Introduction to Book Publishing

LIS 118

University of Ibadan Distance Learning Centre
Open and Distance Learning Course Series Development

Vice-Chancellor's Message

The Distance Learning Centre is building on a solid tradition of over two decades of service in the provision of External Studies Programme and now Distance Learning Education in Nigeria and beyond. The Distance Learning mode to which we are committed is providing access to many deserving Nigerians in having access to higher education especially those who by the nature of their engagement do not have the luxury of full time education. Recently, it is contributing in no small measure to providing places for teeming Nigerian youths who for one reason or the other could not get admission into the conventional universities.

These course materials have been written by writers specially trained in ODL course delivery. The writers have made great efforts to provide up to date information, knowledge and skills in the different disciplines and ensure that the materials are user-friendly.

In addition to provision of course materials in print and e-format, a lot of Information Technology input has also gone into the deployment of course materials. Most of them can be downloaded from the DLC website and are available in audio format which you can also download into your mobile phones, IPod, MP3 among other devices to allow you listen to the audio study sessions. Some of the study session materials have been scripted and are being broadcast on the university's Diamond Radio FM 101.1, while others have been delivered and captured in audio-visual format in a classroom environment for use by our students. Detailed information on availability and access is available on the website. We will continue in our efforts to provide and review course materials for our courses.

However, for you to take advantage of these formats, you will need to improve on your I.T. skills and develop requisite distance learning Culture. It is well known that, for efficient and effective provision of Distance learning education, availability of appropriate and relevant course materials is a *sine qua non*. So also, is the availability of multiple plat form for the convenience of our students. It is in fulfilment of this, that series of course materials are being written to enable our students study at their own pace and convenience.

It is our hope that you will put these course materials to the best use.

Prof. Abel Idowu Olayinka
Vice-Chancellor

Foreword

As part of its vision of providing   education for "Liberty and Development" for Nigerians and the International Community, the University of Ibadan, Distance Learning Centre has recently embarked on a vigorous repositioning agenda which aimed at embracing a holistic and all encompassing approach to the delivery of its Open Distance Learning (ODL) programmes. Thus we are committed to global best practices in distance learning provision. Apart from providing an efficient administrative and academic support for our students, we are committed to providing educational resource materials for the use of our students. We are convinced that, without an up-to-date, learner-friendly and distance learning compliant course materials, there cannot be any basis to lay claim to being a provider of distance learning education. Indeed, availability of appropriate course materials in multiple formats is the hub of any distance learning provision worldwide.

In view of the above, we are vigorously pursuing as a matter of priority, the provision of credible, learner-friendly and interactive course materials for all our courses. We commissioned the authoring of, and review of course materials to teams of experts and their outputs were subjected to rigorous peer review to ensure standard. The approach not only emphasizes cognitive knowledge, but also skills and humane values which are at the core of education, even in an ICT age.

The development of the materials which is on-going also had input from experienced editors and illustrators who have ensured that they are accurate, current and learner-friendly. They are specially written with distance learners in mind. This is very important because, distance learning involves non-residential students who can often feel isolated from the community of learners.

It is important to note that, for a distance learner to excel there is the need to source and read relevant materials apart from this course material. Therefore, adequate supplementary reading materials as well as other information sources are suggested in the course materials.
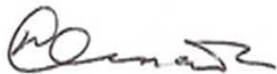
Apart from the responsibility for you to read this course material with others, you are also advised to seek assistance from your course facilitators especially academic advisors during your study even before the interactive session which is by design for revision. Your academic advisors will assist you using convenient technology including Google Hang Out, You Tube, Talk Fusion, etc. but you have to take advantage of these. It is also going to be of immense advantage if you complete assignments as at when due so as to have necessary feedbacks as a guide.

The implication of the above is that, a distance learner has a responsibility to develop requisite distance learning culture which includes diligent and disciplined self-study, seeking available administrative and academic support and acquisition of basic information technology skills. This is why you are encouraged to develop your computer skills by availing yourself the opportunity of training that the Centre's provide and put these into use.

In conclusion, it is envisaged that the course materials would also be useful for the regular students of tertiary institutions in Nigeria who are faced with a dearth of high quality textbooks. We are therefore, delighted to present these titles to both our distance learning students and the university's regular students. We are confident that the materials will be an invaluable resource to all.

We would like to thank all our authors, reviewers and production staff for the high quality of work.

Best wishes.

Prof. Bayo Okunade
Director

Course Development Team

Content Authoring	Clement Adeniyi Akangbe
Content Editor	Prof. Remi Raji-Oyelade
Production Editor	Ogundele Olumuyiwa Caleb
Learning Design/Assessment Authoring	SkulPortal Technology
Managing Editor	Ogunmefun Oladele Abiodun
General Editor	Prof. Bayo Okunade

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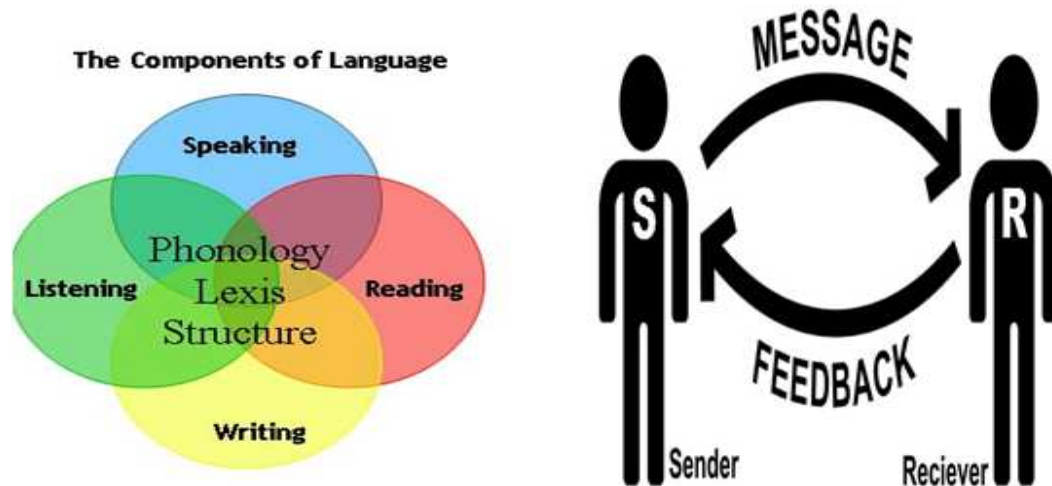
Introduction

Have you ever pondered over how human beings acquire language? Do you think language is natural or artificial? Another question that may agitate your mind is what purpose does language serve or what function(s) does it perform?

Language is primarily for communication, it is a major tool of publishing and publishing is a major channel of mass communication. In this study session, an attempt shall be made to explain the term language, establish communication as its primary function and discuss the different forms of communication.

Learning Outcomes for Study Session 1

At the end of this study session, you should be able to:

1.1   Discuss what Language is

1.2   Define Communication

1.3   Explain Traditional and Modern forms of Communication

1.1   What is Language?

The English word language derives ultimately from Proto-Indo-European *dn̥ǵʰwéh₂s "tongue, speech, language" through Latin lingua, "language; tongue", and Old French language.

The word is sometimes used to refer to codes, ciphers, and other kinds of artificially constructed communication systems such as formally defined computer languages used for computer programming. Unlike conventional human languages, a formal language in this sense is a system of signs for encoding and decoding information.

As an object of study, "language" has two primary meanings: an abstract concept, and a specific linguistic system, e.g. "French". The Swiss linguist Ferdinand de Saussure, who defined the modern discipline of linguistics, first explicitly formulated the distinction using the French word language for language as a concept, langue as a specific instance of a language system, and parole for the concrete usage of speech in a particular language.

When speaking of language as a general concept, definitions can be used which stress different aspects of the phenomenon. These definitions also entail different approaches and understandings of language, and they inform different and often incompatible schools of linguistic theory. Debates about the nature and origin of language go back to the ancient world.

Figure 1.1 *Language*
Source*: http://www.icytales.com/wp-content/uploads/2015/12/language_is_key1.jpg*

Greek philosophers such as **Gorgias** and **Plato** debated the relation between words, concepts and reality. **Gorgias** argued that language could represent neither the objective experience nor human experience, and that communication and truth were therefore impossible. **Plato** maintained that communication is possible because language represents ideas and concepts that exist independently of, and prior to, language.

During the Enlightenment and its debates about human origins, it became fashionable to speculate about the origin of language. Thinkers such as **Rousseau** and **Herder** argued that language had originated in the instinctive expression of emotions, and that it was originally closer to music and poetry than to the logical expression of rational thought. Rationalist philosophers such as **Kant** and **Descartes** held the opposite view.

Around the turn of the 20th century, thinkers began to wonder about the role of language in shaping our experiences of the world – asking whether language simply reflects the objective structure of the world, or whether it creates concepts that it in turn imposes on our experience of the objective world. This led to the question of whether philosophical problems are really firstly linguistic problems.
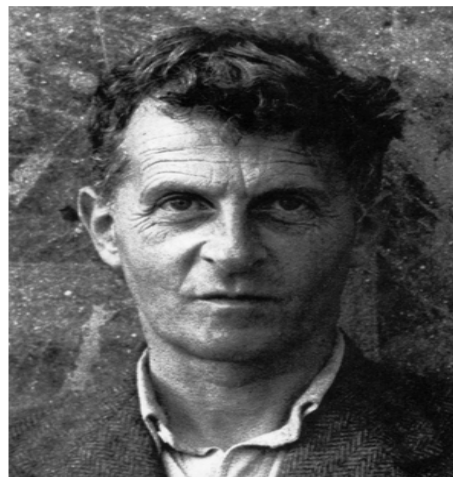
Figure 1.2 *Ludwig Wittgenstein*
Source*:*
http://rosenkreuz.de/sites/default/files/images/Wittgenstein,%20Ludwig_SV2.preview.jpg

The resurgence of the view that language plays a significant role in the creation and circulation of concepts, and that the study of philosophy is essentially the study of language, is associated with what has been called the linguistic turn and philosophers such as **Wittgenstein** as shown in **figure 1.2,** in 20th-century philosophy. These debates about language in relation to meaning and reference, cognition and consciousness remain active today.

Language is an organized system of sounds which convey meaning among the speakers who are of the same language background. It can be defined as a unified system of signs that permits a sharing of meaning (**Gamble & Gamble** 1987:100). Language has two key characteristics. One, it is a natural endowment because it is God-given.

Figure 1.3 Noam Chomsky
Source: https://guernica-wpengine.netdna-ssl.com/images/chomsky300.jpg

Two, it is acquired because it is learnt. As a natural endowment, every human is equipped with in-born devices that empower him or her to speak; in other word, language is innate i.e. inborn. This is what **Noam Chomsky** as shown in **figure 1.3**, a popular linguist, called Language Acquisition Device (LAD). Except in case of biological accident, a child is naturally expected to be able to speak by producing speech sounds. Language is also acquired in that it is learnt.

The natural ability (LAD) is not language-specific. It empowers a child to speak but does not specify a particular language for the speaker. LAD does not empower a speaker to speak a particular language. Rather, it is the child's environment that determines the language a child speaks.

We can illustrate LAD with a Digital Video Disk (DVD) or video cassette player which can accept and play any type of compact disc or cassette fed into it, be it musical, drama, cartoon, etc. The primary function of language is communication.

In-Text Question
Some of the authors of language include _____
 a. Noam Chomsky
 b. Ludwig Wittgenstein
 c. Plato
 d. All of the above
In-Text Answer
All of the above

1.2 The Concept of Communication

The word Communication has its root in the Latin word communicare which means "to make common to many, to share" (Adeyemi 2007: 13). The definition implies that when people communicate, they do so by expressing themselves clearly so that they could be understood. Communication is the act of sending information from one person to another. Communication therefore is the transference of message from the sender to the receiver through a channel with the purpose of sharing ideas, opinions, feelings, moods, intentions, wishes, aspirations, etc. Communication enables interaction, promotes relationships, establishes and strengthens friendship, resolves crises, fosters understanding and peace, etc. In communication, we can talk of different categories such as:

- Spoken or verbal communication – -face-to- face, telephone, radio, television, etc.
- Non-verbal communication – body language, gestures, dress mode, perfume that one wears, etc.

- Written communication – letter, books, magazines, newspapers, e-mails, the internet, etc.
- Visualizations – graphs, charts, maps, logos, photographs, pictures, etc.

Also, there are different types of communication namely: intrapersonal communication, interpersonal communication, small-group communication, public communication, mass communication, and organizational communication.

1. Intrapersonal communication is communing with oneself or talking within oneself. It involves the person and the person alone. In other word, it is a one-way process in that the same person is both the sender and receiver.
2. Interpersonal communication on the other hand involves two people: sender and receiver; it is communicating on one-on-one basis.
3. Small group communication takes place among a small group of people. It permits interaction among all the group members.
4. Public communication is the sending out of a message by the speaker to a large number of people.
5. For mass communication, it is heterogeneous, it is a formal process of disseminating information or sharing messages among large and widely dispersed audiences.

In-Text Question

The categories of communication that exist include the following except
   a. Recording communication
   b. Non-verbal communication
   c. Written communication
   d. Visualizations

In-Text Answer

Recording communication

1.3　Forms of Communication

There are two forms of communication and these are:

Traditional Communication

Modern Communication
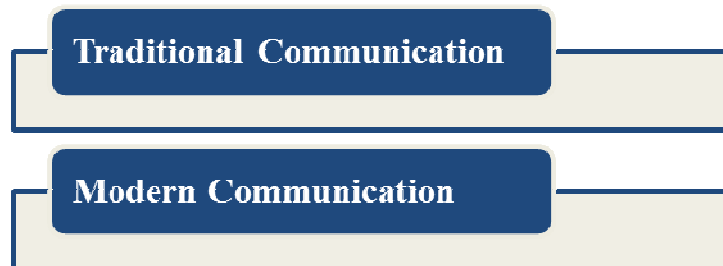
Figure 1.4: Forms of Communication

❖ **Traditional Communication**

This is the indigenous ways of transmitting information among the people such as drumming, the gong system through the town-crier, gun-shooting to make special announcements, felling of trees in a particular community to convey special information e.g. death of the king or the community leader, etc.

For instance, drums could be beaten to inform the people of some dangers, drums could be used to communicate celebration and merry-making, it could be sounded to inform the people of the death of their king, etc. Drums could also signal war or battle. Perhaps it is the use of the gong through the town-crier as shown in **figure 1.4** that was the most common and popular in Nigeria.

***Figure 1.5** Town Crier Using Gong*
Source: *https://4.bp.blogspot.com/-WmDnHQZsfY4/VsMIVbKl_VI/AAAAAAAAbEg/OFBxRNE6hfA/s1600/An-African-town-crier..png*

It should be remarked that traditional communication has its limitations. It has a very limited reach in that it can only circulate among a few people at a time. It lacks the capacity to disseminate information to many people at once. You can imagine how far the voice of a town-crier can travel and how many people it can reach simultaneously. Traditional communication is also susceptible to falsification.

It is very prone to addition, subtraction, modification and alteration. For instance, as a town-crier moves from one area to the other in the community to relay the king's message to the people, he cannot employ the same expressions in the different versions of his messages. He is bound to change his constructions from time to time and possibly emphasises different points at different times.

The use of symbols as message-bearer popularly called *àrokò* in Yoruba land was a famous method of communication in the time past. Three different materials or objects tied together may communicate peace but if the message-bearer removes one of the objects or adds another one to it, he has changed the meaning completely and has made it different from the original intention. These are indications that traditional communication has its shortcomings.

