript all the way through to the acknowledgment sections. Both journals have specificities on how to catalog research. The JTWC and JBTC require clinical trials to be registered with WHO and give those details in that section as well.

The JBTC publishes manuscripts which are referred to as articles in five different subcategories which consist of differing formats and requirements. They feature Article-Length Studies, Approaches and Practices, Commentaries, Comments and Responses, and Book and Software Reviews. JBTC states that while they do publish article studies, they also publish “Approaches and Practices article” (“Journal Overview and Metrics” [Journal of Business and Technical Communication]) these articles include “Book and Software Reviews” (“Journal Overview and Metrics” [Journal of Business and Technical Communication]) and “instructional tips and industrial how-tos” (“Journal Overview and Metrics” [Journal of Business and Technical Communication]), Commentaries which they explain “are opinion pieces address issues of importance to the profession, and Comments and Responses, which are exchanges between readers and authors add insight to recent work.” (“Journal Overview and Metrics” [Journal of Business and Technical Communication]).

What Forums Do They Publish? Pt. 2

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The JTWC publishes scholarly articles in the form of manuscripts but also state that they share and create knowledge through publishing reviews of recent books “peer-reviewed cutting edge research on communications-related issues, as well as relevant materials on the teaching of technical and professional writing and reviews of recently published books.” (“Journal Overview and Metrics” [Journal of Technical Writing and Communication]). Even though that distinction is not made within the submissions section of their journal.

When considering which form would be the most flexible when it comes to the types of articles to publish it seems that the JBTC accepts and provides a plethora of options that give their journal a unique array of opportunities for authors to provide discourse on and readers to learn from. While the JTWC only specializes in the manuscript articles and book reviews they still accept a wide range of topics.

One thing to note when considering these journals is that both have requirements on consent from participants for publication and participation, clinical registration, funding statements. They require their ethics to be reviewed and ethics approval may be required when it comes to human participants in research. Each also goes into greater detail in their submission sections with style guides and other necessary information that you should consult further when considering which you would like to contribute toward.

Editors and Contributors Pt. 1

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Both journals' editors and board of editors come together from around the world, making each journal a global initiative.

The Figures of Authority for the JTWc

The figures of authority in JTWc are the Editor-in-Chief Charles H. Sides from Fitchburg State University, Special Issues Editor Isidore K. Dorpenyo from George Mason University, and Book Review Editor Therese I. Pennell from Prairie View A&M University (“Editorial Board” [Journal of Technical Writing and Communication]). the Executive Board members: Paul Anderson from Miami University, Carel J. M. Jansen University of Groningen (Netherlands), and Bernard McKenna Queensland University of Technology (Australia), and the Editorial Board who consists of 24 editors mainly from the USA, one editor from the Netherlands, one from Belize, and two from Australia (“Editorial Board” [Journal of Technical Writing and Communication]). Making this a globally impacting journal.

The Figures of Authority for the JBTC

The Editorial Board of the JBTC consists of Editor Jo Mackiewicz from Iowa State University, Book Review Editor Chris Lam from the University of Texas, Managing Editor Lori Peterson from Iowa State University, and the Editorial Board which consists of twenty-one editors, sixteen of the twenty-one editors are from the USA, one is from Canada, one is from the Netherlands, one is from the United Arab Emirates, one is from Sweden, and the fifth is from Italy, which makes this journal a global affair (“Editorial Board” [Journal of Business and Technical Communication]).



Editors and Contributors Pt. 2

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Both journals' also allow their editors to contribute and publish their work, but their work must also be peer reviewed.

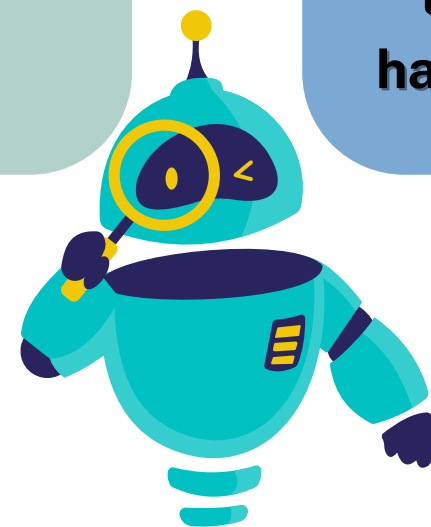
The Figures of Authority for the JTWC

JTWC states on their website that all “Each member of the Editorial Review Board and Editorial Board are active researchers in the field and selected based on strict criteria, ensuring they possess the necessary expertise and experience. The Editor(s) may use one Editorial Review Board member or Editorial Board Member as a reviewer for each manuscript, and will then reach beyond this pool to include additional reviewers to meet the required number before a decision can be made.” (“Submission Guidelines”)

