

PUBL90003 The Contemporary Publishing Industry

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	Admission to the postgraduate certificate or diploma in Publishing and Communications, Master of Publishing and Communications, Master of Creative Writing, Publishing and Communications
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Ms Bryony Cosgrove
Contact:	Bryony Cosgrove bryonyc@unimelb.edu.au (mailto:bryonyc@unimelb.edu.au)
Subject Overview:	This subject provides an overview of the major factors affecting the local and global production, marketing and distribution of books, magazines and electronic publications. It considers the impact of political, social and economic conditions, technological changes, and changing industry practices. Students will gain a critical understanding of professional practices and current issues in various sectors of the industry in the context of global developments.
Objectives:	Students who complete this subject will: # have been introduced to standard general practices across book, magazine and online publishing; and # have been introduced to the roles and responsibilities of editors, agents, designers and marketing and distribution.
Assessment:	Project proposal of 1000 words 30% (due mid-semester), and a research paper of 4000 words 70% (due at the end of the semester). Students must attend at least 80% of classes to be eligible for assessment. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Students who have successfully completed this subject will:

	<ul style="list-style-type: none"> # acquire high-level written and oral communication skills through contribution to class discussions and the completion of assignments; # have a capacity for effective teamwork through group discussions and peer review; # develop cultural and ethical understanding through reflection and reading on the role of the publishing industry in a range of different national and cultural contexts; # develop skills in research through the preparation of class papers and assignments, including the use of online as well as print-based materials; # develop skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements; # acquire a capacity for critical thinking through the use of readings and discussion to develop a critique of received wisdom about the cultural, social and political significance of the publishing industry; and # develop a capacity for theoretical analysis through engagement with a range of texts that offer innovative perspectives on publishing as a component of the wider field of cultural practices.
Notes:	Students enrolled in a cognate postgraduate program may seek approval from the course coordinator to undertake this subject.
Related Course(s):	Master of Creative Writing, Publishing and Editing Master of Publishing and Communications Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications)