



MAPU507: Publishing: Product and Business

Module Leader: Liz Wells with Miranda Spicer, Ian Rayment and Bob Baggott (Enterprise)

Term 1, Wednesday MA base room

Module Description

This module focuses upon publishing as an industry, and on the various skills, roles and responsibilities involved. Through group work, including a case study of the development of a single title, series or genre, you will have the opportunity to refine your research skills and to critically evaluate both the publishing business and your own learning experience. Supporting workshops will help you to refine your research and reporting skills.

Scheduled sessions occupy approximately 3 hours a week for 10 weeks. In addition you are expected to spend about 30 hours working in your research groups, and a further 60 hours on related independent study.

Procedure

The module is delivered through scheduled presentations, group work, and individual research. There are three strands:

- Lectures and seminars, through which issues in contemporary publishing are explored - normally circa 60 minutes, including discussion
- Debates, addressing a key issue, for which each of you in turn prepare a contribution. Each debate will follow the conventional format of Proposer and Opposer, second speaker for each team, questions from audience (other members of the MA group), summing up for each team - and Vote!

Debates offer an opportunity to reflect on selected issues in publishing. More specifically, they are designed to help you develop your teamwork skills, and your ability to research and develop an argument in support of a particular idea or position (which is something that you will find you have to do in various contexts within the publishing business). The debates are not specifically assessed but assessment of your performance and learning experience should form a part of your critical evaluation.

- Project work, within assignment groups. This will involve individual research and data analysis, within a collectively agreed framework and set of objectives, leading to a group presentation of findings, a written report on those findings prepared by the group, and individual critical evaluations of the research process and your learning experience(s).

Research groups should meet weekly to monitor progress and developments, agree tasks, responsibilities and deadlines.

Reading and References

A basic reference list for the module is available in your student handbook. Further references relating to specific lecture topics will be made available during (or in advance of) sessions. It is up to you to seek out good, relevant academic references to support your specific contribution to the debates.

Debates

Proposition 1:

Textbooks constrain intellectual enquiry through imposing disciplinary hegemony.

Proposition 2:

The future of the book is online.

We shall use the conventional format of two teams for each debate, one of which argues in support of the proposition, and one against it. Each team will include 3/4 speakers, thus there will be 6+ speakers for each debate. Each team has 30 minutes to make a case, shared evenly between all participants. Your contribution and specific emphasis should be agreed as a part of the overall team strategy. Your own presentation should not exceed ten minutes (*please rehearse and time it in advance*). We shall follow the standard format of alternating between proposer, opposer, seconder, second opposer; questions from the audience then summing up for each side in turn. (*If you are summing up remember that your presentation should be flexible to incorporate or respond to points raised by other speakers or the audience.*)

Group Research Project

Working in teams, normally of 3, you are asked to research and prepare a presentation and a report, *either*, documenting and appraising the evolution of a single title from conception to realisation

Or, evaluating the contribution of one or more specified publishers to the market for a genre or subject of your choice

You are responsible as a team for the selection of an appropriate case study, but should bear in mind availability of relevant data and accessibility of publishers/editors/designers etc for interview(s) to discuss their role and contribution.

It goes without saying that your group presentation should be comprehensive in identifying issues, summarising and evaluating your findings. It should be carefully planned, rehearsed and timed, and may incorporate audio-visual aids if appropriate. The overall presentation should take 25/30 minutes, and will be followed by time for questions.

Assessment

1. The presentation – as scheduled (*weeks 19/20*)
2. Group report (3000 words) – *deadline Friday 15 January, 12.00 noon*
3. Individual critical evaluation (2000 words) – *deadline as above.*

Each component is worth 33% of the overall module mark.

Submission Procedures

Please hand your group reports and your individual critical evaluation in via the student counter, Faculty office, following the procedures outlined below.

You must submit your coursework via the Faculty of Arts student counter in Room 109, Roland Levinsky Building. All formal assessments **must** be submitted before the deadline time and date. **You must bring your University Card with you when submitting coursework** as this has to be scanned as part of the coursework submission process.

Coursework can be submitted at any time ahead of the deadline although at busy times, scanning priority will be given to students with an impending deadline. Student counter opening hours are 9.00am to 3.00pm, Mondays – Fridays (except public holidays).

Please note that the University enforces a penalty of zero percent for work submitted after the published deadline unless late submission has been authorised by a valid claim of extenuating circumstances. Delays caused by queues, traffic or late-running public transport will not normally be considered as valid extenuating circumstances. A zero mark may result in you failing a module which; can significantly affect your prospects of progressing or achieving your award. You are therefore encouraged to give careful consideration to your time management and to try to submit your coursework well in advance of the deadline.

You must ensure your coursework is fastened together and includes a completed cover sheet PRIOR to handing your work in at the student counter. This is to keep queue waiting time to a minimum.

If you have any questions regarding regulatory matters or coursework policy, please see the student handbook on the portal or contact the programmes office.

For assessment criteria see Student Handbook, Section 2.10.

