

**Carleton University
Winter 2022
Department of English**

**ENGL 4135A: Studies In Publishing
Trade Publishing in the Anglo-American World Since 1950**

Prerequisite(s): fourth-year standing or permission of the department
Seminar: 3 hours/week

**Day/Time: Thurs., 11:35am-2:25pm
Location: SA 520 (verify on Carleton Central)**

**Instructors: Prof. Jody Mason
Email: jody.mason@carleton.ca
Office: 1903 DT**

Office Hours: Wednesdays, 1-3 pm (zoom, by appointment)

I. Course Description

Changes are afoot in the global publishing industry: digital start-ups like Wattpad are shaking up traditional business models and giants in the information technology industry—Amazon, Apple, Facebook, Google, and Microsoft—continue to alter the way people around the world access information and entertainment, or what is increasingly known as “content.”

In “Trade Publishing in the Anglo-American World Since 1950” we will track the characteristics of English-language trade publishing since the end of the Second World War: the dominance of British and American publishers; changing retail environments; the increasingly important role of the literary agent; the emergence after 1960 of transnational publishing corporations; the dominance of fiction in literary publishing and related trends in this sector (the bestseller, prizing, celebrity, the dominance of white editors and publishers); the emergence of digital publishing; and the adaptation industry and rights sales.

Central to our study of these materials will be the following questions: What has caused the shifting conditions we are identifying, and why do they matter? What methods might we use to study the publishing industry? How can publishing studies inform the study of literary texts?

II. Learning Outcomes

III. Texts

All course texts listed below can be purchased at [Octopus Books](#) (116 Third St., 613.233.2589). This is an independently owned bookstore and it’s worth supporting! You can visit the store or buy online. You may purchase used copies of the texts below, but keep in mind that if the ISBN number is different, the pagination may be different (this can be confusing!).

All other readings in the syllabus are available through Ares (accessible from the Bright Space course page).

Nixon, Cornelia. *Jarrettsville*. (Counterpoint, 2009, ISBN: 158243512X)

Thompson, John B. *Merchants of Culture: The Publishing Business in the Twenty-First Century* (Polity, 2010, ISBN: 978-0745647869)—NB: This text is also available as an e-book from MacOdrum Library [unlimited users]; purchase is only necessary if you'd like a hard copy)

IV. Course Calendar

Week One: Jan. 13th

Introduction

-sign up for Discussion Leader

Week Two: Jan. 20th

The Postwar Anglo-American Publishing Industry and the Emergence of Corporations

Thompson, John B. (from) *Merchants of Culture* (Chapter 3, "The Emergence of Publishing Corporations," pp. 101-46)

Due: Discussion Forum Contribution (if applicable)

Week Three: Jan. 27th

The Changing Retail Environment

Striphas, Ted. (from) *The Late Age of Print* (Chapter 2, "The Big-Box Bookstore Blues," pp. 47-79)

Due: Discussion Forum Contribution (if applicable)

Week Four: Feb. 3rd

The Literary Agent

Thompson, John B. (from) *Merchants of Culture* (Chapter 2, "The Rise of Literary Agents," pp. 59-100)

Gillies, Mary Ann. (from) *The Professional Literary Agent in Britain* (Chapter 1, "Why Did the Professional Literary Agent Emerge in the 1880s?," pp. 12-26)

Due: Discussion Forum Contribution (if applicable)

Week Five: Feb. 10th

The Editor

Stillinger, Jack. (from) *Multiple Authorship and the Myth of Solitary Genius* (Chapter 7, "American Novels: Authors, Agents, Editors, Publishers," pp. 139-62)

Due: Discussion Forum Contribution (if applicable)

Week Six: Feb. 17th

"Selling the Product": Marketing and Publicity I

Squires, Claire. (from) *Marketing Literature* (Chapter 2, “Literature and Marketing,” pp. 40-69)

Due: Discussion Forum Contribution (if applicable)

Feb. 22nd-Feb. 25th: Reading Break (no classes)

Week Seven: March 3rd

Jarrettsville: Marking and Publicity II

Nixon, Cornelia. *Jarrettsville*

Childress, Clayton. (from) *Under the Cover* (Chapter 7, “Storytelling and Mythmaking,” pp. 127-50)

