# The art and industry of Publishing

## Prof. Daniela Pagani

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

The course aims to introduce every element of the book publishing process, from the role of the editors to the parts played by the subsidiary rights directors, the art directors, the publicists and marketing people. Students will study every element of the process: manuscript evaluation, agenting, editing, design, production, publicity, sales, and marketing. Students also learn about different types of publishing houses, publishing strategies, and career paths.

***COURSE CONTENT***

The course syllabus is divided into three sessions.

1. *Publishing*

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

– The structure of a publishing house. Roles, functions, organisation and objectives.

– Book Report, Blurbs, Graphics and Iconography.

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

2. *Traditional and new media*

– Is it still correct talking about cultural journalism?

* Media types fall under two broad categories: traditional and new. The traditional media include the print and broadcast formats, while the new media include the ever-changing digital formats, such as blogs and podcasts.

Upon conclusion of the second session, students will be required to review a book or to prepare the questions for an interview.

3. *Press office*

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

– Social network communication (Facebook, Instagram, Twitter, Tik Tok)

*– Marketing of the cultural product.* Business strategies. Promotion. Creation of a publishing 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 with professionals from the fields of journalism, publishing and culture, and a visit to a publishing house

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

Compulsory textbook 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 (available for download in blackboard)

Report on the state of publishing in Italy 2021 (available for download in blackboard)

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, professional guest-speakers, participation to cultural public events and literary festivals. Individual and group activities both in class and at home.

***ASSESSMENT METHOD AND CRITERIA***

The final grade for all students will be based on the overall grade from the class presentations during the first, second and third session of the course, plus a final written exam

***NOTES AND PREREQUISITES***

The course is one semester long (30 hours) and takes place in semester 1. 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.

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