

106-474 The Contemporary Publishing Industry

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour seminar each week Total Time Commitment: 2 contact hours/week, 8 additional hours/week. Total of 10 hours per week.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>
Coordinator:	Dr Mark Davis
Contact:	Mark Davis davismr@unimelb.edu.au (mailto:davismr@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:	<ul style="list-style-type: none"> # have an extensive understanding of the appropriate and accurate use of English, both in textual editing and in communication with authors; # have been introduced to standard publishing protocols for establishing consistency of usage and conformity with house styles, using both manual and digital methods; # have developed an understanding of the process of language change and its implications for editorial practice; # be familiar with the roles and responsibilities of editors and publishers at each stage of the publishing process.
Assessment:	Class presentation (equivalent to 500 words) 10%, a project proposal of 1000 words 20% (due mid-semester), and a research paper of 3500 words 70% (due at the end of the semester).
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:	<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;

	<ul style="list-style-type: none"> # 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; # 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:	This subject is only available to students enrolled in the Publishing and Communication Program, Media and Communications Honours or MA Programs. Students enrolled in other cognate PG Programs may seek approval from the course coordinator
Related Course(s):	<p>Bachelor of Arts (Honours)(Media and Communications) Master of Creative Writing, Publishing and Editing Master of Global Media Communication Master of Publishing and Communications Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications) Postgraduate Diploma in Arts (Media and Communication)</p>