

# SIMON FRASER UNIVERSITY

## MEMORANDUM

S.79-85

Senate

From Senate Committee on  
Undergraduate Studies

Subject New Course: CMNS 470-5,  
Book Publishing in Canada

Date 1979-09-13

Action taken by the Senate Committee on Undergraduate Studies at its meeting on 11 September, 1979 gives rise to the following motion:

### MOTION

That Senate approve, and recommend approval to the Board of Governors, the proposed new course CMNS 470-5, Book Publishing in Canada, as set forth in paper S79-85.

NOTE subject to approval of the course by Senate and the Board SCUS has waived the time lag requirement to permit first offering in the spring semester, 1980.



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# SIMON FRASER UNIVERSITY

## MEMORANDUM

SC 115 19-27

To..... Mr. H. M. Evans, Registrar.

From J. Blanchet, Administrative Assistant,  
Faculty of Interdisciplinary Studies.

Subject..... CMNS 470-5, Book Publishing  
in Canada.

Date. August 8/79.

I.S.C. 79-7, New Course Proposal.

Attached is the above-noted new course proposal, which was considered and approved by the Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee on July 10/79. Would you please place this item on the next agenda of the Senate Committee on Undergraduate Studies.

Attachment.

J. J. Blanchet

NEW COURSE PROPOSAL FORM1. Calendar Information

Department: Communication  
 Abbreviation Code: CMNS Course Number: 470 Credit Hours: 5 Vector: 2-5

Title of Course: Book Publishing In Canada

Calendar Description of Course: 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):

At least 60 hours of credit including CMNS 230

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? Spring 1980

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

3. Objectives of the Course

To provide students with an understanding of the operation of the book publishing industry in Canada. Such an understanding would be not only of value in itself but would be a basis of comparison to other media discussed in other courses, eg. telecommunications. The objectives will be accomplished primarily through the examination of government reports, trade periodicals and scholarly books written on the subject.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library None

Audio Visual None

Space None

Equipment None

5. Approval

Date: 26-6-79

W. M. Mackay  
 Department Chairman

[Signature]  
 Acting  
 Dean

Dan R. Birch  
 Chairman, SCUS

SEP 11 79

Chairman, SCUS

## 2. Rationale for Communication 470 Book Publishing in Canada.

The Department of Communication provides courses which are analyses of the major media and the dynamics of their operation in society. Until the present time there has been a concentration on the electronic media; i.e. radio (commercial, public and community), TV (cable, commercial and public) and their various spinoffs. Film (feature, documentary, non-feature) has also received some concentration. However, print (magazines, newspapers and books) has been only covered in introductory courses such as 230. The addition of a course on Book Publishing will present the print medium for advanced study for students. CMNS 470 will complement courses such as 431 and 433 in their discussion of the interrelationships of the electronic media and society. As well, in another sense, it complements 357 and 358 in so far as they deal with the actual production of media artifacts. It will also draw upon material introduced in courses such as 210, 310 and 410 since the history of communication thought is almost a history of print.

The numbering of the course anticipates courses on magazines and newspapers, two related but separate areas of concern. Such courses would be mounted with developed faculty expertise and increased involvements.

The course is being offered at the 400 level because it demands considerable and broad sophistication of the students. An overall notion of cultural policy, a basic understanding of the economics of small business, an ability to appreciate the problem of balancing culture versus economics, and a perspective for considering the pivotal position of print in the knowledge, entertainment and education industries are all required as part of the course. The most mature undergraduates are the ones who will benefit most from this course.

Already liason with the B.C. book publishing industry has been established. The possibility of part-time work and summer work in the industry has emerged. The course is designed to provide information which will be a foundation for graduate research and taking a job in the industry. Again here, as far as employment is concerned, a satisfactory liason can only be developed for mature students.

Week by Week Outline

Book Publishing in Canada

CMNS 470

1. Overview and Introduction: publishing as a cultural industry  
A brief history of publishing in Canada, its development, and its recognition as a cultural industry. From this basis an introduction will be provided to the kinds of government action which have been taken to support publishing and why government seems to favour certain kinds of support over others.
2. From manuscript to publication  
An outline of the various steps involved in the publication of every manuscript followed by a description of common manners by which publishers receive manuscripts.
3. Legal Foundations: intellectual property and copyright  
An analysis of the dependency of publishing on copyright and the notion of intellectual property. Canada's copyright laws will be contrasted to those of other countries in terms of the protection they provide both for authors and publishers. Recent moves especially by the U.S. government against the inherent territoriality involved in copyright will also be discussed.
4. The question of ownership  
An examination of the performance of various types of publishers, their corporate structure, country of ownership, the extent of the domination of Canadian publishing by U.S. companies, the effect on content of ownership, etc.
5. Canadian Publishing in an international context  
Having an understanding of the general pattern of Canadian publishing and the tendencies of the various types of publishers (based on ownership) a comparison will be drawn between the Canadian situation and that of other countries. This will be followed by an analysis of the "exportability" of Canadian materials.
6. Markets: trade, education, mass paperbacks, bookclubs  
The segmentation of the book market into the above divisions will be discussed along with the different practises each demands. Emphasis will be placed on the content of material from each of the sectors.

7. Educational publishing

The specific character of educational publishing will be discussed in detail. Multinational enterprises will be contrasted to projects taken on by new, smaller, Canadian companies.

8. Marketing and distribution

The various channels of distribution, direct mail, bookstores, fulfillment centres, etc. will be introduced and discussed. A contrast will be drawn between the potential in this area of activity for cooperation as opposed to the more creative, competitive area of attracting authors and developing material.

9. Related industries and institutions

The relationship of the publishing industry to associated institutions such as libraries, bookstores (and booksellers) schools, the media will be discussed.

10. The role of government

A review of the role played by provincial and federal governments will be reviewed. The most recent programs will be discussed within the apparent perspective each takes towards the publishing industry, i.e. the recognition or lack of recognition of publishing as a cultural activity or industry, as opposed to an industry per se, welfarist style grants versus structural intervention or loans, etc.

11. Books and culture

A discussion of the role of the book in relation to cultural expression. The centrality and foundation of the book to the electronic media will be discussed in some detail.

12. With an eye to the future

An assessment of the direction and health of the Canadian publishing industry. Emphasis will be placed on the recent expansion of the role of small Canadian owned publishers and the role they have played in the recognition of book publishing as an important cultural activity. Speculation on how the industry will transform itself and what new interventions from government might be expected will be offered.

Primary References: Book Publishing in Canada (CMNS 470.)

The primary references for this course are the following:

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(March 26, 1979)