

w.e.f. 2023-24

Department	Department of Library & Information Science		
Course Name	Certificate Course in Book Publishing		
Course Code	23LISCBP01	Course Credits	4 (L: 4 T: 0 P: 0)
Max. Marks	Full marks: 100 External(term-end exam): 70 Internal: 30	Time of end term examination	3 Hours
Note: The paper is divided into 4 units. The candidates are required to attempt 5 questions in all, selecting 1 question from each unit, out of two internal choices. Question 1 is compulsory consisting of 8 short answer type questions, spread over the whole syllabus. All questions carry equal marks.			
Course Objectives The objectives of the course is <ol style="list-style-type: none">1. to make the students aware about the history and current scenario of book publishing and the related industry;2. to make the learner know the authors' alertness throughout the process;3. to make the students aware of the various laws and other legal rules and regulations related to book publishing;4. to make the students know about the production and promotion process of the books.			
Course Outcomes (COs) After completion of the course the students will learn <ol style="list-style-type: none">1. the basics of book publishing;2. about the roles and responsibilities and obligations of different stake holders of book publishing;3. the role of marketing and finance department;4. different ethical and unethical practices associated with the publishing process as well as publishing industry.			
Unit-1: Foundations of Book Publishing <ul style="list-style-type: none">• History of book publishing;• Various stakeholders in the publishing industry;• Role of agencies and related associations;• Book publishing as a profession.			
Unit-2: Structure of a Publishing House <ul style="list-style-type: none">• Administrative: file management, correspondence, travel arrangements, reports;• Acquisition: relationships with authors, royalty features, subject selection, commercial			

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advantages, editorial proposals

- Editorials: Participating in editorial, design, and marketing meetings, Reading and evaluating submissions by writing reader's reports
- Finance, accounts and business plans

Unit-3: Laws Governing Book Publishing

- Introduction of books publishing laws, acts and tax provisions
- IPR related issues: Piracy, plagiarism and royalty
- Acts and other regulating laws: Press and Registration of Books Act, 1867, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Indian Postal Act, provisions of import and export policies.
- Unethical publications: causes and consequences (Defamation, Sediton, Obscenity, Public Tranquility, Magic Remedy): Code of ethics

Unit-4: Production, Sales and Promotions

- Production: prerequisites of book publishing, Illustrations, development of manuscript (techniques and importance)
- Proofreading, imposition, printing methods, dummy preparation and final publication
- Sales and marketing management (Financials and accounts)
- Activities related to the promotion of books: tools, techniques, book launch and book club bulletins.

Suggested Readings

1. Davies, Gill & Balkwill, Richard (2011). *The professionals guide to publishing*. New York: Kogan Page.
2. Baverstock, Alison (2008). *How to market books*. New York: Kogan Books.
3. Guthrie, Richard (2011). *Publishing: Principles and practice*. New Delhi: Sage.
4. Platt, S., Truant, J. B., & Wright, D. W. (2015). *Write. Publish. repeat: The No-Luck Guide to Self-Publishing Success*. Realm & Sands.
5. Alexander, B. (2011). *The new digital storytelling: Creating Narratives with New Media*. Praeger.
6. Friedman, J. (2018). *The business of being a writer*.
<https://doi.org/10.7208/chicago/9780226393339.001.0001>
7. Rabiner, S., & Fortunato, A. (2003). *Thinking like your editor: how to write great serious nonfiction and get it published*. W. W. Norton & Company.
8. Clark, G., & Phillips, A. (2019). Inside book publishing. In *Routledge eBooks*.

<https://doi.org/10.4324/9781351265720>

9. Crawford, T., & Murray, K. (2013). *The Writer's Legal Guide, Fourth Edition*. Allworth.
10. Fishman, S. (2017). *The copyright handbook: What Every Writer Needs to Know*. NOLO.
11. Grahl, T. (2013). *Your first 1000 copies: The Step-By-Step Guide to Marketing Your Book*. Out: Think.
12. Harper, A. (2022). *Write a Must-Read: Craft a Book That Changes Lives—Including Your Own*. Page Two.
13. Baverstock, Alison (2008). *How to market books*. New York: Kogan Books.

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