In-Text Question

Drums could be beaten to inform the people of one of the following
   a. Celebration
   b. Danger
   c. Death of a king
   d. All of the above

In-Text Answer

All of the above

❖ **Modern Communication**

Modern communication is the modern trend of sharing information. This is more enhancing and effective in that it has higher capacity and wider reach. It is also faster, not readily susceptible to falsification and relatively ensures accuracy. Modern communication has two broad forms which are:

❖ Electronic Media

❖ Print Media

The electronic media is sub-divided into private electronic media and public electronic media. Private Electronic Media (P.E.M) includes cell phone, personal computer, email, video, etc. while Public Electronic Media (P.E.M) is radio, television, internet, etc. This can be represented thus:
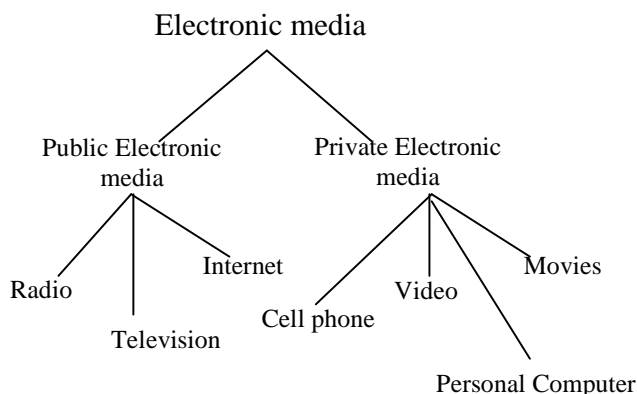
Figure 1.6 *Diagrammatic Representation of the Electronic Media*

Like the electronic media, the print media also has two principal divisions which are periodicals and non-periodicals. Periodical refers to publications that are published at regular or irregular intervals while non-periodical implies publications that are not time bound or regulated by time. These two terms are discussed in detail in study session 4.

In-Text Question

Modern communication is the modern trend of sharing information. True or false

In-Text Answer

True

Summary from Study Session 1

In this study session, you have learnt the following:

1. Language is an organized system of sounds which convey meaning among the speakers who are of the same language background. It can be defined as a unified system of signs that permits a sharing of meaning (**Gamble & Gamble** 1987:100).

Language has two key characteristics. One, it is a natural endowment because it is God-given.

2. The word Communication has its root in the Latin word *communicare* which means "to make common to many, to share" (Adeyemi 2007: 13). The definition implies that when people communicate, they do so by expressing themselves clearly so that they could be understood. Communication is the act of sending information from one person to another.

3. Traditional Communication is the indigenous ways of transmitting information among the people such as drumming, the gong system through the town-crier, gun-shooting to make special announcements, felling of trees in a particular community to convey special information e.g. death of the king or the community leader, etc.

4. Modern communication is the modern trend of sharing information. This is more enhancing and effective in that it has higher capacity and wider reach. It is also faster, not readily susceptible to falsification and relatively ensures accuracy. Modern communication has two broad forms which are Electronic media Print media.

Self-Assessment Questions (SAQs) for Study Session 1

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 1.1 (Testing Learning Outcomes 1.1)

Discuss what language is

SAQ 1.2 (Testing Learning Outcomes 1.2)

Define communication

SAQ 1.3 (Testing Learning Outcomes 1.3)

Discuss traditional and modern forms of communication

References

Adeyemi, R.A. (2007). Essentials of Corporate and Business Communication. Lagos: Communication Development Network.

Gamble and Gamble (1987). …………………..

Study Session 2: Writing

Source: https://www.stthomas.edu/media/schooloflaw/lawlibrarytest/writing.jpg

Introduction

In this study session, the issue of writing shall be dealt with. Have you ever thought whether there is a relationship between language and writing? In what ways is language related to writing? How does writing also relate to language? Which one preceded the other? Did language come into existence before writing or writing came into existence before language? Is one of these two superior to the other one?

One area of agreement of language and writing is that they are both used for communication. Language is the tool of speech. Just as language performs communication functions primarily, writing is also engaged for communication basically. This study session shall discuss writing, examine the various types of writing, and enumerate the differences between writing and speech.

Learning Outcomes for Study Session 2

At the end of this study session, you should be able to:

2.1   Discuss Writing

2.2   Discuss the history of Writing

2.3   Explain the differences between Speech and Writing

2.1   Writing

You will recall that it was stated in study session 1 that language has an innate or inborn characteristic; this implies that language has being in existence with man long time ago. As a matter of fact, it has being with man since inception, language therefore predated writing. In other word, language existed long before writing. The journey of writing began long ago and had passed through different stages until it got to where it is today.

The earliest forms of writing differed a lot from the alphabets that we use today. In the prehistoric time, writing took the forms of pictures and drawings that represented animals and people. With time, people began to combine pictures to convey more complex meanings. Sumerian is the first known written language and its script was called Cuneiform as shown in **figure 2.1**. Cuneiform means "wedge-shaped".

Figure 2.1 *Cuneiform*

Source*: https://www.flickr.com/photos/charlestilford/2552654321*

Cuneiform was invented by the Sumerians in Mesopotamia around 3, 500 BC. Over time, the pictorial representations became simplified and more abstract. Cuneiforms employed the use of clay tablets. Symbols were drawn on the clay tablet with the aid of a blunt reed

called stylus. The impressions left by the stylus were wedge-shaped; it was this that gave rise to the name cuneiform i.e. wedge-writing (www.encyclopedia.com).

With time, they came to a realisation that it was not necessary to use picture to represent ideas, moreover its ability to communicate meaning was cumbersome and complex so they advanced to producing wedge-shaped characters on clay tablets with each character having its own meaning. With time, each character began to stand for a particular sound instead of an idea. The advantage of this was that there was a remarkable reduction in the number of characters.

Rather than having several separate characters standing for different things and ideas, only about a hundred were required to stand for the syllables that constituted the words of the language. Progressively, the cuneiform characters became more refined and gave birth to the letters of the alphabet.

Without doubt, the alphabet system of writing has considerable advantage and ease with each sign (called letter) standing for a consonant or vowel sound. From these limited number of sounds (26 for English language), countless syllables and words of the English language are produced.

Figure 2.2 Hieroglyphics
Source: http://www.ehabweb.net/wp-content/uploads/2012/07/070315-3781.jpg

Still on the historical plane, the Egyptians also evolved a similar system of writing to that of the Sumerians which was called hieroglyphics as displayed in **figure 2.2**. Hieroglyphics was also a form of pictorial writing carved in stone to tell a story. Though the Egyptian and Sumerian writings were cumbersome and very difficult to transport, the invention of writing enabled record keeping and information storage.

Over the years, the Egyptians discovered the use of papyrus in about 2,500 BC. Papyrus was made of the reeds growing along the Nile River and it made writing easier and portability lighter. After a while, papyrus as shown in **figure 2.3**, was replaced by animal skins and parchments. Eventually, the Chinese invented paper in about 100 AD.

Figure 2.3 *Papyrus*
Source*: http://egypassion.com/papyrus/papyrus1.jpg*

What is writing?

Writing is a method of representing language in a visual or tactile form. It is a system that makes use of symbols to represent the different sounds of speech. There is no one single definition of writing as it has been defined differently.

According to **Daniels** and **Bright** (1996), writing is "a system of more or less permanent marks used to represent an utterance in such a way that it can be recovered more or less exactly without the intervention of the utterer." The phrase 'permanent marks' in this definition means the use of symbols. These symbols are used to represent the speaker's utterances.

Coulmas (1999:560) gives a more detail definition. According to him, writing is "a set of visible or tactile signs used to represent units of language in a systematic way, with the purpose of recording messages which can be retrieved by everyone who knows the language in question and the rules by virtue of which its units are encoded in the writing system".

In consonance with the first definition, **Coulmas** as shown in **figure 2.4,** also emphasizes the use of signs (which **Daniels** and **Bright** called symbols) and 'representation'. From

26

the two definitions, we can conclude that the use of signs or symbols to represent sounds is basic to writing.

Figure 2.4 *Coulmas*
Source*: http://www.dijtokyo.org/about_us/img/coulmas_port.jpg*

In the view of **Fischer** (2001:12), there is no sacrosanct definition of writing which can adequately cover all the writing systems that are existing or have ever existed. Instead, he examines writing from the utilitarian perspective. According to him, a complete writing system should fulfill the following triadic criteria:

- ❖ It must have communication as its purpose
- ❖ It must consist of artificial graphic marks
- ❖ It must use marks that relate conventionally to articulate speech

You have to note that the system of writing varies from one language to another. For instance, while English language has 26 alphabets while Yorùbá language has 25. However, all writing systems basically use visible signs apart from the raised notation systems used by the blind and visually impaired people such as Braille and Moon. Writing systems are functional because they provide a visual way of representing a language. They are also symbolic in that they represent different peoples and their cultures.

According to **Fischer**, a complete writing system should fulfill one of the following triadic criteria

    a. It must have communication as its purpose

    b. It must consist of artificial graphic marks

    c. It must use marks that relate conventionally to articulate speech

    d. All of the above

In-Text Answer

All of the above

2.2   History of Writing

History reveals that writing numbers for the purpose of record keeping began long before the writing of language. It is generally agreed that true writing of language (not only numbers) was invented independently in at least two places. These were Mesopotamia around 3200 BCE and Mesoamerica around 600 BCE. Several Mesoamerican scripts are known, the oldest being from the Olmec or Zapotec of Mexico.

It is debated whether writing systems were developed completely independently in Egypt around 3200 BCE and in China around 1200 BCE, or whether the appearance of writing in either or both places was due to cultural diffusion, that is the influence of one culture over the other through the traders from an already-literate civilisation.

Types of writing systems

As discussed earlier, there are different writing systems from nation to nations. These diverse writing systems however are divided into two main types. These are:

- The alphabets i.e. those that represent consonants and vowels
- Syllabaries i.e. those which represent syllables

It should be noted that we have different subdivisions in each of these categories. Generally, there are different classifications of writing systems which include Alphabets, Consonant Alphabets/Abjads, Syllabic Alphabets/Abugidas, Syllabaries, Semanto-phonemic writing systems, etc. Details of this will be left for the courses on writing.

History reveals that writing numbers for the purpose of record keeping began long before the writing of language. True or false

True

2.3   Differences between Writing and Speech

Writing and speech differ in a number of ways. Some basic differences between written language and spoken language are listed below.

1. Writing is permanent while speech is impermanent. Once texts are written out or printed, they cannot usually be changed. This is unlike speech which is transient and ephemeral. Except a speech is recorded electronically; it disappears as it is spoken. Also contrary to writing which cannot be corrected once written or printed, a speaker can correct himself/herself or change his/her utterances in the course of speech making.

2. Writing is strictly formal while speech is informal. To be able to write, one needs to acquire formal education whereas this secondary orientation is not required in speech.

3. In writing, written text has a longer life span and can communicate for a very long time. Arising from its permanent feature, one can keep on referring to a written document for as long as the particular language and the writing system are in existence. Speech however is used for immediate communicative purpose.

4. Writing is more complex with its intricate features than speech which has longer sentences and several subordinate clauses. Written language observes formal grammatical rules and punctuations which are unparallel in speech. Written language is also more refined and purified unlike speech which could be weedy with repetitions, incomplete sentences, corrections, interjections, incomplete thoughts, interruptions and all sorts.

5. Speech is a functional interaction between two or among more people so by nature, its context, prevailing circumstance, pre-knowledge, and shared experience intervene and influence its communicative efficiency. It is therefore possible not to

say it all verbally, and yet no communicative gap or vacuum in meaning production will be created.

The feedback from receiver to the sender and vice-versa also fills vacuum and amplifies understanding. This is not so in writing where the opportunity of immediate feedback from readers, except in computer-based exchanges, is lacking. There is therefore the need to make detail submissions and clarifications to avoid ambiguity and enhance comprehension.

6. Due to the permanent nature of writing, it can be read and re-read repeatedly whereas this advantage is lacking in speech which fizzles out the moment it is uttered.

7. Speech can imbibe embellishments like tone, volume, timbre, pauses, etc. to add colour and emotions to the context; this is never possible in writing.

Activity 2.1

Time Duration: 15 Minutes

Writing is strictly formal while speech is informal. Discuss

Summary from Study Session 2

In this study session, you have learnt the following:

1. You will recall that it was stated in study session 1 that language has an innate or inborn characteristic; this implies that language has being in existence with man long time ago. As a matter of fact, it has being with man since inception, language therefore predated writing. In other word, language existed long before writing. The journey of writing began long ago and had passed through different stages until it got to where it is today.

2. History reveals that writing numbers for the purpose of record keeping began long before the writing of language. It is generally agreed that true writing of language (not only numbers) was invented independently in at least two places. These were Mesopotamia around 3200 BCE and Mesoamerica around 600 BCE. Several Mesoamerican scripts are known, the oldest being from the Olmec or Zapotec of Mexico.

3. Writing is permanent while speech is impermanent. Once texts are written out or printed, they cannot usually be changed. This is unlike speech which is transient and ephemeral. Except a speech is recorded electronically; it disappears as it is spoken. Also contrary to writing which cannot be corrected once written or printed, a speaker can correct himself/herself or change his/her utterances in the course of speech making.

Self-Assessment Questions (SAQs) for Study Session 2

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 2.1 (Testing Learning Outcomes 2.1)

Discuss Writing

SAQ 2.2 (Testing Learning Outcomes 2.2)

Discuss the history of Writing

SAQ 2.3 (Testing Learning Outcomes 2.3)

Explain the differences between Speech and Writing

References

Coulmas, Florian (1999). *The Blackwell Encyclopedia of Writing Systems.* Oxford: Blackwell.

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Fischer, Steven Rodger (2001). *The History of Writing*. London: Reaktion.

www.encyclopedia.com

Study Session 3: The Print and the Electronic Media

Source: http://www.mqm.org/Assets/Images/NewsImage/print-electronic-media-mqm.jpg

Introduction

There are so many channels through which people communicate to, with, and among themselves. As different and diverse as these channels are, they are broadly grouped into two types of media namely the print media and the electronic media. While the print media is based on printing, electronic media involves the use of different electronic gadgets for communication.

Do you know that each of these two media has sub-categories? It is interesting to note that both media are major tools of mass communication and each of them has its advantages and disadvantages. Therefore, this study session will explain the print media

and the electronic media, identify the types of each media, and discuss their advantages and disadvantages.

Learning Outcomes for Study Session 3

At the end of this study session, you should be able to:

3.1   Explain what Printing is

3.2   Discuss the Print Media

3.3   Discuss the Electronic Media

3.1   What is printing?

The print media expresses itself through printing hence our brief discussion on printing. Printing is a technical process of reproducing texts and documents enmasse for mass consumption with the aids of printing machines.

Printing is a technical process of reproducing texts and images on machines for mass consumption typically with ink and paper using a printing press machine as shown in **figure 3.1**. It is often carried out as a large-scale industrial process and it is an essential part, indeed a concluding part of publishing activities.

Figure 3.1 Printing Machine
Source: http://www.turkprinting.com/resimler/thumb/1.jpg

Brief History of Printing

Printing has come a long way and has in the process metamorphosed from one stage of development to the other. In history, *Diamond Sutra* from Tang Dynasty was reputed to be the first book ever printed in China in AD 868. Woodblock printing was the earliest

form of printing; it was a technique for printing text and image, and it was prevalent in East Asia. By 593, woodblock printing was in wide use in China.

Block printing was introduced to Europe in 1300 as a method for printing on cloth before the availability of paper. Such images printed on cloths were for religious purposes. It was the Movable type that brought in a unique innovation and advancement into printing. Movable type permitted flexibility and speed than hand copying or block printing that preceded it. It was also quicker and more durable.

It was **Johannes Gutenberg** who invented the movable type around 1450 along with innovations in casting the type based on a matrix and hand mould. Gutenberg made his type pieces from lead, tin and antimony. Johannes Gutenberg's work on the printing press began approximately in 1436.

The invention of rotary printing press by **Richard March Hoe** as displayed in **figure 3.2,** in 1843 was another remarkable development in printing. The rotary printing press used impressions curved around a cylinder to print on long continuous rolls of paper or other substrates.

