Faculty of Engineering, Built Environment and Information Technology

Fakulteit Ingenieurswese, Bou-omgewing en Inligtingtegnologie / Lefapha la Boetšenere, Tikologo ya Kago le Theknolotši ya Tshedimošo

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Study Guide
Department of Information Science

BIS Publishing Honours 2021

Contents

1 Introduction

1.1 Welcome and course description

To publish is to produce and issue printed and electronic information for distribution and sale. Published matter includes a wide variety of printed and electronic information products, including books, magazines and corporate publications. In the undergraduate degree, we look at the publishing process as an interlinked value chain. The various role players in the chain all add value to the published product. The BIS (Publishing) undergraduate degree equips the learner with the generic skills needed to tailor information products for different audiences, to manage publishing projects and to liaise with and brief specialist role players in the publishing value chain.

Building from that base, the BIS (Publishing) Honours degree serves to develop specialist skills in management, the context of South African publishing, editing and research. The subjects you will be required to complete in this degree are **six compulsory modules**:

Code		Semester
PUB 722	Publishing management: Management and finances	1
PUB 723	Publishing management: Organisation and processes	2
PUB 724	The publishing environment: Developments and trends in the South African book industry	1
PUB 725	The publishing environment: Global developments and trends in book publishing	2
PUB 728	Editorial Practice: Advanced copy-editing and editorial project management	1
INY 711	INY 711	1

In addition to this, you need to choose **two electives**. You have the opportunity to develop additional skills through modules about Rights Acquisition, Digital Publishing, Book History, or any additional subjects that you qualify for:

PUB 729	Editorial practice: List building and acquisition of rights	2
PUB 712	Advanced electronic publishing	2
PUB 732	Book History	2

You may also register for other Honours courses from either this or other departments to achieve your 30 elective credits. These may include Information Science, Multimedia, Visual Arts, or Humanities (further details on these modules can be found in the applicable yearbooks, available online). You need to request permission to register for such electives from the relevant departments, and ask them about the class timetable.

Part-time or full-time study
- One year full-time study: all modules have to be completed within one academic year (eight per year, i.e. four per semester).
- Two years' part-time study: modules taken over two years (usually four per year, i.e. two per semester).

1.2 Educational approach

This course is based on outcomes, which are the practical and material results of your learning, focussing equally on knowledge, skills, the process of learning and the final outcome. Achieving an outcome combines several supportive elements in an interactive way: **preparing** for specific activities; **performing** tasks according to preparation; **concluding** with a view to submitting for assessment; **interacting** with the assignment, peer group and lecturer; and **assessing** all of the above by means of self-assessment, peer group assessment and lecturer assessment.

This process can be related directly to the process of achieving outcomes in the publishing environment, which gives you the benefit of mastering methods, techniques and procedures which relate to real-life work and which can be repeated in new contexts.

Remember that you are preparing yourself for a career in the publishing industry – an industry that is outcomes-based in its very nature.

1.3 Responsibilities of the student

By your honours year, you are expected to be able to:

- Undertake research using information sources, including the Internet, books and academic journals.
- Reference your sources correctly when you quote or paraphrase, using the Harvard style of referencing.
- Include a full bibliography of sources, formatted according to the Harvard style of referencing.
- Provide where possible, contextual South African application of international standards, statistics and policies.
- Incorporate where possible your own insights, recommendations and intuition – backed by research, sources and a solid argument.

2 Administrative information

2.1 Contact details

Don't hesitate to contact your lecturers if you need help. We are available by email and virtual appointments can also be arranged.

Package coordinator and Course coordinator PUB 732, INY 711
Dr Beth le Roux
Beth.leroux@up.ac.za

Course coordinator PUB 722, 723, 724, 725, 712:
Laetitia Cassells
Laetitia.Cassells@up.ac.za
https://calendar.google.com/calendar/selfsched?sstoken=UUgxU3I0aW1sM1VXfGRlZmF1b
HR8M2MzNWYwYjAwMTU4NTNkYzEzNzExOGVkMjFmNGQ2ODg

Course coordinator PUB 728
Anneke Nel
Anneke.nel@up.ac.za

Course coordinator PUB 729
Samantha Miller
Samantha.miller@up.ac.za

Additional lecturers
Throughout the course additional lecturers may be used for specialised topics. Their names and contact details will be made known through the year.

