

**Overview: Publishing Processes Module B.Eng.811/M.EP.12
in the Anglophone Literature and Culture Division**

updated September 2022

- module structure:
- course or self-study unit on structures and workings of the publishing industry; students have to pass the course/self-study unit but it does not carry any credits
 - practical part of the module: a study of how Penguin and another publishing company interact with their audiences, as regards the presentation and mediation of newly published titles and backlist titles; their reactions to public events, politics, ... ; students have to hand in an observation portfolio for which credits are awarded (6 credits for the module)
- prerequisites:
- formal prerequisites: none
 - informal prerequisites: an interest in learning about the basics of the publishing industry; readiness to engage with non-academic ideas about literature; willingness to critically reflect on theories and their relations to day-to-day work aspects
- register for:
- The module has two parts:
- a course or self-study unit, which you have to register for in FlexNow (B.Eng.811.Tn/M.EP.12.Tn),
 - and the portfolio, for which you also have to register in FlexNow (B.Eng.811.Mp/M.EP.12.Mp). The two do not necessarily have the same instructors.
- registration deadlines:
- for the course: usually at the end of the course
 - for the self-study unit: end of the semester
 - for the portfolio: Usually there are two or three registration deadlines per semester. Choose the one that suits you best.
- register with:
- for the course: your course instructor
 - for the self-study unit: Dr. Reitemeier
 - for the portfolio: if you have taken a course, Prof. Schaff; if you have completed the self-study unit, Dr. Reitemeier
- type of exam /
number of words:
- course: to be announced by the instructor; this part has no exam per se but regular attendance is required
 - self-study unit: blog entries (in total around 1,500 words) plus report on observation
 - observation report: 3000 words, ungraded
- content of exam parts:
- course: ask your course instructor about what they require you to do for the course; regular attendance
 - self-study unit:
 - reflecting on the roles and activities of the different stakeholders in publishing;
 - observation practices.
 - portfolio:
 - outline of observation results and conclusions;
 - reflection on how your hands-on experience compares to what you learnt in the course/self-study unit or course.
- style sheet:
- As for every term paper handed in for a course in the Anglophone Literature and Culture division, students are expected to use the division style sheet.

assessment:	<p>The portfolio and the blog entries are ungraded. Students are expected to show</p> <ul style="list-style-type: none">- a concise description of the observation results;- a good understanding of the theoretical text/s used;- a critical engagement with the ideas from the course/self-study unit. <p>Grammatical correctness and a good academic style are expected.</p>
grading scheme:	<p>The module is ungraded.</p>
options for appeal:	<p>Within a month of the publication of the result, students can lodge an appeal against the grade if they consider the result inadequate (§ 20 par. 1 Allgemeine Prüfungsordnung für Bachelor- und Masterstudiengänge). The Faculty's Exams Committee will then request a clarification of the grade and, if necessary, submit the report to another supervisor for re-assessment.</p>