Figure 3.2 Richard March Hoe

Source: http://todayinsci.com/H/Hoe_Richard/HoeRichard-Color300px.jpg

Offset printing is the widely used printing technique where the inked image is transferred from a plate to a rubber blanket, then to the printing surface. Offset printing brought a remarkable improvement, efficiency and proven results to printing. Currently, most publications are printed using the technique of offset lithography.

Other common printing techniques introduced over time include flexography, which is used for packaging, labels, and newspapers; inkjet, which is used to print a small number of books or packaging; laser printing, meant for printing in offices and for transactional printing such as bills, bank documents, coupons, etc.; pad printing; relief printing; rotogravure for magazines and packaging; and gravure technique.

In-Text Question

_____ is a technical process of reproducing texts and images on machines for mass consumption typically with ink and paper using a printing press machine.

    a. Printing
    b. Pasting
    c. Messaging
    d. None of the above

In-Text Answer

Printing

3.2 The Print Media

The print media is a medium through which printed matter is disseminated to the audience. It basically transmits information to the masses through the use of print. It is a mass medium of information, it was also the earliest form of mass communication.

There are various types of print media and these include: book, journal, magazine, newspaper, newsletter, annual report, abstracts, bulletin, calendar, diary, brochure, hand bill, flyer, poster, billboard, etc. As important as the print media is, it has its advantages and disadvantages which are discussed below.

Advantages

1. Permanence – Printed documents are static in nature and as such permanent. Relative to electronic media such as radio or television which presents fleeting messages, print media offers static information to the readers. This quality of permanence enables readers to refer to it at any time. This is however not possible in electronic media which is transient and ephemeral.

2. Credibility – The print media, e.g. magazines and newspapers have been around for centuries, they are not new or strange; therefore they are viewed as being more credible in comparison with the electronic media, particularly the online where people are free to publish practically anything they like.

3. Tangibility – The print media is tangible as it can be held and felt. Readers touch, feel and are engaged as they turn to read the pages of books, journals, annual reports, etc. They interact with pictures, photographs, maps, tables, or any kind of illustrations in the publication. This quality of tangibility is lacking in the electronic media.

4. Preservation: The print media enjoys a higher rate of preservation than the electronic media. Books, newspapers, magazines, journals, etc. can be passed around to friends, stored on the bookshelves for future reference, and arranged on tables as decoration and for entertaining guests. These are notable characteristics of the print media which the electronic media cannot match.

5. Reference - Print media allows the advertiser to reach out to a large number of people in a specific geographic region, gives a good exposure to advertising message as readers can get back to it as many times as they want particularly in magazines.

Disadvantages

In spite of the huge advantage of the print media, it also has its disadvantages.

1. For excellence, publications require high quality printing as poor printing quality can mar creativity hence makes the publication less attractive. High quality printing is, on the average, relatively costly.

2. Cost of printing can be generally high especially if the print-run is small. To beat cost in the print media, the quantity printed must be high hence the higher the quantity, the lower the price.

3. Feedback: Feedback is either impossible in the print media and where it is possible, there is delay in getting the feedback.

In-Text Question

One of the advantages of the print media is

a. It is permanent

b. It has credibility

c. It is tangible

d. All of the above

In-Text Answer

All of the above

3.3   The Electronic Media

The electronic media implies the use of electronic gadgets and machines for communication purposes. Electronic media is the transmission of information with the aid of advanced technological equipments such as radio, television, cable network, personal computer, modems, electronic mail, facsimile machines, voice mail, teleconferencing, hand set, etc.

Electronic communication allows transmission of messages or information using computer systems, fax machine, e-mail, tele or video-conferencing and satellite network. Electronic communication permits easy sharing of conversation, picture, image, sound, graphics, maps, interactive software, etc.

With advanced technology, jobs, working locations and cultures are changing and therefore people can easily have access to worldwide communication without any physical movement. In the present dispensation, there has been an explosion in the electronic media.

Figure 3.3 *Electronic Media*

Source*: http://www.newspeechtopics.com/wp-content/uploads/2012/07/Electronic-media.jpg*

These days, electronic media includes social networking sites where one can meet millions of people on FaceBook, MySpace, LinkedIn; information can also be shared via the phones through Twitter; audio/video can be shared through YouTube, FaceBook; digital photos can be shared using FlickR, Picasa, Facebook; various contests, polls, surveys, rallies, and so many events can be accessed live on the Internet.

Like the print media, electronic media also has its advantages and disadvantages which are discussed below.

Advantages

1. Speedy transmission: By nature, electronic media enjoys speedy transmission, so communication through any of its channels is a matter of seconds. It is therefore speedy and prompt.

2. Coverage: Electronic media has capacity for wide coverage. The whole world, as a matter of fact, has become a global village and communication around the globe requires a very few seconds.

3. Cost conservation: Electronic communication saves money. It is relatively cheaper when compared to the print media.

4. Time conservation: Electronic media also conserves time a great deal more than the print media.

5. Exchange of feedback: Electronic communication allows for instant exchange of feedback. So communication becomes perfect using electronic media.

6. Ease of operations: With electronic media, official operations in organisations across the globe are better managed with ease and speed. Business managers can easily control operations by issuing instructions and commands, transacting and negotiating, buying and selling, making and receiving payments, etc. Video or teleconferencing, e-mail, and mobile communication are helping managers in this regard.

Disadvantages of Electronic media

Despite the huge benefits of electronic media, it is not without its limitations.

1. Huge volume of data: The volume of telecommunication information is increasing in such a fast rate that consumers and information users are unable to absorb it within relevant time limit.

2. Installation cost: Electronic communication requires huge investment for infrastructural development. Frequent change in technology also demands for further investment.

3. Falsification and distortion: Electronic media is fraught with falsification. It is equally prone to distortion.

4. Undelivered data: Data may not be retrieved due to system error or fault with the technology. This may result in delay in the required service.

5. Dependency: As a result of the rapid change in technology every day, and also owing to its high cost, poor countries which cannot readily afford new or advanced technology need to depend on the advanced and developed countries for sharing global network.

6. Rapid changes and improvement: The rapidity with which technology changes is quite alarming. Within a short period of time, different versions of technological equipment with various grades are released with their different accessories such that while celebrating a new acquisition, better and more sophisticated ones are already released into the market.

   To catch up with electronic sophistication, it calls for money. This is tantamount to high cost of acquisition and maintenance. This is glaringly a disadvantage as individuals/corporate organisations economy is taxed and subjected to duress.

In-Text Question

The electronic media implies the use of electronic gadgets and machines for communication purposes. True or false

In-Text Answer

True

Summary from Study Session 3

In this study session, you have learnt the following:

1. The print media expresses itself through printing hence our brief discussion on printing. Printing is a technical process of reproducing texts and documents enmasse for mass consumption with the aids of printing machines.

2. The print media is a medium through which printed matter is disseminated to the audience. It basically transmits information to the masses through the use of print. It is a mass medium of information, it was also the earliest form of mass communication.

3. The electronic media implies the use of electronic gadgets and machines for communication purposes. Electronic media is the transmission of information with the aid of advanced technological equipment such as radio, television, cable network, personal computer, modems, electronic mail, facsimile machines, voice mail, teleconferencing, hand set, etc.

Self-Assessment Questions (SAQs) for Study Session 3

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 3.1 (Testing Learning Outcomes 3.1)

Explain what Printing is

SAQ 3.2 (Testing Learning Outcomes 3.2)

Discuss the Print Media

SAQ 3.3 (Testing Learning Outcomes 3.3)

Discuss the Electronic Media

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Study Session 4: Periodical and Non-Periodical

Source: http://buzznigeria.com/wp-content/uploads/2015/07/library_shelving-e1437482713590.jpg

Introduction

The words 'periodical and non-periodical' are frequently used in librarianship and publishing and as such; it cannot be strange to you. What types of publications are periodicals? What differentiate them from non-periodicals? This study session, shall examine these dual terminologies and bring to the fore their features and peculiarities.

Learning Outcomes for Study Session 4

At the end of this study session, you should be able to:

4.1   Explain Periodicals

4.2   Discuss Non-Periodicals

4.1   What is Periodical?

Periodical as a term describes all publications that are published at regular or irregular intervals for an indefinite period of time. Periodicals include magazines, newspapers, journals, newsletters, bulletins, annual reports, yearbooks, directories, monographs, etc.

Utilities such as greeting cards, calendars, and diaries are also periodicals in their rights. Usually, the hallmarks of periodicals are frequency of production, regulated timing and classified audience/consumers.

There are two types of periodicals that are very famous. These are popular and scholarly. The popular periodicals are newspapers and magazines while scholarly periodicals are academic and peer-reviewed journals which are subject or discipline-based. International Standard Serial Number (ISSN) is to a magazine or a journal what International Standard Book Number (ISBN) is to a book.

As mentioned above, periodicals are publications which are issued at regular or irregular intervals and they are also often referred to as serials.

Periodicals

Newspapers
Magazines
Bulletins
Newsletters
Journals   Utilities
Annual reports
Yearbooks   Calendar/ Almanac   Greeting Cards
Directories   Diary
Monographs
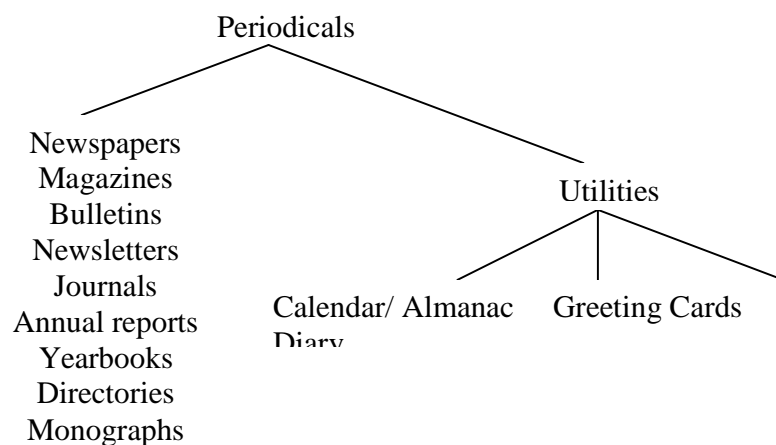
Figure 4.1 diagrammatic representations of Periodicals

Periodicals usually consist of collection of articles, contributed by different writers, which may range from a single page story in a magazine to a forty page study or more in a scholarly journal. Periodicals can offer some advantages over books depending upon one's information need. It is however important to understand the difference between scholarly and popular periodicals. The most common types of periodicals are Scholarly, Popular, and Trade Journals.

Periodicals typically are soft cover publications with simple bindings. They are not limited to the print format. Some periodicals are published as online, digitised

information in a remote database, in CD-ROM or other optical disc format. In terms of publication frequency, the periodical is the second frequently published after the Internet as a publishing format.

You should note that the bulk of published information (either online or print) appears in periodical format.

Advantages of Periodicals

Periodicals have some inherent advantages which include the points discussed below.

1. Currency of information is one overriding advantage of periodicals. Since they are published frequently, periodicals are the best sources for current information.
2. The write-ups in periodicals are usually shorter and modest in length, so a volume covers diverse topics more than one book can.
3. Current events are usually discussed in periodicals long before they become the subject of a book.
4. By nature, periodicals often contain information on the latest trends, products, research and theories.
5. Periodicals are the best source for ephemeral or specialised information.
6. Periodicals exist for every field and every interest, providing access to a variety of hard-to find information.

Scholarly Journals

Scholarly journals are academic-based serials which report original research or experimentation, often in specific academic disciplines. This category of journals is common among scholars, researchers and academics. Scholarly journals are usually peer-reviewed, that is, they are subjected to critical evaluation by appointed experts before they could be published. If an article is substandard, it cannot appear in a scholarly journal.

Journals that employ the peer-review process are also referred to as "refereed journals." Scholarly journals are not profit-oriented publications, so conventionally, they do not include advertisements. If an advertisement is included for what-ever-reason, such would be unobstructive. Articles in scholarly journals are written by experts in the field and are signed.

Such articles often employ the technical jargons of the discipline in question in a bid to establish familiarity with the subject. Unlike in textbooks, illustrations are few; and the few that are accommodated must enhance and amplify the texts. The illustrations in scholarly journals are typically in the form of charts, graphs, and maps. Comprehensive and detail references are basic to scholarly journals.

Figure 4.2 *Journals Archives*

Source*: http://alhikmah.edu.ng/wp-content/uploads/2013/07/hui-book-shelve.jpg*

Articles usually include footnotes, endnotes or bibliographies, depending on the standardized citation format recommended by the publisher. A typical scholarly journal may be published quarterly, bi-annually or annually. The targeted audience is the scholarly researcher, faculty, and students. Unlike books, scholarly journals have modest print-run because of its close-consumption peculiarity.

The target users are not teeming, so the number of copies usually printed is relatively few. Examples of scholarly journals include:

"*Journal of Library and Information Studies; West African Journal of Linguistics; Yorùbá: Journal of the Yorùbá Studies Association of Nigeria; Journal of Clinical Child Psychology; Journal of Cultural Anthropology; Journal of the American Medical Association; International Journal of Communication Studies; Journal of Publishing, Information and Mass Communication; International Journal of Film, Literary and Media Studies; International Journal of Publishing and Reading; African Journal of Education Research;* etc".

Popular Periodicals

Popular periodicals, as the name implies, is the most famous of the different types of periodicals that there are. It enjoys a wider coverage, more patronage and higher level of

acceptance. Popular periodicals, notably magazines and newspapers, cover news, current events, hobbies, or special interests. Its target consumer is the general public; it is therefore available to a broad audience. Articles are usually written by a member of the editorial staff or a freelance writer.

The language of the articles is geared for any educated audience, and does not assume familiarity with the subject matter. Popular periodicals also include illustrations but with higher level of tolerance. As a matter of fact, it draws its strength and appeal from the assorted illustrations that are employed as embellishments to its stories.

Its illustrations are many with assorted colourful photographs and appealing graphics which are intentionally employed and printed on high grammage glossy or art paper for aesthetic excellence. Another obvious point of departure with scholarly journals is that a popular periodical employs advertisements. As a matter of fact, it thrives on advertisements. Since it is commercial-oriented, it goes all out to source for advertisements.

Popular magazine, for instance, does not involve a peer-review process. In the same vein, there is also no emphasis on referencing. Though sources are sometimes cited, articles and write-ups do not usually include footnotes, endnotes or a bibliography. Popular magazine are typically published weekly bi-monthly, monthly or quarterly. Examples of Popular Magazines include *Tell*, *The News*, *Ovation*, *Glamour, Newsweek, Rolling Stone, Time, U.S. News,* and *World Report.*

Figure 4.3 *Nigeria Dailies (Popular Periodicals)*
Source*: http://10041-presscdn-0-75.pagely.netdna-cdn.com/wp-content/uploads/2015/03/Newspapers-Copy.jpg*

Trade Journals

Trade journals are categories of serials that discuss practical information and concerns in a particular industry. Issues like business news, product information, advertising, trends in technology, law, etc. are usually the preoccupations of trade journals. Like scholarly journals, trade journals are also targeted at the professionals in that industry, students and scholars researching that industry.

Articles are contributed by experts in the field for other experts in the field; such articles also employ technical jargons of the profession or discipline. It includes colorful illustrations and advertisements; and its publications do not involve a peer-review process. Sources are sometimes cited, but articles do not usually include footnotes, endnotes or a bibliography. Trade journals are typically published weekly, fortnightly, or monthly.

Examples of notable Trade Journals are *American Libraries, Aviation Week and Space Technology, Chemical Marketing Reporter,* and *Restaurant Business.*

In-Text Question

One of the following is a periodical

    a. Magazines

    b. Newspapers

    c. Journals

    d. All of the above

In-Text Answer

All of the above

4.2   Non-Periodicals

Non-Periodicals are those publications which productions are not regulated by time or period. Non-periodicals are not bound by time and as such can be released or published at any interval. Principally, the major example of non-periodical is book, and it is regarded as the most serious of all the publication categories.

