

MODULE: PUBLISHING

Semester:	I (Fall)
Stage:	III - Advanced Consolidation and Specialisation
Theme :	Media Production
Number of Credits:	4 semester credits / 6 quarter units

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 provides an overview of the publishing industry internationally, and a more detailed profile of the industry in Ireland

MODULE LEARNING OUTCOMES

This module delivers / supports the following programme learning outcomes:

- Acquire the basic knowledge of how the publishing industry operates
- Develop the skills and concepts necessary for working in the publishing industry

It does this by specifically ensuring that on module completion, students will be in a position 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

ASSESSMENT METHODS

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.