# The Art and Industry of Publishing

## Prof. Daniela Pagani

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

The course aims to provide essential knowledge for the development of professionals capable of covering various fundamental roles in the process of planning and producing book products connected with foreign narrative and literary essays. More specifically, the course covers the history and development of publishing in Italy, an analysis of the methods for the work of managing published contents, with particular reference to journalistic businesses traditional and online developping the study of the skills needed in order to promote new foreign books and new foreign writers in Italy.

At the end of the course, students will be able to identify the key concepts of publishing and promotional journalism linked to the market of books, also thanks to some practical tests aimed at a better understanding of the different sectors under analysis.

***COURSE CONTENT***

The course syllabus is divided into three sessions.

1. *Publishing*

– Brief history of publishing in Italy. Analysis of the publishing market.

– Running and managing a publishing company. What a publisher does. Functions, organisation and objectives.

– Editing. Translation. Graphics and Iconography. Blurbs.

Upon conclusion of the first session, students will be required to create a “book cover” and to prepare a "reading summary/book report” of a book suggested at the beginning of the course.

2. *Cultural journalism*

– Printed material versus radio, television and web. Different types of writing and journalist approach. How to talk and write about a book.

Upon conclusion of the second session, students will be required to review a second book suggested at the beginning of the course or to prepare the outline of a professional interview to a writer.

3. *Press office*

*–* The work of a publisher's press office. Cooperation with other members of the publishing staff, tools (the press release, the newsletter, the proof book, the editor website), the press promotion of the authors.

– Social network communication (Facebook, Instagram, Twitter)

*– Marketing of the cultural product.* Business strategies. Promotion. Creation of a publishing case focused on book/movie’s case

*– Organising an event.* Strategic activity and operational activity.

Upon conclusion of the final session, students will be required to prepare a press release in relation to a cultural event in the Milan area.

In order to enrich the learning experience, the course also contemplates meetings in class or through zoom with professionals from the fields of journalism, publishing and culture and international writers.

***READING LIST[[1]](#footnote-1)***

Compulsory textbooks for Italian and foreign students

GILES CLARK, ANGUS PHILLIPS, *Inside Book Publishing,* Routledge, 2019

Optional text for foreign students

THOMPSON, JOHN B., Merchants of Culture, John Wiley & Sons, 2019

Optional text for Italian students

O. Ponte di Pino, *I mestieri del libro*, TEA, 2008 (in pdf)

*Rapporto sullo stato dell’editoria in Italia 2021* (summary available online at *www.aie.it*)

Other specific reading materials will be indicated on both the Blackboard and the lecturer’s web page. Any additional reading materials will be indicated in class, and also posted on the Blackboard and the professor's web page.

***TEACHING METHOD***

Interactive lectures and individual activities both in class and as homework.

***ASSESSMENT METHOD AND CRITERIA***

For all students, the final grade will consist in the overall evaluation of the presentations made in class during the first session of the course (20% of the evaluation), in the written papers relating to the second and third session of the course (20% of the evaluation) and in a final written test (60% of the assessment) during the exam session.

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***NOTES AND PREREQUISITES***

The course is one semester long (30 hours) and takes place in the first semester. Attending students must follow the rules of the Ethical Code of the Catholic University that they accepted when they enrolled in the University and can be checked online. The course is for all students of first and second levels degrees in Foreign Language and Linguistic Sciences. Students should come to class with the material required in each lesson.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)