



The University of Southern Queensland

## Course Specification

### Description: Issues in Publishing and Technology

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5020	15113	2, 2002	WEB	1.00	TWMBBA

<b>Academic Group:</b>	FOART
<b>Academic Org:</b>	FOA004
<b>HECS Band:</b>	1
<b>ASCED Code:</b>	100700

### STAFFING

Examiner: Neil Lomas

Moderator: Dianne Jones

### SYNOPSIS

The extent of the changes in social economic and cultural life that are likely to flow from the convergence of computing and communications is only beginning to be realised. Publishing is an industry where change is already apparent. The ultimate effect of new technologies on publishing is still unclear, but it is important that graduates aspiring to enter the industry are able to understand how and why its future may be different from its past. This course, which will be offered through the Internet, will give students an understanding of the changing nature of technology and publishing practice.

### OBJECTIVES

On completion of this course, students should be able to:

- Demonstrate an understanding of developments which are occurring world-wide in publishing practices and in the technology used.
- Analyse the effects of new technologies on the publishing industry.
- Analyse the effects of new technologies on individuals, organisations and society.
- Demonstrate an ability to critically discuss developments in new technologies in relation to publishing.
- Demonstrate an understanding of issues relating to costs, markets and intellectual property in relation to new technologies and the future of publishing.

### TOPICS

Description	Weighting (%)
1. The history of print	10.00

2. The characteristics of print	10.00
3. The new technologies	20.00
4. Electronic publishing	10.00
5. Intellectual property	10.00
6. The business perspective	20.00
7. Summary of issues	20.00

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

The "Journal of Electronic Publishing" is worth reading regularly for articles relevant ;  
<http://www.press.umich.edu/jep/>

Australian Vice Chancellors' Committee. Electronic Publishing Working Group 1996, *Key Issues in Australian Electronic Publishing: Collected Reports*, AVCC, Canberra.

(Also available at <http://www.adfa.oz.au>)

Birkerts, S 1995, *The Gutenberg Elegies: the Fate of Reading in an Electronic Age*, Fawcett Columbine, NY. (USQ Library 028.9 Bir).

(USQ Library 028.9 Bir)

Blunden, B. & M. (eds) 1994, *The Electronic Publishing Business and its Market*, IEPRC/Pira International, Leatherhead, Surrey. (USQ Library 070.50285 Ele).

Bolter, J. D. 1991, *Writing Space: the Computer, Hypertext and the History of Writing*, Erlbaum and Associates, Hillsdale, NJ. (USQ Library 652.5 Bol).

Colette, J. & Quinn, M. (eds) 1997, *The Business of Electronic Publishing*, Allen & Unwin, North Ryde. (USQ Library 070.5797 Bus).

Comer, D. E. 1995, *The Internet Book: Everything you Need to Know about Computer Networking and How the Internet Works*, Prentice Hall, Englewood Cliffs NJ. (USQ Library 004.67 Com).

Crawford, W. & Gorman, M. 1995, *Future Libraries: Dreams, Madness & Reality*, American Library Association, Chicago.

Febvre, L & Martin, H-J 1958, *The Coming of the Book: The Impact of Printing 1450-1880*, trans. David Gerard, Verso, London, 1990. (USQ Library 002 Feb).

Gates, B. 1995, *The Road Ahead*, Viking, NY. (USQ Library 303.4833 Gat).

Jones, B. 1991, *Australia as an Information Society: Grasping New Paradigms. Report of the House of Representatives Standing Committee for Long Term Strategies*, May 1991, Canberra.

Kahin, B. & Neeson, C. (ed) 1997, *Borders in Cyberspace: Information Policy and the Global Information Infrastructure*, MIT Press, Cambridge.

- Lanham, R. A. 1993, *The Electronic Word: Democracy, Technology and the Arts*, University of Chicago Press, Chicago. (USQ Library 303.4834 Lan).
- Manguel, A. 1996, *A History of Reading*, Viking, NY. (USQ Library 028.9 Man).
- Negroponte, N. 1995, *Being Digital*, Knopf, NY. (USQ Library 303.4833 Neg).
- Nielsen, J. 1995, *Multimedia and Hypertext: the Internet and Beyond*, AP Professional, Boston. (USQ Library 005.75 Nie).
- Ressler, S. 1997, *The Art of Electronic Publishing: the Internet and Beyond*, Prentice Hall, PTR, NJ. (Book & CD-ROM) USQ Library 686.22544 Res.
- Snyder, I. 1996, *Hypertext. The Electronic Labyrinth*, Melbourne University Press, Vooctoria.
- Stoll, C. 1995, *Silicon Snake Oil: Second Thoughts on the Information Superhighway*, Pan Books, London. (USQ Library 303.4833 Sto).
- Tuman, M.C. (ed) 1992, *Literacy Online: the Promise and Peril of Reading and Writing with Computers*, University of Pittsburgh Press, Pittsburgh. (USQ Library 371.334 Lit).
- Tuman, M.C. 1992 1992, *Word Perfect - Literacy in the Computer Age*, University of Pittsburgh Press, Pittsburgh. (USQ Library 371.334 Tum).

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Private Study	165

## ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
PARTICIPATION IN NEWSGROUP	15.00	15.00	Y	22 Jul 2002
ESSAY 1	15.00	15.00	Y	23 Aug 2002
ESSAY 2	20.00	20.00	Y	20 Sep 2002
BUSINESS PROPOSAL/MAJOR ESSAY	50.00	50.00	Y	01 Oct 2002

## OTHER REQUIREMENTS

- 1 In order to be eligible for a passing grade, students must submit all items of assessment
- 2 No assessment will be accepted after the relevant deadline without supporting evidence.
- 3 The final grade is determined on the basis of the total accumulated points and is assigned in accord with Arts Faculty guidelines.