# . - Publishing

## Prof. Ilario Bertoletti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course introduces students to publishing, its theoretical and practical aspects, with a view to provide students with the skills needed for the composition of a text according to publishing norms.

At the end of the course, students in terms of

A. Knowledge and understanding;

- will be able to assess a text

-  will be able to use editing as a form of metawriting of the authorial text

 - will be able to proofread

B. Ability to apply knowledge and understanding:

 - will be able to understand how to create a classical book

-  will be able to acquire basic skills in the field of classical publishing writing (editorial judgment, back cover, journalistic and scientific reviews, the problems related to editorial translatology)

Intended learning outcomes: at the end of the course, students will have the necessary skills for assessing a text, editing, proofreading and writing reviews.

***COURSE CONTENT***

* Creating a book
* The author-publishing house relationship
* The role of editor
* How the decision is made to publish a book. Publisher’s opinions.
* Choosing the book title and incorporating it into the catalogue of the publishing house
* Page layout and editing (with a particular focus on the use of computers)
* Proofreading (rules for quotations, indexes and bibliographies)
* Revising and correcting a translation (with examples)
* Designing a front and back cover (or inside flap)
* Typography and print proof
* Press office and book promotion (advertising)
* Reviews in newspapers and magazines
* Circulation in bookshops
* Promoting a translated book abroad and the foreign copyrights office
* How to create a publishing house catalogue
* Using the Internet: e-books and on-line catalogues
* Various sections of a magazine: features/articles, notices and reports, news and reviews
* Writing an academic article, notes and review: different types of writing

***READING LIST***

1. I. Bertoletti, *Metafisica del redattore. Elementi di editoria,* ETS, Pisa, 2012.

2. I. Bertoletti, *Dialettica della digitalizzazione,.Elementi di editoria multimediale*, in press

3. U.  Eco,*Come si fa una tesi di laurea. Le materie umanistiche*, Bompiani, Milan 1985.

4. R. Guaridini, *Elogio del libro, Morcelliana*, Brescia 1985.

5. M. Cursi, Le forme del libro. Dalla tavoletta cerata all’e-book, Il Mulino, Bologna

6. P. Italia, *Editing Novecento*, Salerno, Rome 2013.

7. Other texts and material will be indicated during the course.

***TEACHING METHOD***

 Frontal lectures and exercises on publishers’ opinions, book editing, proofreading, back covers, reviews.

***ASSESSMENT METHOD AND CRITERIA***

For attending students: oral test on the first three texts and the exercises completed during the course.

For non-attending students: oral test on the four texts, with emphasis on the fundamental moments of publishing work.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should be interested in the world of publishing and willing to learn skills concerning publishing techniques.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.