

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

**From: J.W.G. Ivany
Chair, SCAP**

Subject: Department of Communication - Curriculum Revisions **Date: November 17, 1988**

Action undertaken by the Senate Committee on Academic Planning/Senate Committee on Undergraduate Studies gives rise to the following motion:

Motion:

that Senate approve and recommend approval to the Board of Governors curriculum revisions in the Department of Communication as set forth in S.88-45 including a proposal for a Minor in Publishing with the new course:

CMNS 372-4 The Publishing Process

SIMON FRASER UNIVERSITY

SCUS 88-22

MEMORANDUM

To J. Weinkem, Chair.....

From Rowland Lorimer.....

FASCC.....

Subject Proposal for Minor in Publishing.....

Date 6 October 1988.....

Attached is a proposal for a minor in Publishing. Its only unusual feature is described below.

It is unusual to have a minor specified using selected topics courses. We are requesting approval for the minor in this form to allow some flexibility in our offerings as we test out courses and determine the most satisfactory relations between courses. The two courses that we are presently considering under Cmns 471 Selected Topics in Publishing are: Theory and Technique in Book Design and Manufacture and Popular Genre Fiction: content and industry.

The PUBLISHING Minor

Rev: Oct.20/88

(1) Lower Level Requirements:

Four courses must be chosen from the following. No more than two courses from each department can be counted:

CMNS 110-3	Introduction to Communication Theory
CMNS 130-3	Explorations in Mass Communication
CMNS 230-3	Introduction to Communication Media
CMNS 240-3	The Political Economy of Communication
ECON 101-3	The Canadian Economy
ECON 200-3	Principles of Economics I (Microeconomics)
ECON 205-3	Principles of Economics II (Macroeconomics)
ENGL 210-3	Composition
ENGL 221-3	Canadian Literature
LING 100-3	Communication and Language
LING 110-3	The Wonder of Words
LING 260-3	Language, Culture and Society

(2) Upper Levels Requirements:

Four courses must be chosen from the following. Normally no more than two courses from the Department of Communication can be counted towards the minor; students wishing to count more than two CMNS courses must receive permission of the Program Advisor.

CMNS 371-4	The Structure of the Book Publishing Industry in Canada
CMNS 372-4	The Publishing Process
CMNS 471-4	Selected Topics in Publishing
ENGL 388-4	The Author and Book in Society
BUS 495-3	Selected Topics (when offered as The Business of Publishing)

NEW COURSE PROPOSAL FORM

Department: Communication

1. Calendar Information

Abbreviation Code: CMNS Course Number: 372-4

Credit Hours: 4 Vector: 0-4-0

Title of Course: The Publishing Process

Calendar Description of Course:

This course offers an overall view of the publishing process which transforms a manuscript into a book. Examined are the stages common to all publishing -- editing, design, production and marketing -- and the differences between different kinds of publishers. The contributions of modern computer technology are examined at each stage of the process.

Nature of Course seminar

Prerequisites (or special instructions):

60 credit hours

What course (courses), if any, is being dropped from the calendar if this course is approved: none

2. Scheduling

How frequently will the course be offered? once per year

Semester in which the course will first be offered? 89-3

Which of your present faculty would be available to make the proposed offering possible? R. Lorimer

3. Objectives of the Course

To acquaint students with the development, scope, principles and practices of book publishing and to foster an understanding of the relationship between the writer and the creative and service elements of a publishing house.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty one sessional per year

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 11/15/88

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

THE PUBLISHING PROCESS

WEEK BY WEEK OUTLINE

- Week 1 Survey of publishing and book manufacture: past and present
- Week 2 Review of types of publishing e.g., trade, educational, scholarly, children's literary, small press, specialist, regional; their organizations
- Week 3 The development of the list: publishing philosophy, location, publishing for backlist, buying rights, capital constraints
- Week 4 The acquisition process: commissioning, manuscript evaluation, author's agents, packagers, joint ventures
- Week 5 Publisher/author relations: contracts, code of ethics, joint authors, agents
- Week 6 Editing: organization of department, sponsor editing, copy editing, house styling, free-lance, word processors
- Week 7 Art direction and design, illustration, use of colour, buying art, contracts, type specifications, layout, cover design, logo
- Week 8 Production: buying type, contracts, costings, proofing
- Week 9 Marketing:
1. organization of department
2. before publication: catalogues, foreign rights selling, subsidiary rights selling, advance promotions, sales conference, selling methods, commission selling and contracts
3. after publication: author promotion, in-store promotions, advertising, back-list selling
- Week 10 Fulfillment: organization of office for customer service, order editing, invoicing, credit, accounting, collection, and warehouse for receiving, storage, shipping, using a fulfillment service, contract
- Week 11 The economics of publishing
- Week 12 The impact of computer technology
- Week 13 Review

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

SCUS 88-23

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: COMMUNICATION

Abbreviation Code: CMNS Course Number: 371 Credit Hours: 4 Vector: 0-0-4

Title of Course: (from) Book Publishing in Canada. (to) The Structure of the Book Publishing Industry in Canada.

Calendar Description of Course:

(remains the same) An analysis of the various facets of the book publishing industry in Canada including ownership patterns, legal foundations, criteria for book selection and marketing. Includes examination of both commercial and educational publishing. The industry will be analyzed within the framework of Canadian cultural and other government policies affecting the industry.

Nature of Course Seminar

Prerequisites (or special instructions):

CMNS 230; at least 75 credit hours. Students with credit for CMNS 470 may not take CMNS 371 for further credit.

What course (courses), if any, is being dropped from the calendar if this course is approved: none

2. Scheduling

How frequently will the course be offered? once per year

Semester in which the course will first be offered? Fall 1989

Which of your present faculty would be available to make the proposed offering possible?

Lorimer

3. ~~Objectives of the course~~ Rationale for the change:

The change of title reflects more accurately the content and focus of the course.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty } none
Staff }
Library }
Audio Visual }
Space }
Equipment }

5. Approval

Date: 5 October 1988

[Signature]
Department Chairman

[Signature]
Dean

11/15/88
[Signature]
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

FAS-UCC # 88-13(b)

1. Calendar Information

Department: COMMUNICATION

Abbreviation Code: CMNS Course Number: 400

Credit Hours: 4 Vector: 2-0-2

Title of Course: (from) Context Theory.
(to) Communication Theory: Systemic Formulations.

Calendar Description of Course:
(remains the same) Context theory is examined as a critical perspective that emphasizes the system and structure of academic and social media.

Nature of Course Lecture/Seminar.

Prerequisites (or special instructions):
CMNS 303 or 304 or permission of the instructor. Not to be taken concurrently with CMNS 304.

What course (courses), if any, is being dropped from the calendar if this course is approved: none

2. Scheduling

How frequently will the course be offered? once per year.

Semester in which the course will first be offered? Fall 1989.

Which of your present faculty would be available to make the proposed offering possible? Wilden

3. ~~Objectives of the Course~~ Rationale for the change:

The revised title more clearly reflects what is taught in the course.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty	}	none
Staff		
Library		
Audio Visual		
Space		
Equipment		

5. Approval

Date: 5 October 1988

R.S. [Signature]
Department Chairman
Acting

[Signature]
Dean

11/15/88
[Signature]
Chairman, SCUS