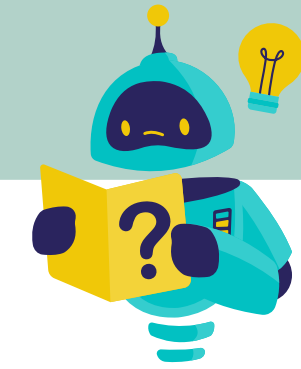
The Figures of Authority for the JBTC

The JBTC does not officially state that the Editors or Editorial Board review their work, but like the JTWC they both allow members of their Editorial Board to Submit works to the journal and those members can not review manuscripts. Since the JBTC does state that, “The Editor or members of the Editorial Board may occasionally submit their own manuscripts for possible publication in the Journal.

In these cases, the peer review process will be managed by alternative members of the Board and the submitting Editor/Board member will have no involvement in the decision-making process.” (“Manuscript Submission Guidelines”), this leads me to believe that they do in fact review submissions since the review process is handed over to others on the board when board members submit.



Types of Research

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Both journals publish research from the industry and academic fields with focuses on both fields. Those who participate and contribute to the scholarly conversation within the JTWC and JBTC are industry professionals, academic professionals, students, and government employees. Neither journal specifies if they prefer certain contributors over the other, or if they welcome graduate student publications. But since that is not clearly stated it seems that they would welcome professionals at any level of experience and schooling.

The JTWC states that it “strives to meet the diverse communication needs of industry, management, government, and academia. For over forty years, the Journal of Technical Writing and Communication has served as a major professional and scholarly Journal for practitioners and teachers of most functional forms of communication. Our purpose is to publish a thoroughly solid journal that performs as the needed bridge between academia and the world of practitioners.” (Journal Overview and Metrics [Journal of Technical Writing and Communication])

The JBTC aims to “offers opportunities for bridging dichotomies that have traditionally existed in professional communication journals between business and technical communication and between industrial and academic audiences.” (Journal Overview and Metrics [Journal of Business and Technical Communication]). JBTC publishes research from both the industry and academic communities, “the journal favors research that will inform professional communicators in both sectors. But articles addressing one sector or the other will also be considered. ” (Journal Overview and Metrics [Journal of Business and Technical Communication]). JBTC publishes articles and research that can be applied and is seen as useful for both the professional industry communities and the professional academic communities.

What Topics Do They Address? Pt. 1

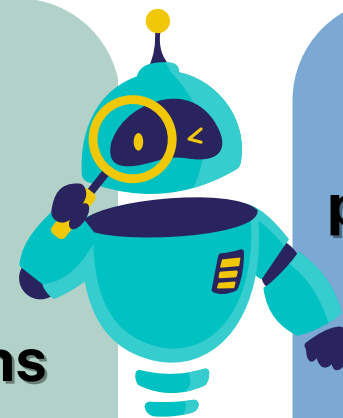
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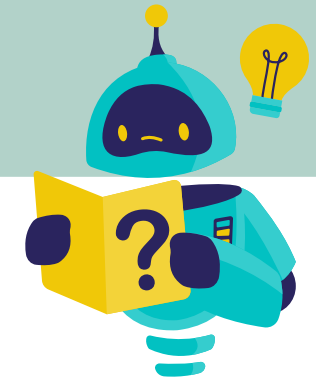
What I found most fascinating while researching these two journals was the fact that even though both have similar goals, aims and scopes, and publish the same kinds of discourse, was that the topics within their journals look similar but they actually vary to some degree.

The JTWC considers anything related to Technical Writing and Communication. Within their Most Read section, the top three articles from the last three months deal with things like Quantitative Data Analysis, Investigating Police Report Writing, and Integrating Social Justice into a Technical Communication Approach. In their Most Cited Section, the JTWC explores their most cited articles in the last three years. These articles deal with topics like AI and Technical Communication, User Experience in Health and Medicine, User Experience and Technical Communication, and the Pedagogical Implications of Design Thinking in the Workplace.



The JBTC raises questions and research that impact the professional industry community. In their Most Cited section which explores the most cited articles published in the last three years showcases a wide array of themes and topics consisting of Constructive Distributed Work, Sex Work and Professional Risk Communication, Curricular Efforts in Technical Communication Caused by the Social Justice Turn, and Ethics of Delivering Bad News, just to name a few topics covered in the top four cited articles. In their Most Read articles within the last six months, the topics range from two articles on Corporate Greenwashing and Consumers' Reactions to Greenwashing, Conceptualizing Empathy Competence, and Crisis Communication for Technical Communicators.

