

Carleton University  
Fall/Winter 2018-2019

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**Department of English**

**ENGL 4135A/B: Studies in Publishing**

*Publish Not Perish*

**Prerequisites:** Fourth year standing or permission of the department

**Day(s) of the week / Time(s) of lectures**

Winter Term: Fridays 11:30 – 2:30

**Location:** *Room 583 MacOdrum Library*

**Instructor:** Larry Thompson

**Email:** [larrythompson@cunet.carleton.ca](mailto:larrythompson@cunet.carleton.ca)

**Office:** 1906 Dunton Tower

**Phone:** 613-852-7560

**Office Hours:** Friday 9:30 - 11:30

**I. Course description:** What is it to publish? Is it to hold fast a story in memory? On a cave wall? In clay? In ink and paper and calf skin? In type? In pictures? In bits and bytes? This course will seek to answer questions like these by presenting a decidedly DIY approach to Studies in Publishing, combining historical and theoretical aspects with a very tactile experience of the book arts: everything from cuneiform tablets to calligraphy to bookbinding. We'll peer into the Canadian marketplace with case-studies of publishers, consider the future of publishing and what the writer (or 'creator of content') must do to market their own work.

**II. Preclusions:**

**III. Learning Outcomes:** Discussions, essays and seminars will include historical aspects of publishing: cave paintings to ASCII text, content vs container, the book as object or artifact, illustration and the Barclay Conundrum, impact of production on content, and oral tradition (or the human book). Emphasis will be placed on conventional and traditional publishing models, on-line publishing, self-publishing, genre, the art of the book, amongst other topics.

**IV. Texts:** In lieu of purchasing many texts, students will be asked to source and bring to class certain readily available, inexpensive and easily acquired implements and materials necessary for instruction in certain aspects of the book arts. In at least one case, students will be required to purchase bookbinding kits from a guest instructor for a very modest fee. The purpose for these will be explained in context of the course discussion.

There will be suggested readings and some assigned readings assigned during the term. Every effort will be made to source readings that are more readily available via web, e-books, or from the library periodicals or stacks. This is a generalist course; full texts sometimes plunge into details far beyond

our scope. Periodical articles or essays from collections are perhaps a better way to research in this particular instance. That being said, I will be suggesting books worth reading, such as these Canadian titles:

- Bringhurst, Robert. *The Surface of Meaning*.
- Steeves, Andrew. *Smoke Proofs*.
- Marilyn Simonds. *Gutenberg's Thumbprint*.

A more extensive list of suggested reading will be available during the first week of classes. Several books will be placed on reserve in the Library.

**V. Course calendar:** Seminars will be scheduled from the second week, with essays due in the antepenultimate class.

January 11 - Overview

January 18 - The Window of the World - the Page

January 25 - Between the Covers - Content in Context

February 1 - Medium is Message - The Physical Book

February 8 - Publishing by Design

February 15 - The Editor - Content Gate-keeper

February 22 - **WINTER BREAK**

March 1 - Publishing Deconstructed

March 8 - Publishing Reconstructed

March 15 - The Canadian Publishing Spectrum

March 22 - Creating a Medieval Binding **ESSAYS DUE**

March 29 - Marketing 101 - Old School / iSchool (Essays Due)

April 5 - Past Deadline Wrap-up: "Publish. Not Perish"

## **VI. Evaluation:**

There will be three forms of evaluation.

- Participation: 30% (10% attendance / 10% verbal engagement / 10% in class work on projects)
- Seminar Presentation: 30%
- Final essay 40%

Participation will include in-class work on various projects, commentary on lectures and seminars. The class will work together on the challenges which manifest in each other's research and on in-class projects. Students are expected to attend all classes, showing up on time and staying for the duration of the class. Formal attendance will not be taken, but repeated absences will be noted. Value comes from both making comments and hearing opinions of others, whether they are presenting or not.

Seminars will be 45 minutes to an hour, including questions and answers. Seminars are graded on the presentation, clarity, focus and style as well as the soundness of the content and information being communicated. Students will present sources for their seminars.

Essays are to be between 3,000 to 5,000 words in length (or as required) delivered electronically and in hard-copy format. All referenced work must be thoroughly cited and noted. Essay are due March 22.

Grades for work in general will be based on insightfulness, originality, focus, organization of ideas, and additionally, in written work, style, spelling, and grammar.

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.

### **VII. Statement on Plagiarism**

Some departments have a standard statement and some instructors have their own. Either of these options is fine, but please ensure that these statements are consistent with the university's Academic Integrity Policy when it comes to definitions, potential penalties and the like. The policy can be found at: <http://carleton.ca/fass/wp-content/uploads/Academic-Integrity-Sept-2017.pdf>

If you have neither a departmental nor an individual statement, something along the following lines (taken from the Department of History) would be acceptable.

#### **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.*" This can include:

- 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;
- submitting a take-home examination, essay, laboratory report or other assignment written, in whole or in part, by someone else;
- 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 serious offence that cannot be resolved directly by the course's instructor. The Associate Dean of the Faculty conducts 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 a final grade of "F" for the course.

More information on the university's Academic Integrity Policy can be found here: <https://carleton.ca/secretariat/wp-content/uploads/Academic-Integrity-Policy.pdf>

## **VII. 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**

Please contact your instructor 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, visit the Equity Services website: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

### **Religious obligation**

Please contact your instructor 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, visit the Equity Services website: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

### **Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](https://carleton.ca/pmc)

### **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 is 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: [carleton.ca/sexual-violence-support](https://carleton.ca/sexual-violence-support)

### **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 must be provided to students who compete or perform at the national or international level. Please contact your instructor 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>