

**Course Number & Name:** LIS 420 - Book Publishing and Librarianship

**Description:** The course focuses on the book publishing industry and its relationship to the library profession. Students examine all the segments of the publishing process: editorial, design, manufacturing, marketing, and sales. The course explores current issues in the book publishing industry; it helps librarians develop critical skills to evaluate books; it clarifies aspects of copyright as related to printed material; and it provides information about ways libraries can influence what appears in print and can take advantage of current conditions in the publishing marketplace. Also included are guest speakers from the publishing industry, media presentations, and individual research papers.

**Prerequisites:** None

**Audience (level, environment/setting):** introductory; all kinds of libraries; people interested in children's services, young adult services, reference, technical services, archives, manuscript and rare book collections

**Student Learning Outcomes** [by number]: 4, 7

**Topics/List of Lectures:**

- Brief history of print publishing
- Creative process – writing, editing, copyediting
- Business process – contracts, finances, sales, and marketing
- Evaluating Format
  - Design
  - Typography
  - Paper
  - Binding
- Issues for Libraries
  - Copyright
  - Acquisition of small-press and self-published titles
  - Current opportunities in marketplace
  - Future of publishing

• **Suggested Textbooks/Readings**

- Epstein, Jason. *The Book Business: Publishing Past Present and Future*. (2001). New York, New York: W.W. Norton
- Korda, Michael. *Another Life*. (1999). New York, New York: Random House.
- Marcus, Leonard S. *Dear Genius: The Letters of Ursula Nordstrom*. (1998) New York, New York: HarperCollins

- Miller, Harold T. *Publishing: A Leap from Mind to Mind*. (2003). Golden, Colorado: Fulcrum Publishing.
- Selected articles from *New York Times*, *Columbia Journalism Review*, *New Yorker*, *Horn Book Magazine*

- **Course History:**

March 2006: discussed at curriculum meeting

April 2006: voted in at Faculty Meeting.

- **Document prepared by:** Anita Silvey, 12/05