Due: Marketing Assignment (25%)

Week Eight: March 10th

Bestsellers and the Rise of the Prize

Thompson, John. (from) *Merchants of Culture* (Chapter 5, “Big Books,” pp. 188-222)

English, James. (from) *The Economy of Prestige* (“Introduction: Prizes and the Study of Culture,” pp. 1-14)

Due: Discussion Forum Contribution (if applicable)

Week Nine: March 17th

The Whiteness of Anglo-American Trade Publishing

So, Richard Jean. (from) *Redlining Culture: A Data History of Racial Inequality and Postwar Fiction* (Chapter 1, “Production: On White Publishing,” pp. 27-66)

Due: Discussion Forum Contribution (if applicable)

Week Ten: March 24th

Proposal Workshop

Due: Proposal (5%)

Week Eleven: March 31st

The Digital Literary Sphere

Murray, Simone. (from) *The Digital Literary Sphere: Reading, Writing, and Selling Books in the Internet Era* (Chapter 4, “Consecrating the Literary: Book Review Culture and the Digital Literary Sphere,” pp. 111-40)

Due: Discussion Forum Contribution (if applicable)

Week Twelve: Apr. 7th

Publishing Futures: Digital Publishing + Self-Publishing + Data-Driven Publishing

Kong, Stacy Lee. [“How Wattpad Is Establishing Itself As An Entertainment Powerhouse”](#) (*The Globe and Mail*, 4 June 2021)

[Wattpad title](#) (click “browse” on menu at the top of the page and choose any category—read any free title in your category—these are marked with checkmarks)

Due: Discussion Forum Contribution (if applicable)

Research Essay (30%) due April 10th on or before 11:59 pm

V. Evaluation

Standing in a course is determined by the course instructor subject to the approval of the Faculty Dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the Dean.

Note that all term work must be completed in order to pass the course.

This is a discussion-based seminar; accordingly, you must be present and active. Students who have more than three undocumented absences will receive an F.

Note that fuller instructions for each assignment are available on Bright Space. The syllabus includes deadlines for each assignment.

Discussion Forum Contributions and Seminar Discussion (40%)

Marketing Assignment: 25%

Final Research Essay + Proposal: 30% + 5%

Discussion Forum Contributions and Seminar Discussion (40%)

Due: Thursday on or before 11:30 am (8 x during the term)

We will prepare for discussion using weekly Discussion Forums in Bright Space. Before 5 pm on the Monday of each week, I will post some discussion prompts based on the week's reading. Eight times per term (5% per post), you will post a response to one of these prompts (you may post only once per week, and you will always have the option of creating your own prompt). Weekly posts are due at the beginning of each class (on or before 11:30 am). In class, you'll be asked to animate your post; part of the evaluation is based on your responsibility for your post in discussion.

Full instructions and a marking rubric for these posts are available on Bright Space. I will mark these posts continuously through the course in order to ensure regular feedback. You will have the option of dropping your lowest grade for these posts.

NB: There will be no Discussion Forum the weeks of March 3rd and March 24th.

Marketing Assignment: 25%

Due: March 3rd on or before 11:30 am

Drawing on what we have learned about the structure of trade publishing in the Anglo-American world and about book marketing, in particular (in weeks 6 and 7), you will develop a marketing plan for any trade book that you think needs a better paratextual treatment (cover art, back blurb, comp rhetoric, advertisements for print and digital media) and marketing campaign. I encourage you to work on this project in pairs. We will be sharing these assignments in class on March 3rd. Full instructions are available on Bright Space.

Final Research Essay + Proposal: 30% + 5%

Due: Proposal, March 24th on or before 11:30 am; Research Essay, April 10th on or before 11:59 pm

This essay must be 2,500 words (roughly ten pages) in MLA style. This is a research essay written in response to a question chosen from a selection I will provide, though you're welcome to develop your own topic in consultation with me. You will find full instructions for both the proposal and the essay on Bright Space.

Email and Office Hours: I encourage you to use my office hours for questions relating to lectures, readings, and assignments. I have two office hours—please see the header on this document. **Please make an appointment by emailing me.** You may also use email for questions requiring brief responses.