Books differ in a lot of respects from all the periodicals. It is a product of critical research; its messages are far more enduring and as such reliable more than those of periodicals which in most cases are fleeting and transient. In other word, books are not as perishable as the serials or periodicals.

You should note that books are broadly classified into five categories in this course namely: school books, professional books, religion books, trade books, and reference books.

- School books – In this categories are school subjects such as English, Yoruba, Hausa,
  Igbo, Mathematics, Geography, Biology, Chemistry, Physics, Social Studies, Civic Education, History, Government, Economics, etc.
- Professional books – Books that are discipline or profession based are classified as Professional books. These are books on architecture, medicine, pharmacy, law, accounting, engineering, modeling, cookery, broadcasting, theatre, music, painting, etc.
- Religion books – All books on the various religions are classified as religion books.
  These encompass all the Holy Scriptures, hymns, and literatures on different religions. Examples include the Holy Bible, Holy Quran, Ifa Scripture, Hymn Books, Christian Literatures, Islamic Literatures, Scriptures on African Traditional Religion, etc.
- Trade books – Trade books are creative works like poetry, drama, novel, short story, etc.
  Special publications like biography, autobiography, memoirs, and motivational titles are
  also in this category. Trade books are noted for sustaining educational publishers during the off-season period.
- Reference books-Reference books are publications that are referred to or consulted when the need arises. The term reference book implies any book which is consulted for information be it on a topic, person, theme, event, place, etc. In other word, reference books are publications that are written to be consulted for pieces or items of information rather than being read throughout. In this category are dictionary, encyclopaedia, yearbook, directory, almanac, handbook, gazette, atlas, and index.

In-Text Question

The following are the categories of books except _____

a. School books
b. Professional books
c. Vocational books
d. Religion books

In-Text Answer

Vocational books

Summary from Study Session 4

In this study session, you have learnt the following:

1. Periodical as a term describes all publications that are published at regular or irregular intervals for an indefinite period of time. Periodicals include magazines, newspapers, journals, newsletters, bulletins, annual reports, yearbooks, directories, monographs, etc.

   Utilities such as greeting cards, calendars, and diaries are also periodicals in their rights. Usually, the hallmarks of periodicals are frequency of production, regulated timing and classified audience/consumers.

2. There are two types of periodicals that are very famous. These are popular and scholarly. The popular periodicals are newspapers and magazines while scholarly periodicals are academic and peer-reviewed journals which are subject or discipline-based. International Standard Serial Number (ISSN) is to a magazine or a journal what International Standard Book Number (ISBN) is to a book.

3. Non-Periodicals are those publications which productions are not regulated by time or period. Non-periodicals are not bound by time and as such can be released or published at any interval. Principally, the major example of non-periodical is book, and it is regarded as the most serious of all the publication categories.

4. Books differ in a lot of respects from all the periodicals. It is a product of critical research; its messages are far more enduring and as such reliable more than those of periodicals which in most cases are fleeting and transient. In other word, books are not as perishable as the serials or periodicals.

Self-Assessment Questions (SAQs) for Study Session 4

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 4.1 (Testing Learning Outcomes 4.1)

Explain Periodicals

SAQ 4.2 (Testing Learning Outcomes 4.2)

Discuss Non-Periodicals

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Study Session 5: What is publishing?

Introduction

Have you ever thought of what the term publishing mean? Did it occur to you that publishing is a wide term that entails different activities which are carried out by different specialists? The truth is that publishing is a profession of several experts where different professionals team up in carrying out their works.

It is therefore a team work. In this study session you will be familiar with different definitions of publishing by various experts, you will also be able to identify these collaborating professionals so that you can have a full understanding of what book publishing entails.

Learning Outcomes for Study Session 5

At the end of this study session, you should be able to:

5.1.   Define Book publishing.

5.2.   Explain the process of publishing.

5.3.   Discuss Pre-Production Stages.

5.1   Book publishing

Publishing is a media of communication which falls under the print media. Publishing has been defined by so many people in different ways. Publishing can simply be referred to as "making generally known" or "noising abroad". It has been defined elementarily as the profession or business of publishing books.

Amori (1991) gave a more detail definition. According to him, "publishing is the business of supporting and developing an author's idea and preparing the idea for public use". Amori's definition identified author as one of the key players in the book publishing process.

This definition is in line with that of Grannis (1967:1) who defined publishing as "to make public - to send forth among the people - the words and pictures that creative minds have produced, that editors have worked over, that printers have reproduced. It is the whole intellectual and business procedure of selecting and arranging to make a book and promote its ultimate use".

Figure 5.1 *Publishing House*
Source*: http://www.alphapressng.com/images/press1.jpg*

Grannis definition is a comprehensive one. It pinpoints the multiplicity of operations and professionals involved in publishing, authors, editors, illustrators, and printers are identified in the definition.

Bigley (1966:2) also substantiated and supported the definition of Grannis that "publishing is the chain of activities which take place between an idea in the mind of an author and a book on the shelf at home or in the library". From this definition, we can infer that publishing is a multi-stage process.

Adesanoye (1995:34) asserted that publishing is a composite of diverse but mutually related activities such that no single one of those activities will by itself amount to publishing but without any of which no publishing can really be said to take place". In other word, the stages in publishing are successive and procedural as one stage leads to the other and none of the stages can be skipped or substituted with or for another.

In-Text Question

Publishing is a media of communication which falls under the _____

     a. Print media

     b. Communication

     c. Social media

     d. None of the above

In-Text Answer

Print media

5.2   The Process of publishing

Book and magazine publishers spend a lot of their time buying or commissioning copy; newspaper publishers, by contrast, usually hire their staff to produce copy, although they may also employ freelance journalists, called stringers. At a small press, it is possible to survive by relying entirely on commissioned material. But as activity increases, the need for works may outstrip the publisher's established circle of writers.

For works written independently of the publisher, writers often first submit a query letter or proposal directly to a literary agent or to a publisher. Submissions sent directly to a publisher are referred to as unsolicited submissions, and the majority come from previously unpublished authors.

If the publisher accepts unsolicited manuscripts, then the manuscript is placed in the slush pile, which publisher's readers sift through to identify manuscripts of sufficient quality or revenue potential to be referred to acquisitions editors for review. The acquisitions editors send their choices to the editorial staff.

The time and number of people involved in the process are dependent on the size of the publishing company, with larger companies having more degrees of assessment between unsolicited submission and publication. Unsolicited submissions have a very low rate of acceptance, with some sources estimating that publishers ultimately choose about three out of every ten thousand unsolicited manuscripts they receive.

In-Text Question

For works written independently of the publisher, writers often first submit a query letter or proposal directly to a literary agent or to a publisher. True or false

In-Text Answer

True

Many book publishers around the world maintain a strict "no unsolicited submissions" policy and will only accept submissions via a literary agent. This policy shifts the burden of assessing and developing writers out of the publisher and onto the literary agents. At these publishers, unsolicited manuscripts are thrown out, or sometimes returned, if the author has provided pre-paid postage.

Established authors may be represented by a literary agent to market their work to publishers and negotiate contracts. Literary agents take a percentage of author earnings (varying between 10 to 15 percent) to pay for their services.

Some writers follow a non-standard route to publication. For example, this may include bloggers who have attracted large readerships producing a book based on their websites, books based on Internet memes, instant "celebrities" such as Joe the Plumber, retiring sports figures and in general anyone a publisher feels could produce a marketable book. Such books often employ the services of a ghostwriter.

For a submission to reach publication, it must be championed by an editor or publisher who must work to convince other staff of the need to publish a particular title. An editor who discovers or champions a book that subsequently becomes a best-seller may find their reputation enhanced as a result of their success.

Literary agents take a percentage of author earnings (varying between 10 to 15 percent) to pay for their services. True or false

True

Acceptance and Negotiation

Once a work is accepted, commissioning editors negotiate the purchase of intellectual property rights and agree on royalty rates.

The authors of traditional printed materials typically sell exclusive territorial intellectual property rights that match the list of countries in which distribution is proposed (i.e. the rights match the legal systems under which copyright protections can be enforced). In the case of books, the publisher and writer must also agree on the intended formats of publication — mass-market paperback, "trade" paperback and hardback are the most common options.

The situation is slightly more complex if electronic formatting is to be used. Where distribution is to be by CD-ROM or other physical media, there is no reason to treat this form differently from a paper format, and national copyright is an acceptable approach.

But the possibility of Internet download without the ability to restrict physical distribution within national boundaries presents legal problems that are usually solved by selling language or translation rights rather than national rights. Thus, Internet access across the European Union is relatively open because of the laws forbidding discrimination based on nationality, but the fact of publication in, say, France, limits the target market to those who read French.

Having agreed on the scope of the publication and the formats, the parties in a book agreement must then agree on royalty rates, the percentage of the gross retail price that will be paid to the author, and the advance payment. The publisher must estimate the potential sales in each market and balance projected revenue against production costs. Royalties usually range between 10–12% of recommended retail price. An advance is usually 1/3 of the first print run total royalties.

In-Text Question

Once a work is accepted, commissioning editors only negotiate the purchase of intellectual property rights and will not agree on royalty rates. True or false

In-Text Answer

False

5.3 Pre-Production Stages

Although listed as distinct stages, parts of these occur concurrently. As editing of text progresses, front cover design and initial layout takes place, and sales and marketing of the book begins. Pre-production stages are:

Editorial Stage

Design Stage

Sales and Marketing Stage

Printing

Binding

Distribution
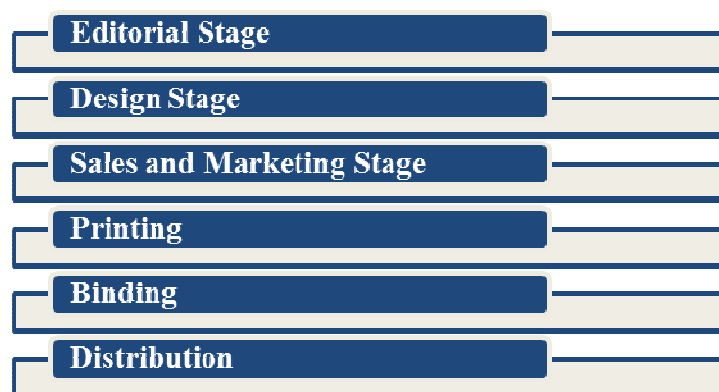
Figure 5.2: Pre-Production

Editorial Stage

A decision is taken to publish a work, and the technical legal issues resolved, the author may be asked to improve the quality of the work through rewriting or smaller changes and the staff will edit the work.

Publishers may maintain a house style, and staff will copy edit to ensure that the work matches the style and grammatical requirements of each market. Editors often choose or refine titles and headlines. Editing may also involve structural changes and requests for more information. Some publishers employ fact checkers, particularly regarding non-fiction works.

Design Stage

When a final text is agreed upon, the next phase is design. This may include artwork being commissioned or confirmation of layout. In publishing, the word "art" also

indicates photographs. Depending on the number of photographs required by the work, photographs may also be licensed from photo libraries.

For those works that are particularly rich in illustrations, the publisher may contract a picture researcher to find and license the photographs required for the work. The design process prepares the work for printing through processes such as typesetting, dust jacket composition, specification of paper quality, binding method and casing.

The type of book being produced determines the amount of design required. For standard fiction titles, the design is usually restricted to typography and cover design. For books containing illustrations or images, design takes on a much larger role in laying out how the page looks, how chapters begin and end, colours, typography, cover design and ancillary materials such as posters, catalogue images, and other sales materials.

Non-fiction illustrated titles are the most design intensive books, requiring extensive use of images and illustrations, captions, typography and a deep involvement and consideration of the reader experience.

The activities of typesetting, page layout, the production of negatives, plates from the negatives and, for hardbacks, the preparation of brasses for the spine legend and Imprint are now all computerized.

Prepress computerization evolved mainly in about the last twenty years of the 20th century. If the work is to be distributed electronically, the final files are saved in formats appropriate to the target operating systems of the hardware used for reading. These may include PDF files.

In-Text Question

_____ often choose or refine titles and headlines.

    a. Writers
    b. Binders
    c. Editors
    d. Publishers

In-Text Answer

Editors

Sales and Marketing Stage

The sales and marketing stage is closely intertwined with the editorial process. As front cover images are produced, or chapters are edited, sales people may start talking about the book with their customers to build early interest. Publishing companies often produce advanced information sheets that may be sent to customers or overseas publishers to gauge possible sales.

As early interest is measured, this information feeds back through the editorial process and may affect the formatting of the book and the strategy employed to sell it. For example, if interest from foreign publishers is high, co-publishing deals may be established whereby publishers share printing costs in producing large print runs thereby lowering the per-unit cost of the books.
Conversely, if initial feedback is not strong, the print-run of the book may be reduced, the marketing budget cut or, in some cases, the book is dropped from publication altogether.

Printing

After the end of editing and design work, the printing phase begins. The first step involves the production of a pre-press proof, which the printers send for final checking and sign-off by the publisher. This proof shows the book precisely as it will appear once printed and represents the final opportunity for the publisher to find and correct any errors.
Some printing companies use electronic proofs rather than printed proofs. Once the publisher has approved the proofs, printing – the physical production of the printed work begins.

A new printing process has emerged as printing on demand (POD). The book is written, edited, and designed as usual, but it is not printed until the publisher receives an order for the book from a customer. This procedure ensures low costs for storage and reduces the likelihood of printing more books than will be sold.

In-Text Question

The sales and marketing stage is closely intertwined with the editorial process. True or false

True

Binding

In the case of books, binding follows upon the printing process. It involves folding the printed sheets, "securing them together, affixing boards or sides to it, and covering the whole with leather or other materials".

Distribution

The final stage in publication involves making the product available to the public, usually by offering it for sale. In previous centuries, authors frequently also acted as their own editor, printer, and bookseller, but these functions have become separated. Once a book, newspaper, or another publication is printed, the publisher may use a variety of channels to distribute it.

Books are most commonly sold through booksellers and through other retailers. Newspapers and magazines are typically sold in advance directly by the publisher to subscribers, and then distributed either through the postal system or by newspaper carriers. Periodicals are also frequently sold through newsagents and vending machines.

Within the book industry, printers often fly some copies of the finished book to publishers as sample copies to aid sales or to be sent out for pre-release reviews. The remaining books often travel from the printing facility via sea freight.

Accordingly, the delay between the approval of the pre-press proof and the arrival of books in a warehouse, much less in a retail store, can take some months. For books that tie into movie release-dates (particularly for children's films), publishers will arrange books to arrive in store up to two months prior to the movie release to build interest in the movie.

From our discussion above, it can be deduced that truly publishing is a process, it is a team work and it is multi-tasking.

Notable among the collaborating professionals in publishing are:

"the author, who writes the manuscript; assessor, who evaluates the manuscript; typesetter or compositor, who typesets or composes the manuscript; graphic

artist/designer, who does the design; illustrator, who prepares the illustrations; editor, who edits the manuscript; indexer, who indexes; lithographer, who plans the job and prepares the plates for printing; different machine operator, binder, canvasser, sales representative, marketer, etc".

On the whole, publishing is very vital as it is an agent of development in any society because its effects cut across all the facets of human lives and endeavours.

In-Text Question

Some notable professions in publishing include one of the following
    a. Assessor
    b. Compositor
    c. Lithographer
    d. All of the above

In-Text Answer

All of the above

Summary from Study Session 5

In this study session, you have learnt the following:
1. Publishing is a media of communication which falls under the print media. Publishing has been defined by so many people in different ways. Publishing can simply be referred to as "making generally known" or "noising abroad". It has been defined elementarily as the profession or business of publishing books.
2. Book and magazine publishers spend a lot of their time buying or commissioning copy; newspaper publishers, by contrast, usually hire their staff to produce copy, although they may also employ freelance journalists, called stringers. At a small press, it is possible to survive by relying entirely on commissioned material. But as activity increases, the need for works may outstrip the publisher's established circle of writers.
3. Although listed as distinct stages, parts of these occur concurrently. As editing of text progresses, front cover design and initial layout takes place, and sales and marketing of the book begins.

