Publishing

Introduction

Despite the development of many new forms of media, book reading retains a huge popularity and book selling and book publishing remain major businesses. For those interested in communications, publishing remain a very attractive career option.

Module Aims

This module aims to enable the student to:
- Display a grasp of the publishing industry in Ireland and internationally
- Be equipped with the requisite technical skills required publish a book
- Take up employment within the publishing industry

Module Learning Outcomes

On successful completion of this module, the student should be able to:
- Know how to make a book
- Critically discuss the major trends in the publishing industry in Ireland and internationally
- Identify the different departments of publishing companies and how they function
- Demonstrate an understanding of the legal framework within which publishing companies operate.

Indicative Module Content

The World of Books — Introductions —Outline of Course

Publishing Houses—The Structure of a Publishing Firm—What publishers want and don't want

Irish Publishing—Developments in the 1970s—the Irish Book Publishing Industry—Niche Publishing—Current Key Issues—Global Issues—Challenges—Exercises in Style

The Making of a Book—Costing a Book—Editing—Design (Jacket, Title etc.)—Sales, Marketing, PR & Distribution—Exercises in Style

Copyright—The Purpose & Nature of Copyright—Copyright issues—Challenges facing the concept of Copyright—Electronic Publishing & Rights—Exercises in Style

Contracts—Advances & Royalties—Important Clauses— Permissions—Illustrations, Photographs & Artwork Agreements—Translators' Agreements—Libraries & Book Club s—Libel—Exercises in style

Agents — What they do —Agency agreements (some issues) —The Flipside of Agents

On-screen Editing—rewrites, rearranging material —House Styles — From author layout to final layout—word processing programmes—Internet selling—Copy editing skills (related exercises)

New Technologies—Theories of Communication—Multimedia Technology—Making a CD-ROM— Multimedia & Electronic Publishing—Exercises in Style

Media empires—The Marketplace of Ideas—The Legacy of Reagan & Thatcher—Market Censorship—Monopolies vs. democracy

The Business—Book Fairs — Book Traders — Trade magazines — Distribution of Books—Exercises in Style