

<i>Instructor</i>	Dr. Barbara A. Brannon
<i>Class schedule</i>	Tues./Thurs. 9:30–10:45 a.m., Leutze 127
<i>Office hours</i>	Tues./Thurs. 11–12 a.m., 2–3 p.m.; Wed., 11 a.m–3 p.m., GL 106, or by appointment (962-7401)
<i>E-mail</i>	brannonb@uncw.edu

### Course description and organization

This course is both an exploration and a conversation.

We'll look at the processes (the industry) and the people (the profession) that make up book publishing in the 21st century. We'll also examine its history—how book publishing came to be the conglomerate-dominated, blockbuster-driven, multimedia phenomenon it is today.

Yes, the course will involve some lectures and readings and short research assignments. But it will also involve you regularly in questioning and talking about what you're learning, and give you a hands-on opportunity to discover how real-world publishing decisions are made. We will meet outside the classroom on one or more occasions; time and place will be announced well in advance.

Along the way, I expect you will learn about

- The life cycle of books, from author to reader
- The many different categories and genres of books
- The historical background of publishing and bookselling
- The roles of author, agent, editor, publisher, and bookseller
- The architecture of books: how books are made, both ink-and-paper and electronic
- The business of publishing: how books are acquired, packaged, and marketed

This course is also a writing course, and that should be a clue to you: all the skills and strategies of written communication you have learned in your college experience—including organization, grammar, and neatness of presentation—should be brought to bear in your work for this class and will count in your grade assessment.

Oh, and one more thing. This course should be fun. Books should instruct and delight. Enjoy.

### Required texts and materials

- Zaid, Gabriel. *So Many Books: Reading and Publishing in an Age of Abundance*. Philadelphia, Pa.: Paul Dry Books, 2003. This small paperback (only 144 pages) shouldn't pose a burden to your budget or your reading time—but it is full of profound ideas and should be read with care.
- A valid UNCW e-mail address

### Recommended reading

- Greco, Albert N. *The Book Publishing Industry*. 2nd ed.
- Epstein, Jason. *Book Business: Publishing Past, Present, and Future*
- Schiffrin, Andre. *The Business of Books: How the International Conglomerates Took Over Publishing and Changed the Way We Read*
- Nathan, Jan. *Publishing for Profit: Successful Bottom-Line Management for Book Publishers*
- For more on specific topics, I'll be glad to share a list of books, journals, and Web sites you might find helpful or interesting.

### Course requirements and grading

Assignments include regular readings and a series of brief written projects. The final exam will consist of a book auction, conducted in teams; instructions will be distributed later in the semester. Extra credit of +2 points is awarded for attendance at any of the listed book events for the semester, along with a half-page written response submitted to me within one week.

- *Grades.* The semester grade will be computed according to the following proportions:

Participation in class discussion and team projects .....	10 %
5 written assignments, 10% each.....	50 %
4 components of book auction or bookmaking project .....	40 %
TOTAL POSSIBLE .....	100 %

(Minus any absence penalties, plus any extra credit for event reports)

Semester grades are based on a ten-point scale:

A .....	90-100
B.....	80-89
C .....	70-79
D .....	60-69
F.....	Below 60

Written assignments will be graded on evidence that you understand the assigned topic and can present a thorough, intelligently reasoned, grammatically responsible argument or summary.

Finished projects are also assessed on professionalism of presentation: all assignments must be typed, double-spaced, in a readable 11- or 12-point font (you don't want to make me work to read it), and printed on one side of the paper only. Your name, the class section, the date, and the assignment number must appear on the first page, and each subsequent page must carry a header with this information and the page number. Staple your papers before submitting. Papers not submitted as required will not be accepted.

With regard to group projects, full and equitable participation of all team members should result in an equally high grade for all; if a member doesn't pull her or his weight or contribute as much to problem-solving, it could lower their portion of the grade and might also affect the entire team's joint performance.

This course fulfills part of the requirements for the CRW Publishing Certificate (see me for details).

### Policies

- *Attendance.* Be in class; be on time; be prepared. If you must be absent on account of illness or other major problem, you are still responsible for finding out about any assignment made during your absence and for turning in any missed assignment by the next class period you are present.

