

## Study Unit 1: Traditional Publishing and Electronic Publishing

### Introduction

In this study unit, you will familiarize yourself with the concepts of Traditional Publishing and Electronic Publishing and the pros and cons of each format.

### Learning Outcomes of Study Unit 1

**Upon completion of this study unit, you should be able to:**

- 1.1. Differentiate between Traditional Publishing and Electronic Publishing.
- 1.2. Describe the different publications that can be produced using Desktop Publishing Software.

#### Box 1.1: Definition of Publishing

This means to prepare and issue a work or works [information] for public distribution.

A publication is an information resource made to communicate with the public.

### 1.1. Electronic and Traditional Publishing

Publishing is the process of production and dissemination of literature or information. It is the activity of making information available to the general public.

The electronic publishing process follows some aspects of the traditional paper-based publishing process but differs from traditional publishing in two ways:

- 1) It does not include using an offset printing press to print the final product
- 2) It avoids the distribution of a physical product.

#### ITQ

Mention the different forms of publications known to you.

**Traditional Publishing:** Traditionally, this is the selection, preparation and distribution of printed matter – including books, newspaper, magazines and pamphlets.

**Electronic publishing:** This is the distribution of written information digitally through CD-ROMs, DVDs, portable document files or online over the internet or other networks.

**According to Paul Roberts.....**

- Once upon a time, if someone wanted their ideas to be seen in writing, they had to go through the long, tenuous process of publishing, which cost a good deal of time and money, and was a gamble at all points in the process.
- Today, however, individuals can instead choose to self publish their works through the World Wide Web, allowing for minimal work to exposure time lapse, and a more one-on-one approach to reading.
- E-Publishing is a powerful medium, and its siren-call is a hard one to resist.

**Web Publishing/Online Publishing**

This is the process of publishing content on the internet. The process includes using and uploading websites, updating web pages, posting on social media etc,

## **1.2. Merits and Demerits of Traditional Publishing**

**Merits of Traditional Publishing**

- The product is visually appealing
- Tangible and durable
- Higher perceived value
- No access to technology is required
- Greater quality control
- It is the common and accepted norm
- It is valuable, certifiable and collectable
- Does not require a power source.

**Demerits of Traditional Publishing**

- Books are expensive to produce.
- Difficulty in finding a publisher (the process involves a lot)
- Costly to publish and the high printing costs.

- Restricted to multimedia
- Distribution is labor intensive
- Limited number of copies printed
- Require large storage space
- Lower profit margin for the author

### 1.3. Merits and Demerits of Electronic Publishing

#### Background

Ever since the first electronic book was published in 1985 in Germany, there has been a steady growth in the number of electronic publication. More and more publishers of scholarly, academic and reference works from almost all fields of human knowledge are entering into the electronic publishing field.

The first Electronic Publishing products were mostly reference works, scholarly publications and machine readable databases of indexing and abstracting services.

#### ITQ

Read about the History and Development of Electronic Publishing.

#### Merits of Electronic Publishing

- Data can be maintained up-to-date so that the buyer will be able to purchase the latest editions of publications.
- Using in turn-around time (time lag in submitting, editing, composing, printing etc)
- Accessibility regardless of geographic location
- Lower costs of review & change
- Less Storage Space
- Cost
- Backup & Recovery is possible
- Can be accessed simultaneously.
- Speed
- Open market: by publishing electronically, writers can bypass the publishing process.
- Environmentally friendly

## **Demerits of Electronic Publishing**

- High initial costs
- Acceptance of Electronic Publishing depends upon the user friendly retrieval software.
- They necessitate the availability of a computer and communication network.
- Vulnerable to various threats e.g. corrupted, deleted or otherwise lost as well as pirated.

## **Glossary of Terms for Study Unit 1**

- **Desktop publishing**

This is the use of a personal computer and special software to produce publishable documents.

- **Layout**

This is a sketch of a publication showing the plan to work to.

- **Dummy**

This is a mock-up of a publication or any piece of printing to indicate specifications.

- **Print format**

This means the general appearance of a publication including type style, paper, binding etc.

- **Printing:**

Process of producing text, picture etc. by applying ink using plates, blocks or the like to paper or other material either by direct pressure (laser, inkjet, screen) or indirectly (by offsetting an image onto an intermediate roller).

- **E-book**

An electronic or digital version of a book

- **Print on demand**

Process of printing books which allows books to be printed one at a time or on demand, this method helps publishers from the process of doing a traditional print run of several thousand books.

- **Scanning**

This is the process of translating art work into digital form that can be recognized by a computer and the instrument used for this conversion is called a **scanner**.

- **Optical Character Recognition:**

The mechanical or electronic translation of scanned image of handwritten, typewritten or printed text into machine encoded text.

- **Proof reading:**

This is the process of reading an electronic copy of a publication to detect and correct production errors of text or art.

- **Typography:**

This is concerned with the determination of the appearance of the printed page e.g. selecting typefaces, line spacing etc.

- **Digitization**

This is the conversion of analogue information into digital format.

It is the representation of an object, image, sound, document etc. into digital form.

### Self-Review Questions (SRQ) For Study Session 1

Now that you have completed this study unit, you can assess how well you have achieved its Learning Outcomes by answering these questions. Write your answers in your Study Diary and discuss them with your Tutor at the next Study Support Meeting or Online interactive sessions.

1. Differentiate between Traditional Publishing and Electronic Publishing.
2. Discuss the merits and demerits of Electronic and Traditional Publishing.