HONG KONG BAPTIST UNIVERSITY
COURSE OUTLINE

1. COURSE TITLE

Editing and Publishing

2. COURSE CODE

WRIT2007

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Department of Humanities and Creative Writing

5. PREREQUISITES

Nil

6. MEDIUM OF INSTRUCTION

Cantonese

7. AIMS & OBJECTIVES

This course aims at fostering a comprehensive understanding of the nature, operations, historical development, and ongoing dramatic changes in publishing as a creative industry. It attempts to train students to master the core editing skills of English and Chinese publishing for both print and electronic books, to enhance students' competence to apply basic editing skills to all media forms, and to develop students' competitive advantage in the newly evolving industrial environment.

8. COURSE CONTENT

1. The role of the publishing industry in history and its meaning to the individual practitioner
This section will introduce Chinese and Western publishing, including the historical, cultural, and industrial evolution in the traditional, transitional, and digital contexts

2. Books in the making of Chinese and Western history
i. The modern publishing industry based on UK, US, German, Japanese, and Chinese cases
ii. The digital revolution and the future of books: ongoing conflicts among Amazon, Apple,

and Google, and countermeasures by traditional publishers
iii. The mission of publishing: the backlist and frontlist as collective memory and the creation of civilization

3. The role of the editor
This section will examine the universal shared functions and requisite qualities of editors as well as the specific requirements for various types of editors
i. Editorial ethics and professional principles
ii. Legendary editors and publishers in Chinese and Western culture
iii. Categorization by nature: acquisition editor, copy editor, etc.
iv. Categorization by field: trade, professional book, textbook, reference, children's books, etc.

4. The creation of the book: The art and business of book editing
This section will introduce all aspects of the industry that require editorial involvement, including basic editing skills and related measures at every stage of the trade book industry in both the traditional and digital contexts
i. Acquisition and development of the manuscript
ii. Copy editing: Chinese, English, bilingual
iii. Packaging and repackaging of content
iv. Design and production: print and electronic books
v. Distribution and marketing: offline and online
vi. Publicity: traditional and new media
vii. Financial issues: overhead, royalties, advances, the balance sheet, etc.
viii. Legal issues: copyright, subsidiary rights, contracts, permissions, etc.

5. Editing for all media types: Where there is content, there is editing
This section will briefly introduce the various types of media, including magazines, newspapers, TV, as well as the new media, in which editing plays a significant role. In addition to basic editorial principles, the respective special skills for the various media types will be examined
i. Basic principles of editing and their broad application
ii. Comparison of business models: magazines, newspapers, TV, the new media
iii. Comparison of editing for various types of content
iv. The role and practice of self-publishing

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Apply core editorial skills for English and Chinese publishing, and be capable of applying these skills to various types of print and digital media.
CILO 2	Develop a comprehensive perspective of publishing and other creative industries in the traditional, transitional, and digital contexts.
CILO 3	Reflect their critical and constructive thinking for the information age.
CILO 4	Apply their curiosity, creativity, entrepreneurial skills, practical abilities, and

	team spirit.
CILO 5	Evaluate various types of print and digital media with necessary skills and knowledge.

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
1, 2, 3	Students will appreciate the specific features of editing and publishing through the lecture conducted by the instructor and guest speakers (distinguished publishing professionals).
1, 2, 3, 4	Students will do research and learn how to select relevant and useful data by examining book proposals, editing samples, agreements, manuscripts vs. final published works, cover designs, website designs, etc.
1, 2, 3, 4	Students will work in separate teams to imagine and create a paper or electronic book project, from idea to product. The instructor will work with each team at every stage of the design until the début of the finished piece.
1, 2, 3, 4, 5	Students will work on a book and comment on its various characteristics - as a piece of writing, as a physical or virtual "thing", as an economic entity, as cultural carrier, etc., and will reflect on the issues involved in the process of editing.

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
2 assignments	40 %	1, 2, 3, 4	Students will 1) edit a piece of fiction or non-fiction; 2) draft alternative titles and subtitles; 3) defend the choice of a sample positive and sample negative book; 4) identify the parties' risks and benefits in a publishing contract, and 5) write a publicity kit.
Oral presentation	20 %	1, 2, 3	Students will make a presentation on certain books in relation to the issues of editing.
Participation	10 %	1, 2, 3, 4, 5	Based on the students' participation in in-class activities, such as discussion, and group presentation.
Project	30 %	1, 2, 3, 4, 5	A reflective and analytical essay of 1500 - 2000 words on the research, planning and writing undertaken, including reflection on the issues

			involved in editing.

Last Update: 2021-11-23
Published Date: 2022-12-23

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