You may be absent as many as three times without grade penalty; however, any absence in excess of three will result in a five-point penalty. More than five absences for any reason will result in your not earning credit for the course. Any class period missed during work on a group project could jeopardize your group's performance.

I will take roll at the beginning of every class period. If you arrive after roll is taken, it is your responsibility to notify me at the end of the period.

- *Academic integrity.* Presenting another writer's words or ideas as your own constitutes plagiarism and will not be tolerated. This principle applies even in the context of digital communications; be diligent about documenting sources for any ideas, text examples, quotations, or graphics, whether from print or multimedia, that you adopt or adapt for your coursework.

- *Conferences.* Feel free to avail yourself of time before and after class, and during office hours, to discuss with me any problems or questions related to the class. I would be happy to arrange

conferences by appointment as well. I try to respond promptly to e-mail (be courteous, be clear, and include a salutation and signature) sent from your UNCW address.

## CRW 321-001 Schedule of assignments and due dates Fall 2006

### Book events for the semester:

- UNCW faculty member and novelist Rebecca Lee, reading and signing *The City Is a Rising Tide*, Thurs. 8/31/06, 8 p.m., Dobo 103
- Naturalist and Pub Lab author Andy Wood, reading and signing *Backyard Carolina: Two Decades of Public Radio Commentary*, Thurs. 9/14/06, 6:30 p.m., WHQR Gallery, downtown
- Musical evening and book signing by UNCW CRW chair Phil Furia: "Mood Indigo: A Tribute to Duke Ellington," Fri., 9/22, 8 p.m., Kenan Auditorium; TICKETS REQUIRED
- UNCW visiting writer, talk and reading, author Rob Reiss, TBA
- UNCW alumna Catherine McCall, reading and signing *Lifeguarding: A Memoir of Secrets, Swimming, and the South*, Thurs., 9/28/06, 7 p.m., Randall Library Auditorium
- Buckner lecture and reading, visiting writer George Singleton, Thurs., 10/26/06, 8 p.m., Randall Library Auditorium

Date	Topics <i>Subject to minor adjustments, according to pace and needs of class.</i>	Preparation <i>Readings should be done before class period. Out-of-class projects are due at beginning of class period.</i>
Thurs 8/24	<ul style="list-style-type: none"> <li>• Overview of course and assignments</li> <li>• Introduction of students and goals</li> <li>• Books and publishing in today's world</li> </ul>	
Tues 8/29	<ul style="list-style-type: none"> <li>• Writers, books, and readers</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 9-33</li> <li>• Assignment #1 (Personal essay) due; present/discuss in class</li> </ul>
Thurs 8/31	<ul style="list-style-type: none"> <li>• Books and conversation</li> <li>• What is an author?</li> <li>• Genres of books and writing</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 34-49</li> </ul>
Tues 9/5	<ul style="list-style-type: none"> <li>• The communications circuit</li> <li>• The book as commodity</li> <li>• The book as communication</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 50-74</li> <li>• Assignment #2 (Book case history) due; present/discuss in class. BRING YOUR CASE HISTORY BOOK WITH YOU.</li> </ul>
Thurs 9/7	<ul style="list-style-type: none"> <li>• The book as physical object</li> <li>• Technologies of publishing: printing, production, distribution</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 75-89</li> </ul>
Tues 9/12	<ul style="list-style-type: none"> <li>• "Getting published": Authors, agents, editors, and publishers</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 90-94</li> <li>• Workshop on preparing case histories</li> <li>• Visit Randall Library on your own to work on assignment #3</li> </ul>
Thurs 9/14	<p><b>Meet in Randall Library vestibule</b></p> <ul style="list-style-type: none"> <li>• Library and online resources for studying books and publishing</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment #3 (Resource report) due</li> <li>• Use handouts for note-taking</li> </ul>
Tues 9/19	<ul style="list-style-type: none"> <li>• Authors and authorship</li> <li>• The editorial process</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 95-97</li> </ul>
Thurs 9/21	<p><b>Meet in the Publishing Laboratory, GL 107</b> (Trailer behind Friday Hall)</p> <ul style="list-style-type: none"> <li>• Micropublishing, print-on-demand, and self-publishing</li> </ul>	

