

<b>Georg-August-Universität Göttingen</b>		6 C 1 WLH
<b>Module M.EP.12: Foundations: The Publishing Industry</b>		
<b>Learning outcome, core skills:</b> Students acquire overview knowledge on books as commodities and on the literature industry (publishing companies, function of authors and readers, marketing aspects, aspects of bookselling). Students also acquire insight into how publishers and booksellers orient themselves on readers' interests.		<b>Workload:</b> Attendance time: 14 h Self-study time: 166 h
<b>Course: Course or self-study unit on the basics of publishing</b> (Seminar, ) <i>Contents:</i> Literature as a commodity; publication processes; distribution of roles and aims of the participants in the literature industry		1 WLH
<b>Course: Practical Part</b> <i>Contents:</i> self-study part: analysing publishers' programmes and publications (e.g. themes, types of texts); analysing booksellers' displays (e.g. on aspects of catching readers' attention); analysing how book design is oriented towards reader expectations (e.g. cover, backflap)		WLH
<b>Examination: Learning journal (max. 3000 words), not graded</b> M.EP.12.Mp: Portfolio <b>Examination requirements:</b> Students show theoretical knowledge on the five core content areas of the module (books as commodities, publishers and publishing, author role, reader role); they can collect data on connected relevant aspects and analyse them on reader orientation		6 C
<b>Admission requirements:</b> none	<b>Recommended previous knowledge:</b> none	
<b>Language:</b> English	<b>Person responsible for module:</b> Prof. Dr. Barbara Schaff Dr. F. Reitemeier	
<b>Course frequency:</b> winter or summer semester, on demand	<b>Duration:</b> 1 semester[s]	
<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b> 1 - 3	
<b>Additional notes and regulations:</b> Comparing insights internationally and interculturality is explicitly welcomed. Participating in the course/self-study unit must be registered separately in FlexNow.		