2.2   Class attendance

Between eight and fourteen lectures per module have been scheduled for every semester. The outline, subjects and topics for discussion will be provided at the beginning of each individual module by the course coordinator.

All students are expected to attend all scheduled classes, whether the classes are held online or in person. Class attendance is monitored regularly and you may be penalised for being absent from class without making prior arrangements with the lecturer.

We assume that you have access to the Internet and email facilities, as correspondence and notices, as well as practical work in some of the modules, will take place via email, ClickUP or other web-based tools and resources. Please ensure that you check ClickUP and your email regularly, and ensure we have your current email address.

Classes start early in **March 2021**. The timetable for the first semester is as follows:
Mondays 17:30-19:30   PUB 722
Tuesdays 17:30-19:30   PUB 728
Wednesdays 17:30-19:30   INY 711
Thursdays 17:30-19:30   PUB 724

2.3   Online teaching

Before your class:
Make sure you check ClickUP on Monday and download the presented class or any related material to complete ahead of class. This might be a Blackboard Video or a narrated PowerPoint. You may also have the uploaded the class notes before class so that you can follow along and make sure you understand the content for the online class.

On the day of the class:
Make sure that you've watched the pre-class, and get yourself and your workstation ready. If you are unable to attend class online please let us know.

After the class:
Please BNBR (Be Nice and Be Respectful) and make sure to familiarise yourself with the university's *Social Media Policy* – a useful guide for how to be a good student online. It is available at: https://www.up.ac.za/media/shared/1/ZP_Files/rt328_19-social-media-policy.zp179867.pdf

There will be various ways for you to continually engage with the subjects, topics and topical news and events. Please use the tools made available to you such as discussion boards, journals, surveys and class tests.

2.4 Grievance procedures

All issues should be reported in writing, providing details of the complaint or issue. First consult the lecturer concerned about the complaint or issue. If your issue is with the lecturer, however, you may communicate to the class representative first.

If the matter is not resolved after consulting the lecturer, you should consult the class representative (the primary function of the class representative is to serve as a two-way communication channel between the class and the lecturer.) If the matter remains unresolved you should consult the package co-ordinator. Where the coordinator is unable to or fails to resolve the matter, you should consult the Head of Department. Should the matter remain unresolved, you may approach the Dean of the Faculty.

3 Module information

3.1 Purpose of the modules

INY 711
This module introduces you to the basics of research methodology. It is intended to give you a toolkit that you will be able to use when conducting research. The focus is on learning the basics of research methods and how these can be applied to solve research problems and create new knowledge.

PUB 724, PUB 725
These modules are research-based. The overall objective is to generate research that can contribute to information on the shape and size of this cultural industry. This is supported by the guest lectures and research presentations in PUB 724 to identify emerging and developing trends in the South African context.

PUB 722, PUB 723
In PUB 722 bootstrapping a business is outlined by introducing the micro and macro business environment, introducing financial skills; new product development; market research; and costing. In PUB 723 the focus is on strategic management and planning, introducing strategic editorial decisions; personal skills; general management skills and the responsibilities of South African publishers. The ultimate outcome for these modules is the creation of a business plan for a South African publishing SMME.

PUB 728

This module builds on students' knowledge of and skills in editorial practice, including advanced copy-editing, editorial and production project management. The module also focuses on theory of editorial practice, including editorial approaches and policies.

PUB 712

Advanced digital publishing focusses on the latest trends in digital publishing. While a South African context is encouraged in application of skills, a global approach to digital publishing is taken, embracing the decentralised nature of publishing in the digital age. The subject is approached from a reader-focused publishing perspective, focussing on accessibility, usability and leveraging technology for the benefit of all readers.

PUB 729

At the heart of the publishing value chain lies the commissioning editor or publisher, whose tasks range from commissioning new titles and nurturing authors, through to managing entire publishing lists and making rights acquisitions. This module builds on students' knowledge of and skills in commissioning and acquisitions, with a particular focus on the management of subsidiary rights as well.

