

**Publishing Perspectives and Techniques**

Code: 100062  
ECTS Credits: 6

Degree	Type	Year	Semester
2502758 Humanities	OT	3	0
2502758 Humanities	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

Name: Maria Paz Ortuño Ortin  
Email: Paz.Ortuno@uab.cat

**Use of Languages**

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: No

**Prerequisites**

There are no concrete prerequisites. Simply a correct use of the language and an interest in knowing the world of publishing and the different processes and works involved.

**Objectives and Contextualisation**

The purpose of the subject is that students become familiar with the publishing world work; and that students acquire knowledge about the revision and edition of written texts from various fields of the editorial world intended to be published.

**Competences**

- Humanities
- Designing, producing, disseminating and commercializing a cultural product.
- Identifying the historical processes of contemporary culture.
- Interpreting social and cultural diversity.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

**Learning Outcomes**

1. Comparing the Spanish and the European editorial markets.
2. Critically assessing experiences, materials and proposals.
3. Examining the models of cultural policies produced throughout history.

4. Formulating initiatives of cultural production in the fields of publishing, heritage, etc.
5. Indicating political, artistic, literary, social and other movements that had an impact in an historic event.
6. Summarising characteristics of a written text according to its communicative purposes.

## **Content**

Tasks related to the revision and editing of editorial texts.

Specific strategies used in the publishing world in the editing process.

### **I. THE EDITORIAL WORLD**

1. What is a publisher? The publishing in Spain: structure of a publishing company; types of publishers; general picture of reading in Spain.
2. The book: book for hire, spontaneous book, prizes; reading reports, contracts; stamps and collections: best-sellers; fiction, nonfiction, agents and fairs.
3. Editorial process: editorial committee; copyright and editorial ownership; contracts.
4. Book production: publishing; translation; style correction; orthotypographical correction; graphism; cover, paper, printing.
5. Marketing: sale, distribution, prizes, press, fixed price, discounts.

#### **6. New technologies.**

### **II. EDITORIAL TECHNIQUES**

1. Tools for the correction of texts: dictionaries, textbooks, tools available on the web.
2. Text revision: orthographic, morphosyntactic, lexical.

#### **3. Editorial aspects of text correction**

- The correction process: originals, tests (correction signs).
- Typographic signs and orthotypography.
- Auxiliary orthographic signs: scripts, parentheses, line, asterisk, etc.
- Use of upper and lower case letters.
- Use of quotation marks, italics, small caps and bold letters.
- Abbreviations, abbreviations, symbols and acronyms.
- Proper names: anthroponyms, toponyms, etc.
- Numerical expressions

4. Ethics of written communication: citation, bibliographies.

## Methodology

- Theoretical explanations: presentation and commentary on linguistic, stylistic and orthotypographic problems.
- Directed work: practical exercises aimed at consolidating the theoretical explanations and to develop the skills and abilities planned. These activities will be corrected and commented in the classroom.
- Supervised work: individual realization of an editing work based on a text which will also be revised.
- Autonomous work: preparation of directed and supervised activities and also of the final exam.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
controls and practical exercises in the classroom	30	1.2	2, 1, 3, 4, 5, 6
Type: Supervised			
editorial work	20	0.8	2, 1, 3, 4, 5, 6
Type: Autonomous			
Preparation of classroom exercises	50	2	2, 1, 3, 4, 5, 6

## Assessment

1. Practical exercises in the classroom: editing, revision and composition of texts: 20%

2. Reading report: 30%

3. Autonomous work: 30%

4. Practical exercises in the classroom: editorial marketing : 20%

On carrying out each evaluation activity, lecturers will inform students (on Moodle) of the procedures to be followed for reviewing all grades awarded, and the date on which such a review will take place.

The professor of the subject will establish minimum requirements on the basis of which students will be able to pass it.

To pass the subject all the activities must be done and delivered within the due deadline. The minimum admission grade required to pass each of the practical tests, considering it on the average, must be equal to or greater than 3,5 points.

Students will obtain a "Not assessed/Not submitted" course grade unless they have submitted more than 30% of the assessment items.

The preparation of an activity implies the will of the students to be evaluated in the subject and, therefore, them taking part in the evaluation.

Students may apply for re-evaluation only in the case they have suspended or realized activities whose percentage does not exceed 40% of the total evaluation. In no case may the final work in the re-evaluation be repeated.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

In the event that tests or exams cannot be taken onsite, they will be adapted to an online format made available through the UAB's virtual tools (original weighting will be maintained). Homework, activities and class participation will be carried out through forums, wikis and/or discussion on Teams, etc. Lecturers will ensure that students are able to access these virtual tools, or will offer them feasible alternatives.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Autonomous work	30%	20	0.8	3, 4, 5
Practical exercises : editing	20%	10	0.4	2, 6
Practical exercises: marketing editorial	20%	10	0.4	1, 6
Reading report	30%	10	0.4	2, 1, 3, 4, 6

## Bibliography

Badia, J., N. Brugarolas, R. Torne i X. Fargas, *El llibre de la llengua catalana*, Castellnou, Barcelona, 2004. Costa, J., R. Fite, J.M. Mestres i M. Oliva, *Manual d'estil. La redaccio i l'edicio de textos*, Vic-Barcelona,

Eumo-Univesitat de Barcelona-Universitat Pompeu Fabra-Associacio de Mestres Rosa Sensat, 2007 3.

Fundacion del Espanol Urgente, *Manual de espanol urgente*, Catedra, Madrid, 2008.

Gaskell, Philip, *Nueva introduccion a la bibliografia material*, Trea, Gijon, 1998.

Martinez de Sousa, Jose, *Manual de estilo de la lengua espanola*, 3o ed. corregida y ampliada, Trea, Gijon, 2007.

- *Ortografia y ortotipografia del espanol actual*, Trea, Gijon, 2004.

Pujol i Sola, J. M., *Ortotipografia. Manual de l'autor, l'autoeditor y el dissenyador*, Barcelona, Columna, 20003

## Software

non