MAPU507 Schedule

7 October	Wednesday 10.00-10.15 Introduction to the module <i>Liz Wells</i> 10.15 Talk: From Uses of Literacy to Publishing as Product <i>Liz Wells</i> Preparation for Debates 11.30 Library - academic journals on and offline <i>Ian Rayment</i> (<i>Library level 2 computing - meet in library main entrance area</i>)
14 October	Wednesday 10.00 Talk: Publishing as Business <i>Miranda Spicer</i> 11.30 Discussion: Planning and Conducting Research <i>Liz Wells and Miranda Spicer</i> Research groups/proposals/allocation of initial tasks
21 October	Wednesday 10.00-1.00 Debate 1: textbooks (Chair: <i>Liz Wells</i>) Research groups present initial ideas for feedback <i>Liz Wells and Miranda Spicer</i>
28 October	Wednesday 10.00-1.00 Debate 2: E-publishing (Chair: <i>Liz Wells</i>) Research groups - meetings/tutorials <i>Liz Wells and Miranda Spicer</i>
4 November	Tuesday 10.00 Seminar: Image, text and meaning <i>Liz Wells</i> 11.30 Research skills - questionnaires and interviews Research group meetings.
11 November	Wednesday 10.00 Lecture: Publishing as Business 2 <i>Miranda Spicer</i> Wednesday 11.30 Enterprise <i>Bob Baggott</i> tba Research group meetings
18 November	Research Visits and Interviews (no taught session this week)
23, 24, 25 November	Mon, Tues and Wed 10.00-full days Bookbinding <i>Gavin Rookledge</i> Research groups should meet to finalise presentations
2 December	Wednesday 10.00-1.00 Presentations, discussion and feedback 1 <i>Liz Wells and Miranda Spicer</i>
9 December	Wednesday 10.00-1.00 Presentations, discussion and feedback 2 <i>Liz Wells and Miranda Spicer</i>
16 December	Wednesday 10.00-1.00 Reports as a form of writing - discussion/examples Group meetings to draft/finalise reports
15 January	Submission for Assessment Hand-in to student counter on Floor 7 RL Building by noon

Recommended Texts and Sources:

Key Texts

- Altbach, P., Hoshino, E. (eds), 1995 *International Book Publishing. An Encyclopaedia*, London: Fitzroy Dearborn
- Bann, D. 1994 *The Print Production Handbook*, London: Little, Brown
- Barnard, M. 1989 *Inside Magazines. A Career Builder's Guide*, London: Blueprint
- Barnard, M. 1990 *Magazine and Journal Production*, London: Blueprint
- Baum, L. (ed.), 1999 *Book Publishing in Britain*, London: Bookseller Publications/Whitaker
- Baverstock, A. 1993 *Are Books Different? Marketing in the Book Trade*, London: Kogan Page
- Bell, J. 1999 *Doing Your Research Project*, 3rd Edition, Open University Press
- Butcher, J. 1993 *Copy-editing: The Cambridge Handbook*, Cambridge: Cambridge University Press
- Clark, G. 2000 *Inside Book Publishing*, 3rd Edition, London: Routledge
- Davies, G. 1995 *Book Commissioning and Acquisition*, London: Blueprint
- Easterby-Smith, M., Thorpe, R., Lowe, A., 1991 *Management Research: An Introduction*, Sage
- Evans, H. 1992 *Practical Picture Research*, London: Blueprint
- Forsyth, P., Birn, R. 1997 *Marketing in Publishing*, London: Blueprint
- Foster, C. 1993 *Editing, Design and Book Production*, London: Journeyman
- Gasson, C. 1998 *Who Owns Whom in British Book Publishing*, London: Bookseller Publications
- Godber, B., Webb, R., Smith, K. 1992 *Marketing for Small Publishers*, London: Journeyman
- Gough Yates, A. 2002 *Understanding Women's Magazines*, London: Routledge
- Jankowicz, A. 1995 *Business Research Projects*, 2nd Edition, Chapman & Hall
- Legat, M. 1998 *An Author's Guide to Literary Agents*, 3rd Edition, London: Robert Hale
- Legat, M. 1998 *An Author's Guide to Publishing*, London: Robert Hale
- Look, H. 2004 *People in Publishing: Developing Teams for the Future*, Bookseller
- Magala, S. 2005 *Cross-Cultural Competence*, London: Routledge (espec. Part 4, Creative Communications and the Multimedia Connection)
- McCracken, R., Gilbert, M. 1995 *Buying and Clearing Rights*, London: Blueprint
- Morrish, J. 1996 *Magazine Editing*, London: Routledge
- Owen, L. 2001 *Selling Rights*, 3rd Edition, London: Routledge
- Owen, P. (ed.), 1996 *Publishing Now*, London: Peter Owen
- Parr, M., Badger, G. 2004 *The Photobook: a History*, vol 1, London: Phaidon Press Ltd
- Saunders, M.N.K., Lewis, P. 1997 'Great Ideas and Blind Alleys' *A review of the literature of starting research*, Management Learning
- Saunders, M.N.K., Lewis, P., Thornhill, A. 2003 *Research Methods for Business Students*, 3rd Edition, Prentice Hall
- Schlesinger, K. 2001 *Book Retailing in Britain*, London: Bookseller Publications
- Well, T. 1999 *Publishing for profit*, Kogan Page
- Wharton, J. 1992 *Managing Magazine Publishing*, London: Blueprint

Case Study Reference

- Annual. *Directory of Book Publishers & Wholesalers*, Booksellers Association
- Annual. *Directory of Publishing*, Cassell
- Annual. *Writers' and Artists' Yearbook*, A & C Black
- Annual. *Writer's Handbook*, Macmillan

Periodicals

- Bookseller
- Logos Publishing Research
- Publishing News

