

University of Pretoria Yearbook 2020

Publishing 120 (PUB 120)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	12.00
Programmes	BIS Publishing
Prerequisites	No prerequisites.
Contact time	1 practical per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	Semester 2

Module content

*Closed - requires departmental selection.

The Book Publishing Environment. This module provides a basic introduction to the book publishing environment. The following aspects are highlighted: the concept "publishing"; different publishing industries and environments; contexts of book publishing; the publishing value chain; processes, tasks and role-players involved in book publishing; different sectors of the book publishing industry; different types of publishing houses; external role-players; initiatives; strategies; current trends and issues.

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