

**UNIVERSITY COLLEGE LONDON**

*University of London*

**EXAMINATION FOR INTERNAL STUDENTS**

*For The Following Qualification:-*

*M.A.*

**Library & Info Studies - L4e: Printing and the Book Trade**

**COURSE CODE : LAIS0L4E**

**DATE : 09-JUN-03**

**TIME : 10.00**

**TIME ALLOWED : 3 Hours**

**L.4(e): The modern book trade**

Answer **THREE** questions.

1. How would you proceed with planning the design and production of **ONE** of the following, from an approved acceptance estimate to delivery of bound copies?
  - (a) a children's four-colour picture book
  - (b) a cased academic history text
  - (c) a paperback of a film tie-in
  - (d) a large-format work on the champagne industry.
  
2. Explain how a book progresses through the editorial process from manuscript to final bound copies.
  
3. Discuss the role of the sales representative in the publishing process. In what ways can the sales representative affect the output of a publishing house?
  
4. Describe **SIX** of the following and explain in what situations they are used:

(a) fixed costs	(i) sans-serif type face
(b) cromalin	(j) four-colour process
(c) brass	(k) specimen pages
(d) cast-off	(l) end papers
(e) lamination	(m) p.p.c.
(f) type scale	(n) sewn binding
(g) coated paper	(o) opacity
(h) double-column setting	(p) back-up
  
5. 'In the last two decades the publishing industry has lost its family character following the invasion of the media giants.' What have been the major forces driving corporatization/conglomeracy and the main developments and consequences?
  
6. **EITHER**
  - (a) 'The activities of literary agents during the last decade have affected author/publisher relationships in trade publishing and, especially, the role of commissioning editors.' Explain and discuss.

**OR**

  - (b) At all levels and in all forms of information publishing the commissioning editor has been described as 'the most crucial person on whom the success or failure of a firm depends'. Explain the reasons for this claim.
  
7. 'We were a book-borrowing nation, now we are a book-buying nation' said Thomas Joy of Hatchards after the first Penguins appeared in the mid 1930s. What have been the subsequent commercial and cultural effects of the 'paperback revolution'?

**TURN OVER**

8. 'Despite energetic promotion from the industry, e-books have so far proved to be one of the least significant electronic publishing products.' Discuss.
9. What impact will advances such as print-on-demand and computer-to-plate technology have on the production of mass-market books?

**END OF PAPER**