Self-Assessment Questions (SAQs) for Study Session 5

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 5.1 (Testing Learning Outcomes 5.1)

Define Book Publishing.

SAQ 5.2 (Testing Learning Outcomes 5.2)

Explain the process of Publishing.

SAQ 5.3 (Testing Learning Outcomes 5.3)

Discuss Pre-Production Stages.

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Study Session 6: Definition of Book

Source: http://devozine.upperroom.org/wp-content/uploads/2012/11/Open-Book-FTR-TSP-154252627-300x298.jpg
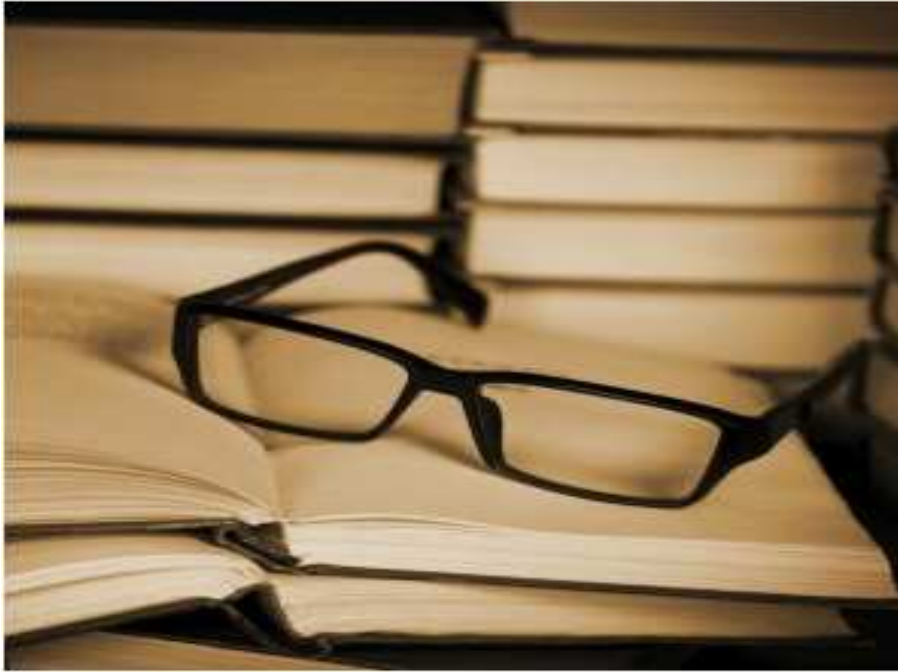
Introduction

The word book is common and it is frequently mentioned daily by all and sundry particularly in the educational sector. Have you ever thought within yourself what the word book mean? Did it occur to you that there are varieties of books? Have you ever considered also that books could be grouped or classified? The truth is that several types of books abound and they are in different sizes and shapes.

Also the importance of books in the development of man and the fulfillment of his potentials cannot be over emphasized. Book is a veritable tool of development that is why **Adesanoye** (1995:1) states that "there is such a direct and obvious link between a virile publishing industry and national development". Therefore, it cannot be doubted that book is a veritable *sine qua non* to both individual and national development.

This study session shall examine different definitions of book by various experts. You will also know the significance of book to humanity. To harness our points, this topic

shall be discuss under five broad headings. These headings are educational significance, economic significance, political significance, socio-cultural significance, and religious significance.

Learning Outcomes for Study Session 6

At the end of this study session, you should be able to:

6.1.   Define Book

6.2.   Discuss the significance of Books to Humanity

6.1   What is a book?

There are several definitions of book from various experts who have attempted to define it in different ways.

Funk and **Wagnall's** *Standard Collegiate Dictionary* defines book as "a bound set of printed sheets of paper, usually between covers, forming a volume of some bulk".

To *The Encyclopaedia Britannica,* book is "a written or printed message of considerable length meant for public circulation and recorded on materials that are light yet durable to ensure comparatively easy portability".

According to *Encyclopedia Americana,* book is "an assembly of a number of leaves held together by … and protected in front and back with a cover of more or less durable material".

Book can also be defined as a set or collection of written, printed, illustrated or blank sheet of paper, parchment or other various materials usually fastened together to hinge at one side.

Akangbe (1999:1) defined book "as a printed material which incorporates fairly lengthy information, carefully and methodically assembled for public circulation and bound together with front and back covers to ensure durability and beauty."

All these definitions recognize and emphasize the uniqueness of the cover as the outermost layer of the book and its functional role of bestowing identity, conferring a unique and differentiating outlook on the book. Essentially, a book is made up of sheets that are trimmed to equal sizes; a sheet (leaf) has two pages.

In modern times with technological exploits, electronic books, also called e-books, have evolved. These are books prepared in electronic format. Electronic books are products of

electronic publishing also called e-publishing. E-publishing is a process which takes the format of works online on a compact disk, emailed, or provided in file format compatible with handheld electronic readers.

By UNESCO standard, for a publication to be called a book, it must have at least 48 pages. Experts have talked of book publishing and education as a siamese twin that cannot readily be separated.
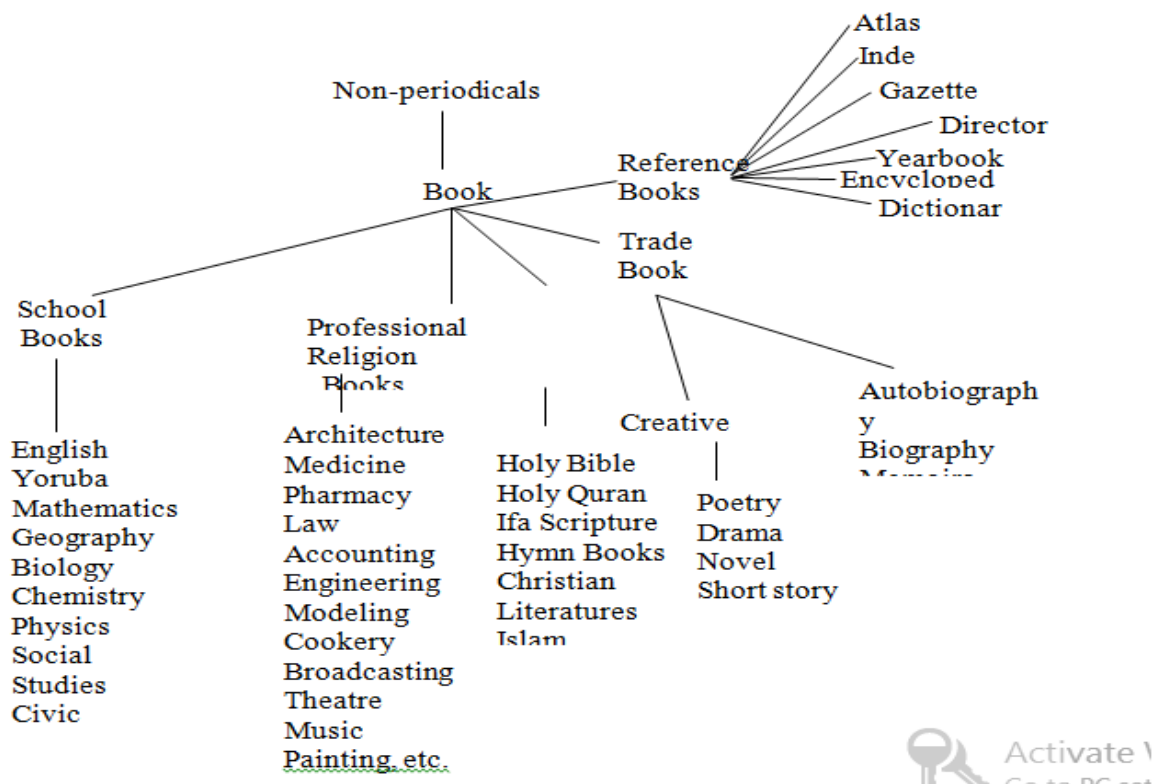
Figure 6.1 Diagrammatic Representation of Book
Source: The Print Media Tree Diagram by Akangbe (2014:60).

Akangbe (2014:11) identified five categories of books in his classification that is reproduced above. He recognised book as the major example of non-periodical and identified different types of books as specified in the diagram above. He categorised book into five namely: school books, professional books, religious books, trade books and reference books. These five categories have been discussed with examples in study session 4.

The following are the categories of book except
    a. School books
    b. Professional books
    c. Religious books
    d. All of the above

All of the above

6.2   Significance of Books to Humanity

The significance of books to education and national development cannot be undermined. **Fatehinse** (1991:1) authenticates the importance of books to information dissemination in his paper titled "Book piracy: Its dimensions and combative mechanism" when he submits that

> "books in general, especially textbooks, teach, preserve and transmit ideas from one person to another. Books enable the reader to engage in intellectual and emotional discussion with other persons who are separated by distance. Books also teach value and virtue in addition to enriching and enlarging the human mind."

This is quite in line with the thinking of **Dr. Alex Ekwueme**, the former Vice-President of Nigeria in the second republic, who authenticates the significance of book in his opening address at the first Nigeria National Congress on books, held in Lagos between 21st and 25th March, 1983. According to him,

> "Education is the backbone of national development and the book is the principal element in the educational process, the book deserves a place of honour in our national priorities. The book is a passport to the world, an indispensible vehicle of science, a storehouse and conveyor of culture and information and other vital ingredients for development."

This clearly establishes the lofty position occupied by books in modern society. The book industry is vital because of its direct contribution to national development in the provision of information. This is corroborated by UNESCO's submission in **Orimalade**

and **Impey** (2005:2) that:

> "The book is one of the greatest civilizing influences available to man.
> It is also the simplest, most diversified, most easily handled, and one
> of the least costly vehicles of thought … a privileged instrument of
> knowledge, reflection and expression, as well as an essential tool for
> life-long education."

This, no doubt, is a clear pointer to the pride of place occupied by the book in the society and its pivotal role in the social and economic development of the society.

Let us examine the specific importance of books under five respective headings namely:
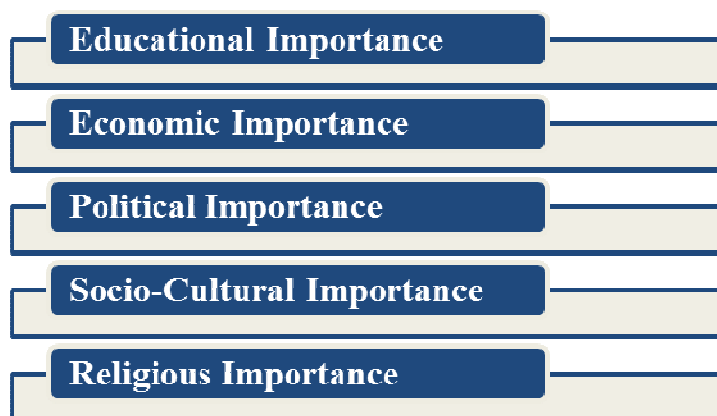
Figure 6.2: Importance of Books

Educational Importance

Book is an important element for education; it is actually a tool for impacting knowledge. Without books, formal education will not be complete and as a matter of fact, it will suffer a wide gap. Book is a principal instrument for teaching and learning as both the learners and teachers depend on it for the actualization of their respective goals. Books are vital to educational administration, evaluation, and general pedagogy.

The school register, notes of lesson, curriculum, syllabus, report card, etc. are all products of publishing thus establishing the primacy of publishing to education. It is also significant to state that professionals are given birth to by book as there is no expert:

66

teacher, lawyer, doctor, pharmacist, engineer, architect, administrator, clergy, accountant, auditor, nurse, clergy, etc. who is not given birth to by book.

Books are manuals of training; therefore many professionals gain a lot about the arts and science of their professions through books. In other word, books equip professionals with the required skills. Generally, books are reliable sources of information as they keep readers adequately informed about issues and subjects on which they are either totally ignorant or less informed.

The information in books empowers and enlightens, liberates and equips readers with intellectual, spiritual and physical skills that are required for learning. Therefore, books are adequate sources of knowledge.

Economic Importance

Book is a lucrative source of economic empowerment. Publishing as a profession is all about the business of publishing books and it provides means of livelihood for the practitioners such as authors, editors, illustrators, indexers, graphic artists, book marketers, printers, compositors, booksellers, and numerous others. These stakeholders and their dependants survive through book.

The nation also earns foreign exchange through books. Book is a *sine qua non* to individual and national growth., particularly in the developing and third world countries. As submitted by **Altbach** (1998:159),

> The developing nations of the Third World require books and other printed materials, not only for students to use in schools but for communication at all levels, from the most basic books for literacy to advanced scientific monographs. An independent culture requires books and other printed materials, and Third World countries, which are involved in the highly complex tasks of nation building, have especially urgent needs for published materials.

Political Importance

Book is of great political import and it helps to shape the political fortune of nations. Political office holders are trained in school by books, Constitution, which is the instrument of governance, is a book. The rules and regulations which aid governance are documented in books; governmental policies are products of books.

The legislative, the judiciary, and the executive cannot function without books just as the law enforcement agents: the military, the police, the customs, immigration, civil defence corps, federal road safety corps, etc. cannot operate and survive without books while the system of government itself is studied in books. There is no doubt that political governance is impossible without books.

Figure 6.3 *Harry Truman*
Source:

http://a2.files.biography.com/image/upload/c_fill,cs_srgb,dpr_1.0,g_face,h_300,q_80,w_ 300/MTE5NTU2MzE2MzkwNTI0NDI3.jpg

As **Harry Truman** stated, "not every reader is a leader, but every leader must be a reader" Political office seekers/holders must be readers in order to learn the art of governance and be able to govern well. Book is thus imperative in politics.

Social-Cultural Importance

Books are vital tools of social information, and social education. We can differentiate right from wrong, we are enlightened through books, and books help us to know our rights and our limitations. Books keep us informed about how to exercise our rights

without infringing on the rights of others. Through books, men came to understand themselves knowing full well that custom, norms, culture, and practices differ from one society to another.

Books have helped us to ward off and discard bad habits and unacceptable traditions such as the killing of twins in Calabar, the *Osu* caste system in South-East, human sacrifice in parts of Yoruba land and other parts of Nigeria, etc. Books also enhance culture; through books, cultural practices are recorded in books for the generations unborn.

Through books, transfusion of culture takes place with acculturation practices whereby foods, games, music and arts, fashion, and even language are exchanged and imbibed. Through books we learn about other societies, tribes, nations, peoples, religions, etc.

Books thus serve as agents of societal development because as individuals read books, they become better informed, more enlightened and well equipped about life. Books are medium of entertainment; meaning that books are read for leisure as they assist to while away time and at the same time keep the readers educated.

Religious Importance

Books are tremendous aid to religion. You can imagine how Christianity or Islam will be without Bible or Koran, the holy books. Book moves religions forward; it is a major instrument for worship, it is a catalyst for spiritual growth, a tool for religious practice, and a crucial weapon for evangelism. Books enable personal contact with God, ease communion with the Almighty and lubricate spiritual relationship with the creator. Books, no doubt, are significant to religion.

In-Text Question

Books are important to humanity in one of the following ways
   a. Religious importance
   b. Socio-cultural importance

   c. Political importance
   d. All of the above

In-Text Answer

All of the above

Summary from Study Session 6

In this study session, you have learnt the following:

1. In modern times with technological exploits, electronic books, also called e-books, have evolved. These are books prepared in electronic format. Electronic books are products of electronic publishing also called e-publishing. E-publishing is a process which takes the format of works online on a compact disk, emailed, or provided in file format compatible with handheld electronic readers.

