



## The University of Southern Queensland

### Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

#### Description: Issues in Publishing and Technology

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PUB	5006	90523	2, 2009	WEB	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100700

### STAFFING

Examiner: Peter Goodall

### 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:

1. Demonstrate an understanding of developments that are occurring world-wide in publishing practices and in the technology used
2. Analyse the effects of new technologies on the publishing industry
3. Analyse the effects of new technologies on individuals, organisations and society
4. Demonstrate an ability to critically discuss developments in new technologies in relation to publishing
5. 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

### **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

### **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.

'Journal of Electronic Publishing' (Available: <http://www.press.umich.edu/jep/>).

(worth reading regularly for articles relevant)

Birkerts, S 1995, *The Gutenberg Elegies: the Fate of Reading in an Electronic Age*, Fawcett Columbine, New York.

(USQ Library 028.9 Bir)

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

Bolter, JD 2001, *Writing Space: the Computer, Hypertext and the History of Writing*, Erlbaum Associates, Hillsdale, New Jersey.

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

Comer, DE 2006, *The Internet Book: Everything you Need to Know about Computer Networking and How the Internet Works*, 4th edn, Prentice Hall, Englewood Cliffs, New Jersey.

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

Febvre, L & Martin, HJ 1990, *The Coming of the Book: The Impact of Printing 1450-1880*, Verso, London.

(trans David Gerard)

Gates, B 1995, *The Road Ahead*, Viking, New York.

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

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

- Lanham, RA 1993, *The Electronic Word: Democracy, Technology and the Arts*, University of Chicago Press, Chicago.
- Manguel, A 1996, *A History of Reading*, Viking, New York.
- Negroponte, N 1995, *Being Digital*, Knopf, New York.
- Nielsen, J 1995, *Multimedia and Hypertext: the Internet and Beyond*, AP Professional, Boston.
- Ressler, S 1997, *The Art of Electronic Publishing: the Internet and Beyond*, Prentice Hall, Upper Saddle River, New Jersey.
- Snyder, I 1996, *Hypertext: The Electronic Labyrinth*, Melbourne University Press, Victoria.
- Stoll, C 1995, *Silicon Snake Oil: Second Thoughts on the Information Superhighway*, Pan Books, London.
- Tuman, MC 1992, *Word Perfect - Literacy in the Computer Age*, University of Pittsburgh Press, Pittsburgh.
- Tuman, MC (ed) 1992, *Literacy Online: the Promise (and Peril) of Reading and Writing with Computers*, University of Pittsburgh Press, Pittsburgh.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Private Study	165.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ESSAY 1	15.00	15.00	10 Aug 2009 (see note 1)
ESSAY 2	20.00	20.00	21 Sep 2009 (see note 2)
BUSINESS PROPOSAL/MAJOR ESSAY	50.00	50.00	19 Oct 2009 (see note 3)
PARTICIPATION IN DISCUSSIONGRP	15.00	15.00	02 Nov 2009 (see note 4)

### NOTES

1. This assessment item is aligned with Objectives 1 and 3
2. This assessment item is aligned with all of the Objectives
3. This assessment item is aligned with Objectives 1, 2, 4 & 5
4. STUDENTS WILL BE ADVISED OF ASSIGNMENT REQUIREMENTS. This assessment item is aligned with Objectives 1, 2, 4 & 5

## IMPORTANT ASSESSMENT INFORMATION

### 1 Attendance requirements:

There are no attendance requirements for this course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

- 2 Requirements for students to complete each assessment item satisfactorily:  
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

## **OTHER REQUIREMENTS**

- 1 Students will require access to email and internet access to UConnect for this course.