PUB 732

This module offers an introduction to the study of Book History and Print Culture, or the history and development of books, printing, publishing, and reading. Attention is paid to books as physical objects, the relationship between books and culture, and aspects of reading and book development. Although we take a global perspective, the case studies and assignments will focus on print culture in African countries, and particular Southern Africa.

3.2   Reading and prescribed texts

As postgraduate students you will be expected to search for further information in relevant academic resources on your own. Make sure that you register as a Library user in order to have access to all the print, electronic, and online sources provided there. You may also need to locate archival sources or use the Africana section of the Library. Make sure that you know how to do this.

INY 711
Prescribed: Pickard, Alison. *Research Methods in Information*. Facet Publishing, 2017.

Recommended reading
Babbie, E. and Mouton, J. 2004. *The Practice of Social Research*. Cape Town: OUP.
Badenhorst, Cecile. 2007. *Research Writing: Breaking the Barriers*. Pretoria: Van Schaik.
Creswell, J.W. 2002. *Research Design: Qualitative, Quantitative and Mixed Method Approaches*. London: Sage Publications.
Mouton, J. & Marais, H.C. *Basic concepts in the methodology of the social sciences*. Pretoria: HSRC press.

These readings will also be relevant for **PUB 724 and 725.**

PUB 722, PUB 723
Prescribed: Woll, Thomas. *Publishing for Profit* (any edition 1999 or later) – available from online booksellers

Recommended reading
Hancox, Ralph. 2007. *Managing the Publishing Process.* Vancouver: CCSP Press.
Montagnes, Ian. 1998. *An introduction to publishing management*. London: ADEA.
Unesco. 1990. *The business of book publishing*. London: Unesco.

There is some relation to commissioning and marketing from undergraduate BIS Publishing, and these notes are available from the undergraduate lecturers as well.

PUB 728
There is no prescribed book for this module, but a number of readings will be made available via ClickUP.

PUB 729
No prescribed book, but a number of readings will be made available via ClickUP.

Recommended reading
Owen, L. 2016. *Selling Rights.* Oxford: Routledge
Woll, T. (any edition). *Publishing for profit*. London: Kogan Page; Chicago: Review Press.
Phillips, A. & Bhaskar, B. 2019. *The Oxford Handbook of Publishing.* Oxford

PUB 712
No prescribed book, but a number of readings will be made available via ClickUP.

PUB 732
No prescribed book, but a number of readings will be made available via ClickUP.

4 Assessment

4.1 Credit map and notional hours
All your honours modules carry a weighting of 15 credits, indicating that, on average, you should spend about 150 hours researching and writing, which amounts to almost 9 hours a week.

4.2 Submission guidelines

Assignments are a very important part of the teaching programme as they require you to conduct independent research.

You will be expected to complete shorter assignments covering various topics during the course of the semester in the various modules, as well as longer and more extensive summative assignments for each course.

- Type all assignments in a clear 12 point font, using a clear line spacing such as 1.5.
- Spell-check and copy-edit your assignments before submission.
- Make sure that you are using the correct referencing methods, and that you include a full list of references.
- All assignments must be accompanied by a cover page and a plagiarism disclaimer form.
- Most assignments will need to be submitted via ClickUP, before 12:00 noon on the deadline day unless otherwise stated.

Missing any of the deadlines is a serious offense. Due to this any late assignments will be penalised 5% per work day late. If the assignment is more than five working days late the marking of the assignment is based on the discretion of the course coordinator. Please submit the work and an explanation. A maximum of 30% may be deducted if the assessment is approved by both parties.

Please note that not all of the content covered in the course can be tested or evaluated in-depth by means of assignments or class activities. These are postgraduate courses and it is therefore the responsibility of the student to keep up with the work for examination purposes.

4.3   Mark calculation

Most modules will require three assignments plus a final exam assessment, which may take the form of a written exam, a portfolio, or a special project. Full details for each module will be provided by the coordinators.

The final mark for each modue is calculated as follows:

module mark 50% + examination mark 50% = final mark 100%

Students have to obtain a semester mark of at least 40% to be admitted to the exam, and a final mark of at least 50% to pass an honours module.

NB: There are NO supplementary exams in this degree. If you fail, will have to you repeat the course next year.

