

English 1820: Publication Studies (Theory and Practice)

Syllabus

Lisa Bickmore, instructor

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hours: T 1:30-2:30 p.m.; W noon-2 p.m.; R 11-1

p.m.

Course Description (from catalog): Introduces students to the theory and practice of production, circulation, and distribution of printed and digital writing. Provides experience with publication software and equipment. Students will assist peers with production.

Course Outcomes:

1. Students should gain understanding of the history of publication.
2. Students should gain an understanding of publication theory.
3. Students will gain hands-on experience with several types of publication, including digital, web, and print, and will produce publications in several genres.
4. Students will assist their peers with publication projects.
5. Students will think, read, and write critically about the theory, history, and practices of publication.
6. Students will gain practical experience in the collaborative nature of the publication process.
7. Students will gain an understanding of the economics affecting publication, circulation and distribution of texts.

Required Texts:

Nunberg, Geoffrey, ed. *The Future of the Book*. LA: University of California Press, 1996.

Zaid, Gabriel and Natasha Wimmer, *So Many Books: Reading and Publishing in an Age of Abundance*. Philadelphia, PA: Paul Dry Books, 2003.

Online readings and articles:

Blodget, Henry. "[How to Save the Book Publishing Industry](#)." May 30, 2008.

Gartner, Audrey. "[Peer Tutoring: Toward a New Model](#)." Aug. 1993. Eric Digest.

Kachka, Boris. "[The End](#)." *New York Magazine*. Sept. 14, 2008.

Kelly, Kevin. "[Scan This Book!](#)" *New York Times Magazine*, May 14, 2006.

State of the Book Industry 2007. [Webcast](#). Library of Congress. (Requires

RealPlayer, or can be read as transcript.)

“[The Magazine Industry: Out of Vogue.](#)” *The Economist*. Sept. 20, 2007.

Electronic Resources:

Broadsides

[National Library of Scotland: Broadsides](#)

[Broadsided Press](#)

The Bodleian Library (Oxford University) [Broadside Collection](#)

Chapbooks

University of Pittsburgh Elizabeth Nesbitt Room [Chapbook Collection](#)

A list of [Chapbook Publishers](#)

[Chapbook Analysis](#) by Nicholas Hausman (Example of student researched essay)

Publishing Blogs

MartinStabe.com (focusing on online journalism and new media)

Joe Wikert’s [Publishing 2020 blog](#)

TSTC Publishing’s [Book Business blog](#)

Literary/Web/Publishing

[Born Magazine](#)

[Brevity](#)

Mary Flanagan, “[The House](#)”

Young-Hae Chang *Heavy Industries* < <http://www.yhchang.com/>>

Publishers Weekly (available electronically through the ELIE portal)

The Book Arts Web. < <http://www.philobiblon.com/>>.

Course Activities:

In this course, we’ll read about and discuss the nature of the industries that source, produce, and distribute texts, as well as the rising cultures of self-generated and produced texts, such as Web 2.0 applications, print-on-demand, and the like. Our readings will largely be taken from periodical publications, both print and online, that give us a current picture of the various aspects of publication and circulation, including theory, history, and practical applications.

You will have the chance to create various types of publications in the Publication Center, both individually and collaboratively. You will also spend some time aiding other students with their publication projects. You will research an aspect of publication in our culture, and keep a reflective journal, based upon your readings and experiences in the course. At the end of the course, you will produce a portfolio of your work, to include print and digital publications, as well as reflective writing.

As a special project of the class, we will design, lay out, print, bind, place and distribute—in a word, publish—a chapbook by an SLCC student.

Key assignments and activities:

- Portfolio which will include print and digital publications, and reflective writing
- Researched essay: history, theory, practice.
- Reflective journal
- Collaborative publication & presentation, including the chapbook publication project
- Evaluation by peers of peer advising

ADA Statement

Students with medical, psychological, learning or other disabilities desiring accommodations or services under ADA, must contact the Disability Resource Center (DRC). The DRC determines eligibility for and authorizes the provision of these accommodations and services for the college." Please contact the DRC at the Student Center, Suite 244, Redwood Campus, 4600 S Redwood Rd. SLC, UT 84123. Phone: (801) 957-4659, TTY: 957-4646, Fax: 957- 4947 or by email: linda.bennett@slcc.edu