

MODULE: Publishing (course code BAJH-P)

Griffith College Dublin – Journalism and Visual Media

Fall Semester

This module has no pre-requisites.

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 —Assignments for Publishing Elective— Fiction & Non-Fiction—Markets & Territories—Different Types of Publishers—Exercises in style*(*Mechanics of punctuation, paragraphing and spelling)

Publishing Houses—The Structure of a Publishing Firm—What publishers want and don't want— Books and Rights—Commercial, Vanity, In-House and Self publishing — Exercises in style

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 Clubs—Libel—Exercises in style

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

The Making of a Book (Contd.)—Proof-reading—Prelims—Indexes—Bibliographies—Glossaries—Other Parts of a Book—Multi-author books—Exercises in Style

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

Assessment

Students to produce two written assignments based on the topics covered by the lectures where they demonstrate their knowledge of the publishing industry and the skills necessary to produce a book.