2. The significance of books to education and national development cannot be undermined. **Fatehinse** (1991:1) authenticates the importance of books to information dissemination in his paper titled "Book piracy: Its dimensions and combative mechanism" when he submits that

> "books in general, especially textbooks, teach, preserve and transmit ideas from one person to another. Books enable the reader to engagein intellectual and emotional discussion with other persons who are separated by distance. Books also teach value and virtue in addition to enriching and enlarging the human mind."

Self-Assessment Questions (SAQs) for Study Session 6

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 6.1 (Testing Learning Outcomes 6.1)

Define Book

SAQ 6.1 (Testing Learning Outcomes 6.1)

Discuss the significance of Books to Humanity

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Study Session 7: Anatomy of Book 1 - The Cover and Early Matters

Parts of a Book

headband or endband

square

top edge or head

headcap

inner hinge

back cover or back board

hinge or joint

free endpaper

turn-in

fore edge

front cover or front board

raised bands

pastdown

corner

spine or back

tail

bookblock or textblock

Source: http://www.documentsdelivered.com/wp-content/uploads/2015/11/parts-of-a-book.jpg
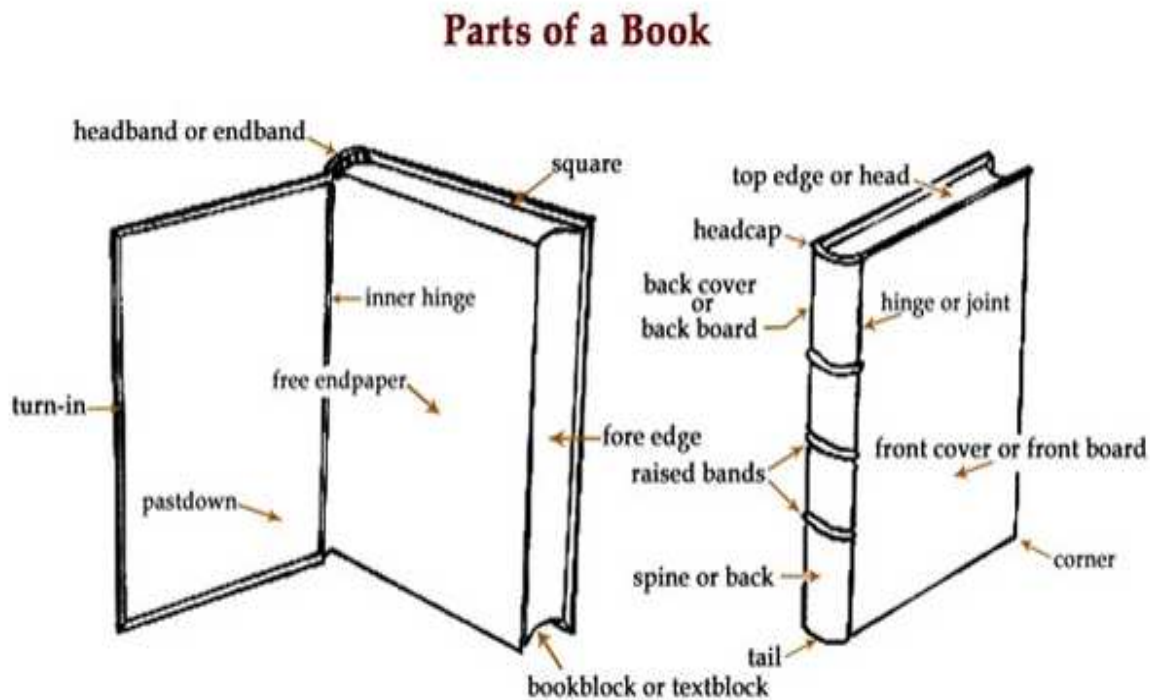
Introduction

This study session will examine the anatomy of a book. The term anatomy implies the physical features or the structure of a standard book. By publishing practice and convention, a standard book has a definite and acceptable structure which it must follow. This structure implies the component parts which a good book should have. The content of a book cannot be arranged as the author wishes, there are sequences which must be followed.

It must be noted that there are different kinds of books and each type has its own standard format. For instance a novel is different from a textbook, as such, its structure, its size and the arrangement of its content is different from that of a textbook.

This study session will continue on the book anatomy by examining the early matters. In this regard, you will be taught what constitutes the early matters in a book. Early matters are the beginning parts of the book and it is otherwise called preliminary pages. The early matters are the opening parts of the book which give initial information about the book proper. The early matters constitute the introductory parts of the book.

Learning Outcomes for Study Session 7

At the end of this study session, you should be able to:

7.1.   Discuss the term 'Book Anatomy'.

7.2.   Explain the Constituents of Early Matters

7.1   Book Anatomy

As stated in the introduction, the term anatomy refers to the structure or the sequential arrangement of the book. Essentially, a typical book has four components. These are the cover, the early matters, the body text, and the end matters. Each of these components also has its own sub-units. The cover is the outermost part of the book. It is the protective layer which gives identity and unique outlook to the book.

The book cover is made up of a tougher and resilient material that can ensure durability of the inner content. Usually, the cover is beautifully designed with a concept in mind. The cover concept is expected to enhance and complement the title of the book. It is divided into three parts namely: the front cover, the spine and the back cover. The cover therefore enhances and projects the title and the content of the book.

The Front Cover*:* This displays boldly the title of a book and the name(s) of the author(s). It is carefully designed with calculated dexterity that gives beauty and calls for attraction. In current dispensation, most book covers are in full colour.

The front cover may also display the name of the publisher or the publisher's logo though this is optional as it depends on the in-house style of the publisher. A cover is indeed a promotional tool and as such it must be well designed. The front cover must be made attractive and endearing. The cover concept must be meaningful, arresting, and irresistible.
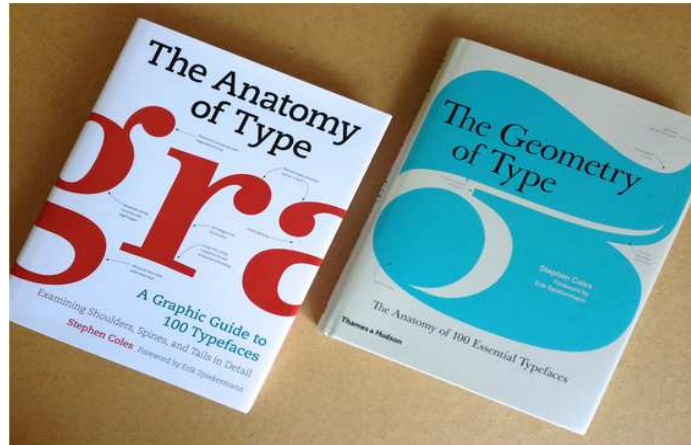
Figure 7.1 *Front Cover*

Source*: http://41.media.tumblr.com/tumblr_mceyi6RmQb1rjf80qo1_r1_1280.jpg*

The Spine*:* This is the only untrimmed edge of a book, the three other edges are trimmed for opening. The spine is technically designed taking into consideration the width of the book so that after production the spine will not be too tight or too lose. Essentially, the volume i.e. the page extent of a book and the grammage of the paper used for printing determine the spine. It is on the spine that the book hinges.

The information on the spine is the book title, name(s) of the author(s) and the publisher's name or logo or both. The spine is the spinal cord of the book so it must be strong, adequate and well formed. This makes the book firm and attractive.
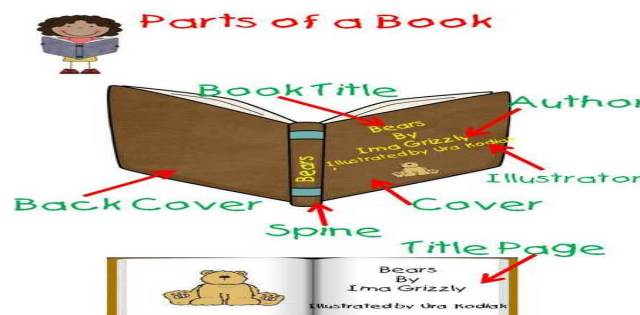
Figure 7.2 *Parts of a Book*

Source*: http://2.bp.blogspot.com/-ko-ed0vWA2c/TjItj8gQVhI/AAAAAAAAASo/a9Sd23UEtaM/s1600/parts+of+a+bookpic.jpg*

The Back Cover*:* This is the third part of the cover. Essentially, the back cover has two components which are the blurb and the profile of the author.

The Blurb: The blurb is the synopsis (summary) of the book. The blurb is an enlistment or concise summary of the selling points of the book with a view to attracting or arresting the interest of the reader(s)/buyer(s). It projects the usefulness and worthiness of the book. The blurb must be written to project the book by bringing to the fore the main messages and essence of the book.

Again, what constitute the mark of differentiation over other rival titles in the market should be emphasized. Also, like the front cover, the back cover must also be beautifully designed.

Profile of the Author: This is a brief account of the author's academic, literary or professional history. The history of the author is summarised detailing his/her antecedents and achievements, the previous book(s) written, academic titles, awards and excellence, etc. are detailed for the readers to know the calibre of the writer.

Depending on the publisher's house style, the back cover can show the International Standard Book Number (ISBN), the publishers name and the logo. Let us remark that the common habit of delineating the blurb into two parts with headings stating "About the book" and "About the author" is unprofessional and unacceptable.

Professionally, the blurb does not carry any title or sub-heading. That common practice, which is highly prevalent in Nigeria, is a reflection of professional mediocrity. Usually, a blurb is written in block paragraphing.

A third component, which is optional, is the inclusion of short comments by experts who have read the book. Such comments are also meant to promote the book.

In-Text Question
The blurb is the synopsis (summary) of the book. True or false
In-Text Answer
True

7.2 The Constituents of Early Matters

The early matters or the preliminary pages are the early parts of the book. They are usually numbered in Roman numerals. The early matters have several components which are discussed below.

1. **Half Title Page**: This page bears only the title of the book without the name(s) of the author(s). The page does not bear any number.

2. **Title Page**: This page bears the title of the book and the name(s) of the author(s). These two contents are basic. Some publishers put their logo or name on the title page; this depends on the house style of the publisher.

3. **Copyright Page:** The copyright page confers legality on the book. On this page, we have copyright information and the imprints that are legally required by law.

   The page also displays the publishing history of the book such as the edition, reprint or revised production, the date and the year of publication, name and address of the publisher, the town or city and the country where the publishing house is located, the ISBN (International Standard Book Number) and possibly the company's logo.

   Copyright page also displays the telephone numbers, e-mail address, website of the publisher, etc. The CIP (Cataloguing-in-Publication) data are also displayed.

4. **Table of Contents:** This page contains all the contents of the book. It bears the heading and chapters and their corresponding pages. For the front matters, headings like dedication, acknowledgement, preface, foreword, and introduction are listed with their page numbers.

   On the text proper, each part/section, each chapter with the topic and possibly the sub-headings are also captured with their corresponding page numbers. The same goes for the end matters where bibliography, index, appendix/appendices are listed on the table of content.

5. **Dedication Page:** This page contains the name of the person, group or organisation(s) to which a book is dedicated. It is a honour page and the person to which a book is dedicated is at the discretion of the author. Usually, people, organization or beneficiaries of dedication pages are few.

6. **Acknowledgement Page:** On this page, the author(s) recognize (s) the assistance, support and contributions of notable people on this page. All those who have contributed one way or the other are captured.

These can be individuals, organizations, corporate bodies, students, teachers, author's colleagues and associates, friends, type-setter, typist, editors, graphic artists, mentors, spouse, parents, etc. In short, all those who the author consider important are duly appreciated.

7. **Preface:** It is usually a kind of introduction on the book which is written by the author(s). It gives an insight into the content of the book and it is an important aspect of the early matters. The preface x-rays the contents of the book sequentially, detailing its structure and arrangements.

   It is not a general overview of the subject which the book deals with, but an insight into the book. Specifically, preface is an introductory section that comments on the various aspects of the book and highlights the writer's intention.

8. **Foreword:** It is usually written by an expert and a respected authority in the field of study or discipline to which the publication belongs. Foreword is not written by the author and certainly not by someone of a lower calibre. Foreword gives an overview of the subject matter which the book deals with. It also offers useful comments on the book itself. It is an introductory note or essay on a book.

9. **Introduction:** This either falls under the preliminary pages or under the body text. It belongs to the preliminary pages if it is to give additional background information about the book. When it appears under the preliminary pages then it is numbered in Roman numeral.

   It can be written by the author or by someone else other than the author. If it however appears under the body text, then it is like a Chapter on its own and it is definitely written by the author her/himself.

In-Text Question

The early matters or the preliminary pages are the early parts of the book and it include one of the following

    a. Preface

    b. Table of contents

    c. Title page

    d. All of the above

In-Text Answer

All of the above

Summary from Study Session 7

In this study session, you have learnt the following:

1. As stated in the introduction, the term anatomy refers to the structure or the sequential arrangement of the book. Essentially, a typical book has four components. These are the cover, the early matters, the body text, and the end matters. Each of these components also has its own sub-units. The cover is the outermost part of the book. It is the protective layer which gives identity and unique outlook to the book.

2. The early matters or the preliminary pages are the early parts of the book and have several components. They are usually numbered in Roman numerals.

Self-Assessment Questions (SAQs) for Study Session 7

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 7.1 (Testing Learning Outcomes 7.1)
Discuss the term 'Book Anatomy'.
SAQ 7.2 (Testing Learning Outcomes 7.2)

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Study Session 8: Anatomy of Book II - The Body Text and End Matters

Introduction

This study session shall continue the discussion on the book anatomy by examining the body text and end matters of the book. In this study session, you will learn about what constitutes the body text in a book. Body text follows the early matters and just like the early matters, it has its own constituents.

The body text is the book proper, and it contains the main messages of the book. It is the body text that both the early matters and end matters service. In other word, early matters and end matters service and compliment the body text by providing information on it, we can therefore regard body text as the most vital component of the book.

The end matters, also called back matters, are the concluding parts of the book. Just as the book begins with the early matters, it is concluded with the end matters.

Learning Outcomes for Study Session 8

At the end of this study session, you should be able to:

8. 1.   Discuss the Body Text of a Book
8. 2.   Explain the End Matter of a Book

8.1   The Body Text

The body text is the book proper which conveys the message of the author. Just like the early matters and end matters, body text has sub-divisions. Usually, the body text begins with Arabic numerals, this means that it is numbered in figures 1, 2, 3, 4, etc.

It could be divided into chapters with each chapter treating different topics though related. Apart from the chapter, the body text can also be subdivided into parts, e.g. part 1, 2 or 3 depending on the volume of that particular book. Each part is independent and yet related to the other parts, and each part has related multiple chapters.

Constituents of the Early Matters

References: One of the components of the body text is the reference. Under the body text, there are two types of references which are foot notes and end notes.

Footnote: This is the listing of all the references that are cited on a particular page at the foot of that very page. It is a note at the bottom of a page which gives further information about something mentioned in the text above. A reference number or symbol is usually printed or indicated after the relevant word in the text and before the corresponding footnote. The reference number is usually indicated in superscript as seen in the reference below:

> African civilisation is undergoing transformation[1]. Soon, more languages will go into extinction[2].

Below that page, the notes will be fully cited as follows:

1.   Ajilete, A. (2013). *The African Civilisation*. Ibadan: Apple and Gem Publishers, p. 16.
2.   Ebedi, T.A. (2012). *The New African Society.* Iseyin: Ultimate Publishers, p.23. Footnote includes name of the author, title of publication, publisher, date of publication, and page reference.

Endnote: Endnote is a note of comment or reference placed at the end of a chapter or book. It is the listing of all the references that are cited in the course of a chapter at the end of that chapter Like footnote, endnote is also numbered in superscript. Compulsorily, endnote is listed at the end of the chapter.

