

Introduction to Editing and Publishing

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An introductory course on editing and publishing is indispensable for the students majoring in literature. In Turkey while there were nearly two hundred publishers about thirty years ago, today there are more than two thousand active publishers. Each year more than fifty thousand books are published. And yet editorship has not been instituted as a fully professional activity.

This course is designed for students who want to develop their skills in matters related to publishing and editing. It will also respond to the demands of the young students who want to pursue a career in publishing.

The first half of the class includes the following issues: 1) departmentalization and organization in a publishing house 2) who is an editor and what does an editor do? 3) how to approach a text with an editorial perspective? 4) how to acquire an awareness of language and how to improve language skills on the level of editorial work? 5) how to edit literary and non-literary texts.

The second half of the class includes the following issues: 1) book design 2) printing technologies 3) fiscal matters related to management of a publishing house 4) marketing and promotion.

The class will both have a theoretical and practical orientation according to the requirements of the topics and discussions.

Week 1: Organization of a Publishing House & Editorship

Publishing in Turkey: past and present.
Vision and specialization in publishing
How to choose a book-publishing schedule
Distribution of work in a publishing house
Copyrights

Who is an editor? What does an editor do?
Being an editor of a book series
Authored book vs edited book
Editorship for journals and magazines

Week 2: Editing

Proofreading – Redaction – Editing
Editorial reading – Authorial reading – Final reading
Delimitations of involvement and interference
A form suited to the content

Application and Practice

Week 3: Language and Exposition

Spelling and punctuation
Dictionaries and words
Use of outmoded and modern language
Use of dialects
Functional language – Literary language
Factual and Fictional Texts
Reading and reading and reading...

Week 4: Translation (guest lecturer)

Translation
Common errors and how to avoid them
Limits of fidelity and interpretation

Week 5: Form and Design I

Interior Design
Typography – Typesize – Linespacing
Heading – Subheading – Caption
Footnotes
Bibliography and Index
First page – Copyright page
Table of Contents
Acknowledgments – Preface – Introduction
Header – Footer – Page numbers

Week 6: Form and Design II

Cover design
Front cover – Back cover
Back cover text (form and content)
Backstrip
Amblem and logo
ISBN
Technical aspects and information
Paper and paperboard
Printing
Common errors: interior, paper, cover, backstrip, binding

Week 7: Advanced Design (guest lecturer)

Week 8: Textual Practice

Week 9: Distribution, Marketing and Fiscal Matters

Distribution and Marketing

Costs and income
Title price
Sales and increments
Copyright and translation fees
Taxes
E-book

Week 10: Promotion & Magazine Publishing

How to promote a book
Book reviews
Literary supplements
Publicity
Social media
Literary value – Use value – Exchange value

Magazine Publishing
Content
Form
Distribution
Subscription
Marketing
Promotion