# Book and Multimedia Publishing

## Prof. Roberto Cicala

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

The course will teach students both the theoretical and practical cultural foundations for understanding Italian literary publishing throughout history, both as it stands today and in terms of the latest multimedia changes under way. There will be an overview of the various stages in creating a book, studying certain key cases. The teaching programme is completed by a publishing experience (Publishing workshop) in the second semester, to which it is necessary to register separately. In particular, at the end of the course, students must be able to use sector-specific language to describe a published product in terms of its various components, and planning and production phases.

***COURSE CONTENT***

The course will systematically cover the diachronic development of the main publishing phenomena throughout history, whilst at the same time analysing the contemporary development of the publishing sector through the use of teaching resources and examples, with visits from expert speakers and educational trips.

First Part: *Basics*

1. Book publishing. The concept of texts, publishing and para-texts down the ages.

2. Multimedia publishing. The effects of digital technology on publishing.

### Second Part: Study cases

1. The current state of publishing.

2. How a book is published from the writer to the reader: the various stages in publishing mediation.

3. Studies of publishing enterprises

 Third part (Practical exercises and experiences)

1. Practical classes.

2. Meetings and educational visits (publishing fairs).

***READING LIST***

B. Blasselle, *Il libro.* *Dal papiro a Gutenberg,* Electa-Gallimard, Milan, 1997 (excerpt in ed. EDUCatt).

*Letture per il corso di Editoria*, EDUCatt, Milan, 2016.

R. Cicala, *I meccanismi dell’editoria. Introduzione al mondo dei libri: dall’autore al lettore*,Il Mulino, Bologna, 2021.

For the pratical section: *Informazioni di base sul libro* inR. Cicala-V. Rossi-M. Villano (ed.), *La cura del testo in redazione*, EDUCatt, Milan, 2016.

Further reading material, teaching material and updates will be given during the course and on the lecturer's website.

Lecture notes will still be fundamentally important.

For further study and for students who cannot attend 70% of lectures (duly informing the lecturer and arranging a supplementary reading list), it is possible to find a list of supplementary readings on the lecturer’s web page.

***TEACHING METHOD***

Three methods are used: “conventional” i.e. frontal lectures and expert speakers; remote activities (also online if necessary) (practical exercises and possible collaboration in web pages); outdoor learning activities (educational visits); with suggested supplemental extracurricular learning activities (seminars and research). Updates and basic documentation can be downloaded from the lecturer's website (http:\\docenti.unicatt.it).

***ASSESSMENT METHOD AND CRITERIA***

Students of Modern Languages and Literature must attend 70% of the lectures in order to sit the oral examination. Students with jobs who are unable to attend all the lectures must get in touch with the lecturer as soon as possible to justify their partial absence and arrange an additional reading list.

It will be too late to inform the lecturer at the end of the course.

Intended learning outcomes are as follows:

– knowledge and understanding: students must demonstrate basic knowledge of the historical stages in the development of the publishing industry up to the present day;

– applied skills: students must demonstrate that they can apply essential theories and techniques to analyse a product or manage a publishing project and related issues;

– independent judgement: students must demonstrate their analytical skill in terms of the characteristics and practical examples of the potential paratext of a book;

– communication skills: students must be able to express concepts and present historical and current phenomena using technical language specific to the publishing sector;

– learning capacity: students must demonstrate that they have understood the main characteristics of the possible approaches for publishing a text, as well as the technical aspects and cultural features of an edition.

The final assessment will also take into account any written exercises and activities carried out. Part of one of the final second-semester lectures will provide an overview of the examination procedures. The oral exam will be divided into an historical part and a theoretical part. Students will be asked to provide a hands-on and technical description of the elements of a book. The final mark will take into account accuracy of answers (60%), attendance and practical activities carried out (20%); and communicative and argumentative skills demonstrated in the exam (20%).

***NOTES AND PREREQUISITES***

It is recommended that students attend the course in Book and multimedia publishing during the second year of the three-year degree course and schedule the Publishing workshop (active in the second semester) during the third year, which however can be followed at the same time as the course as it is preparatory for the workshop, also during master’s degrees anche durante le lauree magistrali. Being it introductory in nature, this course has no prerequisites.

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.