The Text

In the body text, there are medleys of components that make up the text. One of such is chapterisation and each chapter bears its own topic. Apart from chapters, we also have the running heads. Running heads are those topics or headings that are indicated on the pages of the body text in a font smaller than that of the text proper. Running heads have two components which are the book title and the chapter topic.

These two are alternated page by page. The opening page of a new chapter does not carry a running head; it is left bare because it is assumed that the topic of that chapter serves as

the running head. The page that follows the opening page of a chapter carries the book title as its own running head.

Usually, a book starts on the right hand which is called recto (recto pages are the odd-number pages). It is on the right. Verso page (pages with even numbers) is on the left. The recto page usually carries the chapter topic; by implication the verso page will carry the book title.

In a situation whereby a chapter ends on a recto page and a new one begins on a verso page, it will be assumed that the verso page on which a new chapter begins has carried the chapter topic as its running head, then the following page which is now a recto will still carry the chapter topic as its running head thereby, you have 2 pages carrying the same running head.

It should be noted that early matters and end matters do not carry running heads. Apart from the running heads, the sub-topics and sub-sub-topics are also contained in the body text. Various illustrations with their corresponding captions, tables, charts, maps, diagrams, pictures, photographs, etc. are also different components of the body text.

In-Text Question

In the body text, there are medleys of components that make up the text. **True or false**

In-Text Answer

True

8.2 What is End Matter?

End matters are the concluding parts of the book. They refer to those constituents that are placed at the end of a book. Usually, end matters begin with bibliography which is followed by index, appendix, glossary, list of tables, maps, plates, etc.

Constituents of End matter

Bibliography: Bibliography is a detail listing of all the works that are copiously cited by the author, paraphrased or merely consulted without necessarily reflecting them in the book. It is an expansive reference. There are three kinds of references namely: footnotes, endnotes and bibliography; bibliography is the most detailed.

However, unlike footnotes and endnotes which appear under the body text and are numbered in superscript, bibliography is categorised under the end matters and it is not numbered in superscript; as a matter of fact, it is not numbered at all.

It should be noted that there are different styles of references and there also different formats for referencing books, journal articles, magazine articles, newspaper articles, audiovisual media and social media such as motion pictures, audio or television broadcasts, (including podcasts), static objects (maps, artwork, photographs), blog posts, Twitter, Facebook, etc.

On books for instance, the format for in-text citation and reference format varies from one author to two authors, three to five authors, and six authors and above. Also, how to cite several studies by different authors within the text is equally different from the way one will cite several sources by the same author.

In the same vein, there is difference in how to reference the two types. Notable reference styles include American Psychological Association (APA) Style, Chicago Style, MLA Style, Ibadan Manual of Style, etc. These styles are different from one another, and usually, publishers, particularly of scholarly publications, specify the referencing style to adopt. Bibliography is normally listed alphabetically. Let us cite some examples using the APA style.

1. *Entire book, print version*

   Abioye, A. A. (2010). *Library Practice in Nigeria.* Ibadan: Larissa Publishers.

2. *Electronic-only book*

   Abioye, A. A. (2010). *Library Practice in Nigeria.* Retrieved from http://www.onlinebooks.com/html/asp

3. *Several volumes in a multivolume work*

   Abioye, A. A. (Ed.). (1994-2014). Library and Information Studies: Its Theory and Practice. [Vols. 1-6]. Ibadan: Larissa Publishers.

4. *Book chapter, print version*

   Akangbe, C.A. (2009). Manuscript Acquisition and Assessment in Book Publishing. In L. Oso, B. Osunbiyi & L. Biobaku (Eds.), *Book Publishing: A Practical Guide* (pp. 176-190). Abeokuta: African Resource Communication Limited.

5. *Reference book*

Okwilagwe, O. A. (Ed.). (2009). *Glossary of Publishing Terms.* Ibadan: Scholarship

Publishing and Educational Consult Services (Nig.) Ltd.

It should be noted that when one or two authors write a book, the name or both names, as the case may be, should be written under reference. For example:

Alegbeleye, G.O., & Mabawonku, I.M. (2013). *Introduction to Library Science.* Ogbomoso: Clemeve Media Konsult.

However when three to five authors write, first cite Author 1, Author 2, & Author 3, year of publication and pages. Subsequently, cite Author 1 et al., year and pages as seen below.

Alegbeleye, G.O., Atinmo, M., & Mabawonku, I.M. (2013). *The Theory and Practice of Library Science in Nigeria: A Comprehensive Guide.* Ogbomoso: Clemeve Media Konsult.

In a nutshell, the scope of referencing is wide therefore its mastery requires concerted effort and practice.

Index: This is a technical listing of topical words, terms, names, concept, places, personalities, events, etc. in a publication. It must be noted that indexing is an area of specialisation for indexers and veteran editors. Usually an indexer must be versed in editing but not all editors are indexers. Other end matters include appendix, glossary, list of tables, maps, plates, etc.

As submitted initially, a single book may not necessarily contain all these parts identified, but technically, most of these must be present in varying degrees depending on the kind of book or publication in question.

In-Text Question

The parts of a book include which of the following

   a. Spine

   b. Front cover

   c. Back cover

   d. All of the above

In-Text Answer

All of the above

Summary from Study Session 8

In this study session, you have learnt the following:

1. The body text is the book proper which conveys the message of the author. Just like the early matters and end matters, body text has sub-divisions. Usually, the body text begins with Arabic numerals, this means that it is numbered in figures 1, 2, 3, 4, etc.

2. End matters are the concluding parts of the book. They refer to those constituents that are placed at the end of a book. Usually, end matters begin with bibliography which is followed by index, appendix, glossary, list of tables, maps, plates, etc.

Self-Assessment Questions (SAQs) for Study Session 8

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 8.1 (Testing Learning Outcomes 8.1)

Discuss the Body Text of a Book

SAQ 8.2 (Testing Learning Outcomes 8.2)

Explain the End Matter of a Book

References

Ifeduba Emmanuel (2004). *Book Publishing: Principle and Practice.* Lagos: Management Science Press.

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Ifeduba, Emmanuel (2004). *Book Publishing: Principles and Practice.* Lagos: Management Science Publishing.

Knight, Norman G. (1969). *Training in Indexing: A Course of the Society of Indexers.* Massachusetts: The M.I.T. Press

The University of Chicago (1993). *The Chicago Manual of Style: The Essential Guide for Writers, Editors and Publishers, 14th Edition.* Chicago: The University of Chicago Press.

Study Session 9: Electronic Publishing

Source: http://www.itexclinic.com/images/e-pub1.jpg

Introduction

Can you recall that in study session 5, the meaning of publishing was discussed? You will also recall that it was stated that publishing is a series of activities that involve the input of different professionals?   In this study session, publishing shall be discussed from modern perspective.

Technology has introduced a new dimension into publishing in such a way that makes the process faster and better. This new dimension to publishing is called e-publishing. In this study session, you will learn the meaning of e-publishing; you will also learn its advantages and disadvantages.

Learning Outcomes for Study Session 9

At the end of this study session, you should be able to:

9. 1.   Discuss the meaning of e-publishing
9. 2.   Explain the advantages and disadvantages of e-publishing

9.1   Electronic Publishing (E-Publishing)

E-publishing, otherwise called electronic publishing, is a technology-driven publishing process whereby all activities are done electronically. E-publishing is a new trend in publishing whereby camera ready copy is forwarded to the publisher electronically for publishing operations.

E-publishing is a very broad term that includes a variety of publishing models such as electronic books (e-books), print-on-demand (POD), email publishing, wireless publishing, electronic ink and web publishing, among others. With the spate of technological advancement, it is certain that more types of e-publishing will develop in the near future. There are different forms of e-publishing and they include:

E-Books

Print-on-Demand

Electronic Ink

Email Publishing

Web Publishing

Figure 9.1: Forms of e-Publishing

E-Books

E-books, also called electronic books, are products of e-publishing. E-books are electronic versions of books which are delivered to consumers in digital formats. E-books require additional software to make reading possible. There are a large number of devices being developed to make reading e-books easier for consumers.

Special software, which makes documents or pages of a book easier to read on a screen, is also being developed by software companies. A standard for e-book software, known as the open-e-book standard, or OEB, has been developed as a standard format for e-

books, but competing standards such as Adobe's PDF exist. The potential market for electronic books is quite high and is therefore gaining acceptance.

Print-on-Demand

Print-on-Demand, called POD for short, is a new method for printing books. This method allows books to be printed one at a time, or on demand. In other word, the technology permits one to print copies of books as demands are made. Rather than occupying the warehouse with unsold copies of books, a publisher can service orders as they come irrespective of whether the copies demanded are few or many.

This method frees publishers from the process of doing a traditional print run of several thousand books at a time. The technology involves complex laser printing systems and electronically formatted text which the printers can read. POD is quite applauded in the publishing sector because it is a good intermediary step between the regular method of printing paper books and electronic books.

However, because POD is still a method that uses paper and cannot be delivered as cheaply and quickly as electronic books, in the long run, POD could decline in popularity when consumers become comfortable with electronic reading software and e-book reading devices.

Figure 9.2: Print-on Demand Machine
Source: https://ilab14.files.wordpress.com/2012/03/printing-on-demand.jpg

Electronic Ink

Electronic Ink is a developing technology and a brand of e-publishing could be used to create a newspaper or book that updates itself. Electronic Ink could also be used on billboards, clothing, walls and homes to allow content to appear. In addition, this content could be programmed to change at any time.

For example, you could have a billboard that rotates different ads, or you could receive a coupon in the mail that is frequently updated with the latest offer. For media companies, the possibilities are almost endless. Someday your electronic newspaper will simply update itself every day. Electronic Ink technology is currently being developed by two companies, namely: E Ink Corporation and Xerox.

Email Publishing

Email publishing, or newsletter publishing, is another type of e-publishing. Email publishing is a popular choice among readers who enjoy the ease of receiving news items, articles and short newsletters in their email box. The ease of delivery and production of email newsletters has led to the development of a massive number of available email newsletters, mailing lists and discussion lists on a large variety of topics.

Some businesses have even launched services that do nothing but deliver newsletters to consumers. Newsletters are also widely used by media companies to complement their web and print offerings. Many authors and writers publish their own newsletters in order to attract new readers and inform their fans about new books and book signings.

Figure 9.3: Email Publishing
Source: *http://rivercityproductions.ca/wp-content/uploads/2015/04/eMail-Newsletters.jpg*

Web Publishing

Web publishing is not a novel practice any longer, but it continues to change and develop with the introduction of new programming languages. HTML is still the most widely used web programming language, but XML is also making headway. XML is valuable because it allows publishers to create content and data that is portable to other devices.

Nearly every company in the World has some type of website, and most media companies provide a large amount of web-based content. Irrespective of the type in question, generally, e-publishing has its advantages and disadvantages.

In-Text Question

The different forms of e=publishing include one of the following

    a. Web publishing
    b. Electronic ink
    c. E books
    d. All of the above

In-Text Answer

All of the above

9.2 Advantages and Disadvantages of E-Publishing

Advantages of e-publishing

1.   It takes less time to produce unlike the printed version which stays with the publishers for years. It is faster and can be produced within a relatively shorter period.

2.   Accident rate or deformity rate is relatively far less than it is in conventional publishing. The rate of occurrence of error is quite minimal because there are very few stages involved.

3.   Marketing opportunity: E-publishing has an advantage of market opportunity. Publicity is spontaneous i.e. immediately you place it on-line, it is available to as many people that access that route. Unlike conventional publishing where you have to carry your books from one place to another in search of personal buyers. E-publishing has a marketing advantage of a greater range.

4. E-publishing also has ISBN i.e. each title that is published electronically also has its own identifier. In essence, works that are published electronically could also be cited or referred to by the author which means e-publishing is a plus to the author(s) because they do not have to queue for ISBN with other conventional publishers.

5. Royalty: This is what author's get for their publication. It is an advantage for the authors in E-publishing. They are paid higher royalty than conventional publishers which is always 10%. Some E-publishers can pay as much as 50% to their authors because they spend less in the publishing process.

6. E-publishing also retains all other rights which printed publications enjoy such as
    (i)   The option to print on papers later;
    (ii)   Adaptation to electronic media such as radio and television; and
    (iii) Adaptation to films or movies.
    Publishing electronically therefore does not deny the author of any of the rights that are open to printed publications.

7. E-publishing is, in a way, a short-cut for writers to become published because it takes less effort and also scrutiny is also less emphasized.

Disadvantages of e-publishing

E-publishing has the following demerits.

1. Rate of sales of e-publishing is by far less when compared with publications printed on paper. As a matter of fact, many people are not aware of e-publishing, how do you then buy what you are not aware of?

2. Writers in e-publishing are responsible for providing market for their titles.

3. Writers do not receive advance royalty as it is in printed books. In conventional publishing, writers could be remunerated ahead of sale.

4. Piracy: This is another great concern that is moving against the tide of e-publishing. It is easier for pirates to operate electronically. Just as the cost is cheap for publishers, it will even be cheaper for their pirates. Again, it is easier for a recipient of an e-book to make cosmetic changes and resell as a new publication; rate of falsification and alteration is higher so e-publishing is prone to a higher level of falsification.

5. Price: The prices of e-published products are not relatively cheaper. In spite of a relative cheaper production cost on the part of the publisher, in spite of lower overhead, the cost is not very friendly.

In-Text Question

All the following are the advantages of e-publishing except
a. E-publishing has ISBN
b. Accident rate or deformity rate is relatively far less
c. Piracy
d. It takes less time to produce

In-Text Answer

Piracy

Summary from Study Session 9

In this study session, you have learnt the following:
1. E-publishing, otherwise called electronic publishing, is a technology-driven publishing process whereby all activities are done electronically. E-publishing is a new trend in publishing whereby camera ready copy is forwarded to the publisher electronically for publishing operations.
2. E-publishing is a very broad term that includes a variety of publishing models such as electronic books (e-books), print-on-demand (POD), email publishing, wireless publishing, electronic ink and web publishing, among others. With the spate of technological advancement, it is certain that more types of e-publishing will develop in the near future.
3. Marketing opportunity: E-publishing has an advantage of market opportunity. Publicity is spontaneous i.e. immediately you place it on-line, it is available to as many people that access that route. Unlike conventional publishing where you have to carry your books from one place to another in search of personal buyers. E-publishing has a marketing advantage of a greater range.
4. Piracy: This is another great concern that is moving against the tide of e-publishing. It is easier for pirates to operate electronically. Just as the cost is cheap for publishers, it will even be cheaper for their pirates. Again, it is easier for a

recipient of an e-book to make cosmetic changes and resell as a new publication; rate of falsification and alteration is higher so e-publishing is prone to a higher level of falsification.

Self-Assessment Questions (SAQs) for Study Session 9

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 9.1 (Testing Learning Outcomes 9.1)

Discuss the meaning of e-publishing

SAQ 9.2 (Testing Learning Outcomes 9.2)

Explain the advantages and disadvantages of e-publishing

References

Ifeduba, Emmanuel (2004). *Book Publishing: Principles and Practice.* Lagos: Management Science Publishing.

Okwilagwe, A.O. (2001). *Book Publishing in Nigeria.* Ibadan: Stirling-Horden Publishers (Nig) Ltd.

www.writerswrite.com/e-publishing

Study Session 10: Organisational Structure of a Publishing Firm

Introduction

Do you know that a publishing house or firm is a formal organisation? As a formal organisation, it has a formal structure and its administration is also formal. A publishing firm is divided into various departments, sections or units for easy administration. Each of these department, section or unit has its own management which administers it, but it is still accountable to the overall management of the organisation.

In this study session, you will learn what an organisation is; you will also be taught the different departments and sections that are obtainable in a publishing firm. Apart from this, the responsibility of each department within the organisational set up will also be discussed.