Tues 9/26	<ul style="list-style-type: none"> <li>• Authors and their books, cont.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 98-110</li> <li>• Assignment #4 (Author case history) due; present/discuss in class</li> </ul>
Thurs 9/28	<ul style="list-style-type: none"> <li>• Authors and their books, cont.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue with author case history presentations if needed</li> </ul>
Tues 10/3	<ul style="list-style-type: none"> <li>• How books reach readers: publishers and booksellers</li> <li>• Book pricing and distribution</li> <li>• The problem of returns</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 111-33</li> </ul>
Thurs 10/5	<ul style="list-style-type: none"> <li>• Bookselling alternatives: online, book clubs, e-books</li> <li>• Book design and production</li> <li>• Book cover/jacket designs; illustrations</li> </ul>	<ul style="list-style-type: none"> <li>• <i>So Many Books</i>, pp. 134-44 (end)</li> </ul>
<p><b>FALL BREAK Sat. 10/7-Tues. 10/10</b> Wherever you spend your break, take time to visit a local bookstore or newsstand and take note of what's new and noteworthy.</p>		
Thurs. 10/12	<ul style="list-style-type: none"> <li>• Publishing houses</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment #5 (Publisher case history) due; discuss in class</li> </ul>
Tues 10/17	<ul style="list-style-type: none"> <li>• Publishing houses</li> <li>• Crafting a book proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Read handout on book proposals</li> </ul>
Thurs. 10/19	<ul style="list-style-type: none"> <li>• Intellectual property and copyright</li> </ul>	<ul style="list-style-type: none"> <li>• Read handout on copyright</li> </ul>
Tues 10/24	(TENTATIVE) Discussion with bookseller	<ul style="list-style-type: none"> <li>• Assignment #6A (Book proposal) due; submit in hard copy. I will make comments and return to you by 10/26 for revisions. Schedule individual conference if needed.</li> </ul>
Thurs. 10/26	<ul style="list-style-type: none"> <li>• Thinking like a publisher: cost, potential sales, and return on investment</li> <li>• Royalties and author compensation</li> <li>• Subsidiary rights</li> <li>• Formation of imprint teams</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment #6B (Cost sheet), begin in class</li> </ul>
Tues 10/31	<ul style="list-style-type: none"> <li>• Discuss book auction</li> <li>• Book marketing, publicity, and promotion</li> <li>• Awards and prizes</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment #6B (Cost sheet), due</li> </ul>
Thurs. 11/2	<ul style="list-style-type: none"> <li>• Review</li> <li>• Selection of imprint teams</li> </ul>	<ul style="list-style-type: none"> <li>• Final book proposals due; submit in hard copy and via e-mail attachment. You MUST receive a confirmation e-mail from me to get credit for completing this assignment.</li> </ul>
Tues 11/7	<ul style="list-style-type: none"> <li>• Publishing negotiations and contracts: making the deal</li> </ul>	
Thurs. 11/9	<ul style="list-style-type: none"> <li>• Used and rare books; book collecting</li> <li>• Libraries and archives</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment #6C (Marketing plan) due</li> </ul>
Tues 11/14	<ul style="list-style-type: none"> <li>• Imprint teams: workshop and strategy</li> </ul>	
Thurs. 11/16	<ul style="list-style-type: none"> <li>• Imprint teams: workshop and strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment #6D (Book cover design) due</li> </ul>

Tues 11/21	•CRW321 Book Fair (presentation of book proposals)	It is crucial that you not miss any of the Book Fair and Book Auction sessions; your team needs you! Absence during this portion of the course could adversely affect your grade.
Tues 11/28	•Book auction begins	
<b>THANKSGIVING BREAK    Wed., 11/22–Sun., 11/26</b> Wherever you spend your break, take time to visit a local bookstore or newsstand and take note of what's new and noteworthy.		
Thurs 11/30	•Book auction continues	
Tues 12/5	Last day of classes •Book auction concludes	
Tues 12/12	FINAL EXAM PERIOD 8:00–11:00 a.m.	•Results of auction; CRW321 "Crawlies" Book Awards

**UNCW Publishing Laboratory  
Permission to Use Student Work and Photographs  
Fall 2006**

Name \_\_\_\_\_  
Course/Term \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Mailing address \_\_\_\_\_

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If in the future we are interested in using your work for other purposes (such as inclusion in a publication whose primary purpose is not related to teaching), I will contact you to request further permission.

Barbara A. Brannon, Ph.D.

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Date