

University of Pretoria Yearbook 2022

Publishing 120 (PUB 120)

Qualification Undergraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 12.00

NQF Level 05

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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