Learning Outcomes for Study Session 10

At the end of this study session, you should be able to:

10.1   Discuss the meaning of the term organisation

10.1 What is an organization?

A publishing company is a formal organisation. An organisation is a network of interdependent relationships. A formal organisation is compartmentalized into departments and units. Each unit and department has its independence yet it is dependent on other units and departments. In an organisation therefore, there is collaboration of activities between and among departments.

An organisation usually has what is called organizational goals, it is the duty of each department to work for the attainment of such goals, and therefore each department is pursuing an aspect of the collective goal. Each unit is a member of a whole with each staff having his or her own task and responsibilities, such task may be typesetting, editing, design, indexing, illustrating, printing, binding, collating, etc.

An organisation is also hierarchical, that is, it is arranged in order of authority from the headship to the followership; and from the most senior to the least. Across departments, there are staffs that carry the same weight of authority e.g. editorial manager, production manager, marketing manager, administrative manager, finance manager, etc. The diagrammatic representation of weight of authorities in a formal organisation is called organogram.
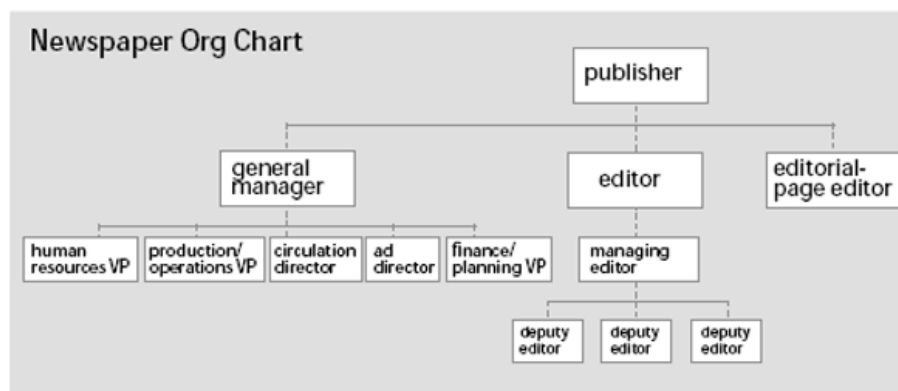

Figure 10.1 *Organogram*
Source: *https://hbr.org/resources/images/article_assets/hbr/9909/99506_G.gif*

An organisation is essentially a network of interdependent relationships. Interdependent relationships imply each department is independent yet it depends on other departments for the actualisation of its goals.

In the same vein, the staffs of each department work within and among themselves to attain their primary goals but they also need to work with other staffs in the other departments so as to attain the collective goal of the organisation. By implication, the various organisational units are independent yet they are still dependent. In publishing firm, there are:

- Publishing department
- Marketing department
- Accounts or Finance department
- Administrative department
- Research and development department

Publishing Department: It is headed by a Publishing Director. The department has two broad units which are:

- ❖ Editorial
- ❖ Production

Editorial Department - This is a very vital section in a publishing company. Editorial unit is in-charge of manuscript acquisition, assessment, preparation and its eventual publication. The department is responsible for developing a worthy booklist for the company. It raises and nurtures authors to write good books for the company. It sources for authors and organises writing workshops for developing new titles.

It oversees every title from manuscript stage to press. Generally, it supervises the development of manuscripts into good books by carrying manuscript acquisition, assessment, editing and indexing. It is also the responsibility of the department to build, maintain and sustain a good corporate relationship with the publics of the company. It also sells the corporate image of the company to the general public and positions it for corporate acceptance and patronage.

It is equally the responsibility of the department to carry out training and retraining of its staff for efficiency and competence. Its notable staffs are editorial manager, managing editor, and a number of senior editors and editors who handle different subject areas such as English, Mathematics, Sciences, Social sciences, Yoruba, Igbo, Hausa, etc.

For the production unit, production manager is the head. Under this section are typesetting, origination and design (O&D) for illustration and cover design, and printing unit.

Production Unit – Production unit is a complement to editorial in that it subjects the manuscripts prepared for press by the editorial to mass printing. The department is in-charge of printing several copies of books or publications. The unit is funded by the accounts department. Publishing department produces for marketing to sell; staffs are usually recruited by the administrative department for publishing department.

Documentation, welfare, promotion, sanction, retirement, etc. are also handled by the administrative department. The publishing department, though independent, is dependent on all other departments for full performance and discharge of her departmental responsibilities.

Marketing Department: Marketing is a key department and a unique factor in determining the fortune of a company. Marketing sells what the publishing department produces. Publishing also gets feedbacks from the marketers who go out there to bring information about the users' opinion of the company's books.

Marketing also assists the publishing department by suggesting to them lucrative areas to publish. It is in-charge of promoting and selling the books to the entire world. It gets the products to the consumers and turns the book into money.

In-Text Question

Production unit is a complement to editorial in that it subjects the manuscripts prepared for press by the editorial to mass printing. True or false

In-Text Answer

True

Accounts or Finance Department: The Accounts or Finance department is headed by the Accounts Manager or Financial Controller. The department is in-charge of the company's finances both losses and gains. It disburses funds for the execution of every project and also monitors that the funds are well utilised. Payment of salaries, care of company's assets, releases for purchases and every capital spending is authorised by this department.

The department is in-charge of all the income and expenditure of the company. It manages the company's assets to guide against all kinds of losses. The department does not make money on its own; it relies on marketing to bring in funds from the sale of the books produced by publishing department. It also relies on information by administrative department on every staff to remunerate them.

Administrative Department: The administrative department is in-charge of general administration of the company. It takes care of appointments, recruitments, welfare, discipline, etc. of staffs.

It is also the image maker of the company. It sees to the maintenance of the company's property such as cars, trucks, machines and equipments like computers, printers, telephones, photocopy machines, scanners, generating plants, air conditioners, fans, and

their accessories, e.tc. It is also in-charge of implementing the regulations and the laws guiding the company. It sanctions the erring staff i.e. any staff who defaults. It is also in-charge of promotion and reward.

Warehousing and Distribution Department: Warehouse is in-charge of the company's stocks. It also distributes to the various area offices across zones and states. It informs the management when the stock is going down and also retrieves stocks from one area or one office where sale is dull to other areas or offices where there is demand. It operates closely with marketing and finance.

Research Department: Of recent publishing companies began to establish Research and Development (R&D) department. O&D is the think-tank of the company. The unit embarks on research to improve the products of the company. It also recommends new products i.e. the kind of books to be published and how to improve the existing ones. Such decisions are taken after a careful and critical research.

In-Text Question
Warehouse is in-charge of the company's stocks.
   a. Marketing department
   b. Account
   c. Warehouse
   d. None of the above

In-Text Answer
Warehouse

Summary from Study Session 10
In this study session, you have learnt the following:
   1. A publishing company is a formal organisation. An organisation is a network of interdependent relationships. A formal organisation is compartmentalised into departments and units. Each unit and department has its independence yet it is dependent on other units and departments. In an organisation therefore, there is collaboration of activities between and among departments.

2. An organisation is also hierarchical, that is, it is arranged in order of authority from the headship to the followership; and from the most senior to the least. Across departments, there are staffs that carry the same weight of authority e.g. editorial manager, production manager, marketing manager, administrative manager, finance manager, etc.

   The diagrammatic representation of weight of authorities in a formal organisation is called organogram.

3. Production unit is a complement to editorial in that it subjects the manuscripts prepared for press by the editorial to mass printing. The department is in-charge of printing several copies of books or publications. The unit is funded by the accounts department. Publishing department produces for marketing to sell; staffs are usually recruited by the administrative department for publishing department.

4. Marketing is a key department and a unique factor in determining the fortune of a company. Marketing sells what the publishing department produces. Publishing also gets feedbacks from the marketers who go out there to bring information about the users' opinion of the company's books.

Self-Assessment Questions (SAQs) for Study Session 10

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 10.1 (Testing Learning Outcomes 10.1)

Discuss the meaning of the term organisation.

References

Okwilagwe, A.O. (2001). Book Publishing in Nigeria. Ibadan: Stirling-Horden Publishers (Nig) Ltd.

Ifeduba Emmanuel (2004). Book Publishing: Principle and Practice. Lagos: Management Science Press.

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Study Session 11: Introduction to Estimation and Costing

Introduction

Do you know that publishing is a business venture? Do you also agree that every business venture aims at profit making? Profit comes from money made in excess of the total production cost. A business venture can successfully make profit if the business is carefully planned and rationally executed.

A business is carefully planned if it is well projected and rationally executed if the costing is effective. In this lecture, we are going to introduce you to estimation and costing which are two basic principles that are fundamental to the success of publishing business.

Learning Outcomes for Study Session 11

At the end of this study session, you should be able to:

11.1   Discuss the meaning of estimation
11.2   Explain the meaning of costing and the principle of costing in book publishing

11.1 Estimation

Estimation is a tentative projection of how much it will take to produce a product (i.e. a book). Estimation is a forecast of the total production cost of a project together with an allowance for the profit. In other word, estimation is a rough calculation of the total production cost of a product including the projected (that is the expected) profit.

Profit is the excess of income over expenditure, it is the gain expected to be made from the project. Estimation is making a projection of the requirements needed to service a project be it human, material or financial. It is essential to note that estimation goes hand-in-hand with costing which is a technical aspect of any business.

In-Text Question

Estimation is a tentative projection of how much it will take to produce a product (i.e. a book). True or false

In-Text Answer

True

11.2 Costing and the Principle of Costing in Book Publishing

In publishing, there are two broad categories of cost which are:

Figure 11.2: Categories of Cost

Editorial/Origination and Design Cost

Editorial costs are both tangible and intangible. There are many editorial expenses that are incurred daily inadvertently such that some of them may go uncaptured if one is not conscious and sensitive. The tangible editorial costs include:

- ❖ Cost of typesetting
- ❖ Editing
- ❖ Illustration
- ❖ Design
- ❖ Formatting
- ❖ Indexing

The intangible costs include:

- ❖ Costs of photocopying letters, galleys of manuscripts, etc.
- ❖ Cost of mailing e.g. Postage stamps, courier e.g. Speed post, dhl, etc.
- ❖ Costs of recharge cards, making calls

- ❖ Preparing letters
- ❖ Sending e-mail
- ❖ Faxing
- ❖ Taxi/cab fare, intra-city transportation fare, etc.

For a realistic publishing business, every penny spent on the business must be captured even when there are circumstantial opportunities like free ride, free recharge card, free telephone opportunity, free accommodation, etc. All costs must be built into the production cost so as to have a realistic picture of the actual cost of production.

Production Cost

This refers to all production related expenses such as costs of photocopy paper, paper for computer printer, toner, laser film, digital separation, plate making, costs of consumables like ink, chemicals, blankets, etc; costs of impression (that is printing) for both texts and cover, costs of finishing activities such as folding, collating, sewing, binding, trimming, and cartooning or packaging, etc.

The summation of all the editorial/design cost and production cost gives us the total production cost. For these two categories of costs we have variable cost and fixed cost.

Variable Cost: This refers to the cost of all expenses that are not fixed. For editorial/origination and design activities, expenses include: cost of visit to the author, cost of typesetting, cost of graphic design, illustration, indexing, photocopying, etc.

Fixed Cost: These are the costs which are stable, they are statutory. This includes cost of accommodation or rentage of the office building, cost of the wear and tear of machines and equipment such as printer, photocopier, laptop, printing machines, office cars and vehicles, staff salary, etc. The overhead cost like rent, maintenance and utilities are also part of the fixed cost. These are the general recurring costs. In most publishing companies, the practice is to recover a certain percentage on a project as the overhead cost. The percentage so recovered is a fraction of the production cost. The fraction can be 20%, 30% or even 40% of the total estimated cost, depending on the policy of the company involved.

In-Text Question

Variable Cost refers to the cost of all expenses that are not fixed. True or false

Selling Price: The selling price is determined by adding all the expenses incurred in the production of a title together with other embedded costs that are crucial to determining the price of the title. This is the summation of the production cost (which is the addition of both the variable cost and fixed cost) in addition to other in-built expenses which are royalties, honoraria, discount and profit margin.

Royalty: Royalty is a fraction of the selling cost that is payable to the author(s) of a title. Conventionally, 10% is set aside as royalty in book publishing. On some special ground however, it can be more or less. With special arrangement, royalty may appreciate to 12 or 15 percent. On the reverse, it may be as low as 9, 8, or 7.5 percent.

The administration of royalty is such that irrespective of the number of authors, all of them will share the 10 percent among themselves either equally or otherwise. Usually, the lead author receives a fraction that is slightly higher than those of the remaining authors. Royalty sharing formula may reflect the level of contribution of each writer.

Honoraria: Honoraria are payments or lump sums given to writers in the course of writing or generating manuscript. For instance, it is customary to pay honoraria to the writers who participate in a writing workshop to develop a title.

Under a commissioned or solicited manuscript generation, honoraria are paid to the writers be it a writing workshop arrangement or non-writing workshop arrangement. The honoraria are paid to them for their services and also to encourage them. In publishing, such cost that has been incurred ahead of production is usually added to the production cost.

In-Text Question

Royalty is a fraction of the selling cost that is payable to the author(s) of a title. True or false

In-Text Answer

True

Discount: Discounts are offered to marketers as incentive and commission for their effort. Bookshops, departmental stores, eateries, hotels, vendors and all selling agents will be given a certain percentage discount off the selling price in recognition their effort.

Profit Margin: Determination of profit margin varies from one company to another. Generally, profit is a certain percentage of the total production cost which may be as modest as 10 percent or as high as 50 percent.

All these put together will determine the cost of a publication. To arrive at a unit cost, the grand total of the production cost including all the other in-built expenses is divided by the number of copies of the book produced. In publishing, costing is conscious of the competitive nature of the market. A title must not out-price itself. In other word, it must not be outrageous or sharply different from the costs of the similar titles from rival companies.

In a nutshell, costing in publishing is the total calculation of the amount spent on variable cost, fixed cost, profit margin, discounts, honoraria and royalty divided by the number of copies produced.

In-Text Question

The tangible editorial costs include which of the following
   a. Cost of typesetting
   b. Illustration
   c. Formatting
   d. All of the above

In-Text Answer

All of the above

Summary from Study Session 11

In this study session, you have learnt the following:
   1. Estimation is a tentative projection of how much it will take to produce a product (i.e. a book). Estimation is a forecast of the total production cost of a project together with an allowance for the profit. In other word, estimation is a rough calculation of the total production cost of a product including the projected (that is the expected) profit.

2. Editorial costs are both tangible and intangible. There are many editorial expenses that are incurred daily inadvertently such that some of them may go uncaptured if one is not conscious and sensitive. The tangible editorial costs include:
    - ❖ Cost of typesetting
    - ❖ Editing
    - ❖ Illustration
    - ❖ Design
    - ❖ Formatting
    - ❖ Indexing

3. Variable cost refers to the cost of all expenses that are not fixed. For editorial/origination and design activities, expenses include: cost of visit to the author, cost of typesetting, cost of graphic design, illustration, indexing, photocopying, etc.

4. Royalty is a fraction of the selling cost that is payable to the author(s) of a title.

5. Conventionally, 10% is set aside as royalty in book publishing. On some special ground however, it can be more or less. With special arrangement, royalty may appreciate to 12 or 15 percent. On the reverse, it may be as low as 9, 8, or 7.5 percent.

Self-Assessment Questions (SAQs) for Study Session 11

Now that you have completed this study session, you can assess how well you have achieved its Learning outcomes by answering the following questions. Write your answers in your study Diary and discuss them with your Tutor at the next study Support Meeting. You can check your answers with the Notes on the Self-Assessment questions at the end of this Module.

SAQ 11.1 (Testing Learning Outcomes 11.1)
Discuss the meaning of estimation

SAQ 11.2 (Testing Learning Outcomes 11.2)
Explain the meaning of costing and the principle of costing in book publishing

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