

Module: Publishing (BAJH-P)
Elective

Allocation of Marks: 100% Continual Assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Explain publishing terms and the conventions of publishing
2. Demonstrate understanding of the different stages in the production of a book/e-book and multimedia product
3. Discuss the legal framework within which publishing operates
4. Distinguish and analyse the impacts of digitisation—and attempts to control its distribution—on the industry and the written word
5. Considered different styles of reading, what is being read, the importance of writers in society and how the role of the writer is changing
6. Demonstrate improved vocabulary and writing skills

Module Objectives

This module aims to enable the learner to:

- Understand the history of publishing
- Be familiar with basic publishing terms
- Master publishing conventions
- Be aware of legal issues
- Understand the interactive effect of technology and economy.

Module Aims

This module offers an overview of the Irish and International publishing industries. It familiarises learners with the preparation of a manuscript for folio and/or electronic publication, outlines legal issues, (e.g. copyright, contracts, libel etc.), explores the impact of the internet and digitisation on publishing, book- selling, copyright and reading habits, and examines the roles of agents and editors. It analyses the effects on societies of early and recent printing technologies, and explores how the roles of writers and reader are changing.

Module Curriculum

Indicative Syllabus

The World of Books:

Outline of course; aims & objectives, assignments & assessment

The World of Books; Exercises in style (mechanics of punctuation, paragraphing and spelling)

The Making of a Book (1):

Various types of publishers; vanity, in-house, self- publishing & commercial publishing; Costing a book, an introduction to editing. Exercises in style

The Making of a Book (2):

Editing (rewrites, rearranging material); house styles; copy-editing skills; parts of a book; proof-reading; proofing exercises.

The Making of a Book (3):

Design (Jacket, title etc.); print-run, publication date etc., sales, marketing, PR & distribution, agents v editors, writer websites, blogs, the role of the editor. Exercises in style.

Copyright and Contracts (1):

The purpose and nature of copyright; copyright legislation; rights & permissions; titles/ trademarks etc., the internet, electronic publishing & rights, Google. Exercises in style.

Copyright & Contracts (2):

Contracts, advances & royalties, important clauses, libel, permissions, markets & territories, illustrations/ photographs & artwork/ translators' agreements, libraries & book clubs. Exercises in Style.

The Irish Publishing Industry:

The 1970s, composition of the industry niche/ Irish language publishing/ culture industry, Global issues & challenges. Exercises in style.

International Publishing:

Media empires, freedom of expression, the marketplace of ideas, profits, market censorship, small print runs, Google/survival of publishing.

Technologies (1):

History of printing, the Gutenberg press, the industrial revolution & literacy, the internet, digitization, the future of the printed word, the role of the writer.

Technologies (2):

The role of the writer (contd.), theories of communication/learning, multimedia technology, process of designing and making a multimedia product, books vs. multimedia & electronic publishing, longevity and digital technology.

Technologies (3):

Multimedia/eBooks, digital rights management, Google/copyright/ author payments, bookshop/ internet selling/ advertising, author interests, distribution of books, storage of information (The British Library), reading & readers.

The Business:

Literary fiction, biblio-therapy, upbeat v downbeat assessment of publishing, book fairs/trade magazines, What now?, Want to work in publishing?