



## Literary Publishing

ENG383-E25, Spring 2010

Online Delivery, Blended (Asynchronous/Synchronous)

Instructor: Michelle Corpora

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### COURSE GOAL

After completing ENG383, students will have a working knowledge of the trade publishing process, from acquisition to bound book. Focusing mainly on the editorial and managing editorial process, students will also be introduced to the workings of the design, production, marketing, and publicity departments. The history of modern publishing and the future of the industry will also be discussed.

### COURSE REQUIREMENTS

Participation in all components of this class is essential to success. Lack of participation in discussion board questions and unexcused absences from required online meetings will count against your participation grade for the class. Assignments must be turned in by midnight of the due date. Late assignments will not be accepted. Students are fully responsible for knowing and adhering to the ECSU's policies on academic integrity.

### REQUIRED TEXTS

Lee, Marshall. *Bookmaking: Editing/Design/Production, Third Edition*. New York: W. W. Norton & Company, 2004.

Aliki. *How a Book Is Made*. New York: HarperCollins Publishers, 1988.

### FORMAT

#### The Homepage

All the information you need for this class will be provided on the class homepage on Vista. Links to this syllabus, a general discussion board for questions about the class, and the class discussion board for weekly discussions about the readings will always be on the main page. Reading assignments for that week and the current unit project will also be posted on the main page. To view all of the assignments for the semester, students can access the Assignments section or the Calendar section in the toolbar, where the entire schedule is posted.

#### Readings

The required texts will be the source of the majority of weekly readings, but other sources—such as online articles, videos, and learning modules on Vista—will also be included to broaden your knowledge about certain parts of the industry and current affairs. It is recommended that readings be done early in the week it is assigned so you can participate in the associated conversation on the discussion board.

**Discussion Board (Asynchronous)**

The online discussion board will be the home of a constantly progressing conversation about the class units and readings. A starting question will be posted on a weekly basis, to which all students should post at least one response. Lively participation in the discussion is encouraged, as half of the participation grade is based on your postings on the board. New questions will be posted on Mondays, so responses must be posted by midnight on Sunday to count for that week's discussion.

**Online Chats (Synchronous)**

Three times during the semester, a meeting will be held on a specific day at a specific time. These details will be announced on the homepage a week or more before the meeting. If you cannot be present for the chat, please let me know as soon as possible. If there are several students who cannot make the assigned date and time, a second chat will be scheduled to accommodate those students. I will try to gauge during the first week of classes what day and time works best for most students. Chats will be at least an hour long, so please arrange to have that time free and uninterrupted. Chats will give students an opportunity to discuss questions about the readings live, as well as continue or elaborate on conversations occurring on the discussion board. Attendance and punctuality is strongly recommended, as an unexcused absence or excessive lateness will count against your participation grade.

**Projects & Final Term Paper**

This class is made of up five units, and each unit will be culminated in a project assignment. Projects should be saved as Microsoft Office compatible files and posted to the Vista class website. All papers should be in 12-point roman type, double-spaced, standard margins. Poor grammar, spelling, and punctuation will be counted against your grade.

**Glossary**

A fairly extensive glossary of important publishing terms is available in Blackboard's Media Library. Knowing the lingo can really put you ahead in publishing, and help you avoid a lot of confusion! Please consult the glossary to familiarize yourself with these terms so that you can use them in your projects for this class and in your future endeavors.

**SCHEDULE OF ASSIGNMENTS**

WEEK	READINGS	ASSIGNMENTS
<b>UNIT ONE: HISTORY OF BOOK PUBLISHING</b>		
1/25-1/31	Encyclopedia Britannica, History of Publishing: The age of early printing, 1450-1550	Discussion board responses.
2/1-2/7	EB, History of Publishing: The flourishing book trade, 1550-1800 WATCH: Arion Press Tour, Parts 1 & 2	Discussion board responses.
2/8-2/14	EB, History of Publishing: Modern publishing, from the 19 <sup>th</sup> century to the present	Discussion board responses. Project #1 is due by midnight, 2/14.
<b>UNIT TWO: EDITORIAL AND ACQUISITIONS</b>		

2/15-2/21	<i>How a Book Is Made</i> <i>Bookmaking</i> , 39-49	Discussion board responses.
2/22-2/28	<i>Bookmaking</i> , 89-99, 263-269 WATCH: Literary Agents and Book Editors	Discussion board responses.
3/1-3/7	<i>Bookmaking</i> , 277-285	Discussion board responses. Project #2 is due by midnight, 3/7.
<b>UNIT THREE: MANAGING EDITORIAL</b>		
3/8-3/14	<i>Bookmaking</i> , 99-112	Discussion board responses.
3/15-3/21	More on Copyediting, available on Blackboard Vista	Discussion board responses.
SPRING BREAK, NO ASSIGNMENTS		
3/29-4/4	<i>Bookmaking</i> , 252-257	Discussion board responses. Project #3 is due by midnight, 4/4.
<b>UNIT FOUR: DESIGN, MARKETING, AND PRODUCTION</b>		
4/5-4/11	<i>Bookmaking</i> , 270-276	Discussion board responses.
4/12-4/18	<i>Bookmaking</i> , 50-56	Discussion board responses.
4/19-4/25	<i>Bookmaking</i> , 286-293	Project #4 is due by midnight, 4/25.
<b>UNIT FIVE: THE FUTURE OF PUBLISHING</b>		
4/26-5/2	Read “The Long Goodbye? The Book Business and Its Woes.” WATCH: “Is the book publishing industry doomed?”	Discussion board responses.
5/3-5/9	“The End.” and “Read It and Weep.”	Discussion board responses.
5/10-5/16	“Books Gone Wild: The Digital Age Reshapes Literature.” WATCH: “Books, Before and Beyond: Publishing in the 21st Century.”	Discussion board responses.
5/17-5/22	No readings.	Final term paper due by midnight, 5/22.

**PLEASE NOTE!** All of this information is available on Blackboard Vista, in both the assignment section and calendar section of the course. Much more detail about each assignment is provided in the assignments section.

## GRADING

Participation: 30%

Projects: 40% (10% each)

Final: 30%

## OTHER INFORMATION

### Plagiarism

Plagiarism—representing the work of another as your own—is a serious offense. If it is discovered a substantial portion of your work has been plagiarized, you will receive a zero on the assignment. In the case of your final term paper, more serious repercussions may be considered. See page 47 in the Student Handbook for more information.

**Academic Services Center**

Students are encouraged to use the support offered by the Academic Services Center located on the ground floor of the Library. Tutoring, Math, Writing, and supplemental Advising Services are available for students in the Center at the following times: Sun. 2-9; M.-Th. 9-9, Fri. 9-5. (Closed Sat.) For further information call 465-4272 or check the ASC website at <http://www.easternct.edu/asc/>.

**Disability Support Services**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Office of AccessAbility Services at 465-0189. To avoid any delay in the receipt of accommodations, you should contact the Office of AccessAbility Services as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Office of AccessAbility Services. Your cooperation is appreciated.

**NOTE: Please e-mail me with urgent or personal questions only. General questions about the class can be posted to the general discussion board so that other students can benefit from their classmates' questions, and answers won't need to be repeated.**

WELCOME TO LITERARY PUBLISHING!