Assignments and Late Policy: Assignments must be submitted to Brightspace the day they are due (by 11:59 pm). *Please submit your assignments as Word documents.* Assignments may be handed in up to five days late with a penalty of 1% per day; the maximum penalty is 5%. Assignments will not be accepted after this period unless proper medical or other documentation is provided. *Please keep a backup copy of all your assignments.*

Grades: Grades for written work will be based on insightfulness, presentation of focused ideas supported by textual evidence, effective organization of ideas, clarity of expression, correct use of MLA style, spelling and grammar. The following percentage equivalents will be used when calculating your final grade for this class:

A+=90; A/A+=88; A=85; A-/A=83; A-=80

B+/A-=79; B+=77; B/B+=75; B=73; B-/B=72; B-=70

C+/B-=69; C+=67; C/C+=65; C=63; C-/C=62; C-=60

D+/C-=59; D+=57; D/D+=55; D=53; D-/D=52; D-=50

F=0-49 (a numerical grade will be assigned for any paper receiving an F)

Writing Tutorial Service: Students requiring assistance with their writing should contact the Writing Tutorial Service at 411 MacOdrum Library (613-520-6632, <www.carleton.ca/wts>).

Student Academic Success Centre: Questions about academic rules and regulations, selecting a major, and other matters relating to academic planning should be directed to the Student Academic Success Centre at 302 Tory Building (613-520-7850, <www.carleton.ca/sasc>).

V. Statement on Plagiarism

The University Senate defines plagiarism as “presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one’s own.” According to the Department examples of plagiarism include the following:

- any submission prepared in whole or in part, by someone else;

- reproducing or paraphrasing portions of someone else's published or unpublished material, regardless of the source, and presenting these as one's own without proper citation or reference to the original source;
- using ideas or direct, verbatim quotations, or paraphrased material, concepts or ideas without appropriate acknowledgment in any academic assignment;
- using another's data or research findings;
- failing to acknowledge sources through the use of proper citations when using another's works and/or failing to use quotation marks;
- handing in substantially the same piece of work for academic credit more than once without prior written permission of the course instructor in which the submission occurs.

Plagiarism is a form of intellectual theft. It is a serious offence that cannot be resolved directly with the course's instructor. The Associate Deans of the Faculty conduct a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include failure of the assignment, failure of the entire course, or suspension from a program. For more information please go to: <https://carleton.ca/registrar/academic-integrity/>

VIII. Special Information Regarding Pandemic Measures

All members of the Carleton community are required to follow COVID-19 prevention measures and all mandatory public health requirements (e.g. wearing a mask, physical distancing, hand hygiene, respiratory and cough etiquette) and [mandatory self-screening](#) prior to coming to campus daily.

If you feel ill or exhibit COVID-19 symptoms while on campus or in class, please leave campus immediately, self-isolate, and complete the mandatory [symptom reporting tool](#). For purposes of contact tracing, attendance will be recorded in all classes and labs. Participants can check in using posted QR codes through the cuScreen platform where provided. Students who do not have a smartphone will be required to complete a paper process as indicated on the [COVID-19 website](#).

All members of the Carleton community are required to follow guidelines regarding safe movement and seating on campus (e.g. directional arrows, designated entrances and exits, designated seats that maintain physical distancing). In order to avoid congestion, allow all previous occupants to fully vacate a classroom before entering. No food or drinks are permitted in any classrooms or labs.

For the most recent information about Carleton's COVID-19 response and required measures, please see the [University's COVID-19 webpage](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca

Please note that failure to comply with University policies and mandatory public health requirements, and endangering the safety of others are considered misconduct under the [Student Rights and Responsibilities Policy](#). Failure to comply with Carleton's COVID-19

procedures may lead to supplementary action involving Campus Safety and/or Student Affairs.

IX. Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

Pregnancy obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For accommodation regarding a formally-scheduled final exam, you must complete the [Pregnancy Accommodation Form](#).

Religious obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details [click here](#).

Academic Accommodations for Students with Disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: <https://carleton.ca/equity/sexual-assault-support-services>

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation will be provided to students who compete or perform at the national or international level. Write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>