The University of Southern Queensland
Course Specification

Description: Issues in Publishing and Technology

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRN</td>
<td>5020</td>
<td>15113</td>
<td>2, 2002</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
</tr>
</tbody>
</table>

Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The history of print</td>
<td>10.00</td>
</tr>
</tbody>
</table>
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/

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


Nielsen, J. 1995, *Multimedia and Hypertext: the Internet and Beyond*, AP Professional, Boston. (USQ Library 005.75 Nie).


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Study</td>
<td>165</td>
</tr>
</tbody>
</table>

**ASSESSMENT DETAILS**

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

**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.