4.4   Rubrics

The following key areas will be used in the assessment of your assignments:

- Coverage:

This refers to the manner in which your assignment addresses all the various aspects to the topic you have chosen. It is important to present a balanced and complete view of your topic, background and limitations in order to present a quality study.

- Sources:

You are expected to be able to assess the quality of your sources and you will be required to present many high quality sources to support your arguments. Be aware that if you are using a non-academic source (a review, article or advertisement) you will be required to support your argument using academic sources.

- Integration:

This refers to your ability to use material from a variety of sources to support your argument. The aspect that is most important is the use of sources that are in support and opposition to your point. The integration of sources shows that you have engaged with the subject matter.

5 Plagiarism

Plagiarism is a serious form of academic misconduct. It involves both appropriating someone else's work and passing it off as one's own work afterwards. Thus, you commit plagiarism when you present someone else's written or creative work (words, images, ideas, opinions, discoveries, artwork, music, recordings, computer-generated work, etc.) as your own. Only hand in your own original work. Indicate precisely and accurately when you have used information provided by someone else. For more details, visit the library's website: http://www.library.up.ac.za/plagiarism/index.htm.

Plagiarism is a criminal offence and will not be tolerated in this module. If any sources are used without referencing them correctly according to a recognised method of referencing, students will be penalised and if necessary disciplinary steps will be taken.

Why learn about plagiarism?	What is plagiarism?	How do I avoid plagiarism?	Overstepping the mark

6 Student support

The University of Pretoria supports you in various ways free of charge.

Faculty student advisors	Academic support Goal setting & motivation Adjustment to university life Test/Exam preparation Stress management Career exploration	Individual consultations and workshops about - time management - study methods	

6.1 Safety in the evening and emergencies

- For any safety or emergency related matters, eg if you need a security officer to accompany you from your residence to campus, phone the Operational Management Centre (details at the back of your student card).
- The 24-hour, multi-disciplinary UP Crisis Line offers professional and confidential support to victims of crime in times of trauma. For assistance and immediate action, phone the UP Crisis Line on: 0800 00 64 28.
- Hatfield residence students: From 18:00 till 06:00 security officers are available to escort you (on foot) to and from your residence or campus anywhere east of the Hatfield Campus through to the Hillcrest Campus.

6.2 E-learning support

- Report a problem you experience to the Student Help Desk on your campus.
- Visit the open labs in the Informatorium Building or IT labs on your campus to report problems at the offices of the Student Help Desk.
- Approach the assistants at the help desks—campus specific (for example: adjacent to the Student Computer Laboratories in IT Building, NW2, CBT or Aldoel Building IT labs, etc).
- Call 012 420 3837.
- Email studenthelp@up.ac.za

6.3 Other support services

FLY@UP: The Finish Line is Yours	• Think carefully before dropping modules (after the closing date for amendments or cancellation of modules). • Make responsible choices with your time and work consistently. • Aim for a good semester mark. Don't rely on the examination to pass.	www.up.ac.za/fly@up email: fly@up.ac.za	
Disability Unit	Academic support for students with learning disabilities: • Assistive technological services • Facilitation of test and examination accommodations • Test and exam concession applications • Accessible study venues and a computer lab • Referrals for recommended textbooks in electronic format	https://www.up.ac.za/disability-unit 012 420 2064 email: du@up.ac.za	
Student Counselling Unit	Provides counselling and therapeutic support to students	012 420 2333	

Student Health Services	Promotes and assists students with health and wellness	012 420 5233 012 420 3423	
The Careers Office	Provides support for UP students and graduates as they prepare for their careers	careerservices@up.ac.za 012 420 2315	
Department of Security Services	24-hour Operational Management Centre 24-hour Operational Manager Crisis Line	012 420-2310 012 420-2760 083 654 0476 0800 006 428	
Department of Student Affairs	Enquiries concerning studies, accommodation, food, funds, social activities and personal problems	012 420 2371/4001 Roosmaryn Building, Hatfield campus	
Centre for Sexualities, AIDS and Gender	Identifies and provides training of student peer counsellors	012 420 4391	
Fees and funding	http://www.up.ac.za/enquiry www.up.ac.za/fees-and-funding	012 420 3111	
IT Helpdesk	For student IT related queries	012 420 3051 studenthelp@up.ac.za	