

**Indraprastha College for Women (University of Delhi)**

**A Course in Editing and Publishing**

**Proposal Submitted by:**

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**Introduction:**

Indian book publishing industry has traversed a long journey from being a catalyst in the struggle for independence of the subcontinent from British rule to becoming a space where post-modern Indian literary expressions communicate with the world. While the global giants in the publishing world have consolidated their market shares through mergers and acquisitions, it is the independents that are credited with the identification of best talents. Despite deployment of leading technologies in book production, the bottlenecks in the publishing trade persist. From managing a dilapidated distribution system marred with institutional negligence, and perennial lack of liquidity in cash flow, to name a few. Never the less, it is the diversity of languages, poesy, canons and metaphor that make this trade a very exciting field of study and promising career option.

The following course is structured to impart knowledge about the back-end operations, starting from acquisition of manuscripts, various editorial procedures involved in creating a book, designing, layout and printing- to front-end consolidation/revenue generation that includes marketing and distribution of books on hybrid platforms. These parts are covered in two modules- ***Introduction to Editing*** (Hindi and English) and ***Journey from Manuscript to a Book*** (Hindi and English). The details of each are mentioned herewith.

**Pedagogy:**

The course is expected to cover the two modules- ***Introduction to Editing*** (Hindi and English) and ***Journey from Manuscript to a Book*** (Hindi and

English) in 30 hours, spread over 2.30 hour sessions for two working days- Tuesday and Thursday for four weeks beginning September 6, 2016.

The students enrolled in this course will be provided with information sheets, analytical articles and style sheets of English and Hindi language from leading publishing houses in both the languages.

This course is envisioned with the motive of learning through the workshop or "at-work" mode of knowledge creation and application. The following tools are proposed to be used for the same:

1. Classroom lecture
2. Discussion on reading materials
3. Industry expert's visits
4. Open-wall journal in the classroom to inculcate decision making in editorial processes and learning through discussion

The medium of instruction will be English and Hindi.

### **Course Structure:**

#### **Module 1: Editorial Processes – Hindi and English {12.5 Hours}**

##### **a. Introduction-Aditi Maheshwari (2.5 Hours)**

##### **b. Acquisition of Manuscripts: Talent hunting and match-making (2.5 Hours)**

One hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

##### **c. Who is a Copyeditor? What is Copyediting in Hindi and English? What are Copyright and its infringement? (PART-1: 2.5 Hours)**

One hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

**d. Who is a Copyeditor? What is Copyediting in Hindi and English? What are Copyright and its infringement? (PART 2-ADVANCE CLASS: 2.5 Hours)**

One hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

**e. From a Copy (manuscript) to a Proof in Digital Space. (2.5 Hours)**

One hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

**Module 2: Creating a Book (7.5 Hours)**

**a. From Proof to a Manuscript (2.5 Hours)**

One hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

**b. Layout and Book Aesthetics (2.5 Hours)**

One hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

**c. Book Budgeting, Printing, Binding, Operations, Marketing and Sales(2.5 Hours)**

One Hour lecture/workshop/skill exercise: *Aditi Maheshwari*

*Proposed Industry Specialist's Visit*

**Educational Visit to a Publishing House: 4 Hours**

**Proposed Reading List:**

1. 1906 (2013). Grossman, John and Mahan, Margaret D. *The Chicago Manual of Style* (15<sup>th</sup> Ed.). University of Chicago Press. United States of America.
2. 1993 (2012). Shambhunath and Dwivedi, Ramniwas. *Hindi Patrakarita: Hamari Virasat (Volume 1 & 2)*. Vani Prakashan. India.
3. 2002. Orsini, Francesca. *Hindi Public Sphere 1920-1940: Language and Literature in Age of Nationalism*. Oxford University Press. United Kingdom.
4. 2006. Truss, Lynne. *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*. The Penguin Group. United States of America.
5. 2009. Moore, A., Jacobs, B., Jaokar, A., Ahyenainen, J. *Social Media Marketing*. Future Text.
6. 2009. Saller, Carol Fisher. *The Subversive Copy Editor: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)*. University of Chicago Press. United States of America.
7. 2012. Amir, Nina. *How to Blog a Book*. F+W Media. United States of America.
8. 2013. Agnihotri, Ramakant. *Hindi: Ek Maulik Vyakaran*. Vani Prakashan. India.
9. 2013. Berger, Jonah. *Contagious: Why Things Catch On*. Simon and Schuster. United States of America.
10. 2014. Lepuck, Edan. *Style Sheet: A Conversation with my Copyeditor*. [www.the](http://www.themillions.com) millions.com. Can be found of Stable URL: <http://www.themillions.com/2014/02/style-sheet-a-conversation-with-my-copyeditor.html>.