What Topics Do They Address? Pt. 2



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I encourage readers to carefully review these journals to consider what they would like to see their own research and contributions published in, or what kind of discourse they would like to surround their own or take part in.

The JBTC is focused mainly on the industry side of technical communication, so its topics directly address things that are relevant to corporations and technical writers within the professional industry fields. Their articles with topics like Ethics of Delivering Bad News, Corporate Greenwashing, Consumers' Reactions to Greenwashing, Conceptualizing Empathy Competence, and Crisis Communication for Technical Communicators, are all topics centered around the mental health of professionals and fostering a healthy work environment.

While the JTWC is focused more on AI and Technical Communication, User Experience in Health and Medicine, and Quantitative Data Analysis, which is more analytical and could be viewed as more academically focused. Even though the JTWC and the JBTC both publish articles about AI, User Experience, and Social Turns within the fields, they tend to stay within their specific lanes.

Simply put, both are focused on the application of theory it just depends on whether the theory is more human-centered or technology-centered. Since they both publish research articles many of their articles should provide substantial proof of their claims. I would encourage readers to read these articles and their other publications and decide which would best suit their needs as writers and scholars.

● ● ● How Are They Advancing the Field or Preparing for the Future? Pt. 1

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Since both the JBTC and JWTC cover topics that are considered necessary to the technical communication field in differing ways, they both stay current with social turns and changes in trends within the field through their contributors. By looking at the topics that they publish, their goals, aims and scopes we are able to see how they provide that for their readers.

JTWC raises questions about how to integrate new technology and social approaches into Technical Writing and Communication. They do so by exploring the use of AI in the field of Technical Communication, they also explore social implications and approaches to writing by exploring things like Police Report Writing and Social Justice Approaches in Technical Writing.



This JBTC aims to inform readers “about the latest communication practices, problems and trends in both business and academic settings or sectors.” (Journal Overview and Metrics [Journal of Business and Technical Communication]) This journal considers topics that influence and directly impact the professional industry and the academic industry which is how it prepares for the future.

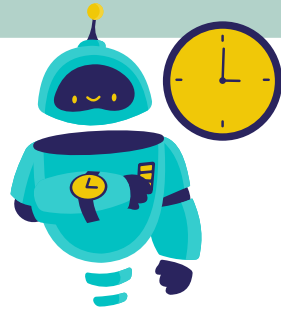
Both journals publish reviews from newly released books which help them to stay up to date with current trends in the field. Since their contributors have experience in the fields they are actively taking part in they are able to provide a unique understanding of how to move forward with current changes and trends.

One thing to note is that the JBTC does specifically mention that they publish software reviews and book reviews. While the JWTC doesn't publish software reviews they do offer book reviews in their journals. Even though the JBTC does seem to take a human-centered approach by providing software reviews and commentaries they are able to provide their members and readers with substantial evidence of the social turns and changes within the field through a professional's lens. The JBTC's approach with respect to the software and commentary sections provides a unique opportunity and perspective for readers, while also allowing them to stay on the cutting edge of the field. While the JWTC does not provide software reviews they do provide articles that focus on the technical aspects of the field.



Conclusion

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While both journals are wonderful choices that contribute a wealth of knowledge to the technical communication field I would be more inclined to seek publication within the JBTC due to the plethora of forms that the journal offers their contributors. As a scholar who is seeking to work in the professional industry outside of academia, I believe contributing to the JBTC would help situate me within the field that I would like to work in. With that being said, I am extremely interested in reading the JTWC to help me prepare for working as an industry professional because of the technological topics that they cover.

The majority of the scholarly conversation within the JTWC is what many industry professionals I know of discuss, it would be helpful to read more about those issues that are being presented. The JBTC provides industry professionals with articles to help them within their current roles while the JTWC seems to provide to the conversation that they are also actively discussing. My advice after researching these journals would be to get involved with the JTWC while in college to help prepare you for the industry and once you have gained experience contribute to the JBTC, while continuing to read both. Each of these journals provides valuable information that feeds into the other, but their approaches are different. Again, that is just my opinion, the best way to discover which is best for you is to spend time researching about and reading these journals.

Their differences are what make them so unique and their similarities show how close their contributions to the field are. Both journals are wonderful forums that are leading the field of technical communication into the future.



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THANK YOU

For Reading!

