

WR 410/510 Book Publishing in Scotland

Course Description

This course offers a comprehensive view of the book publishing industry in the UK, particularly in Scotland. Various parts of the publishing process (editorial, marketing, design) and ecosystem (writers, publishers, distributors, retailers, etc.) in Scotland will be covered.

Course Objectives

This course aims to address the following topics:

- The history of book publishing, printing, and authorship in Scotland
- Literary festivals and award culture in Scotland
- Different style guide rules for copyediting in the UK
- Distribution and retail environments in the UK
- Scottish government involvement in the creative industries
- Scottish book publishing trade organizations
- Scottish writers and literary agents

Learning Outcomes

Upon completion of the course, students should be able to

- Refine reflection and critical thinking skills
- Deliver an oral presentation
- Edit according to UK standards
- Present themselves professionally
- Intelligently discuss the Scottish book publishing industry

Required Reading

Select journal articles on D2L.

Grading

93–100 = A

87–89 = B+

80–82 = B-

73–76 = C

90–92 = A-

83–86 = B

77–79 = C+

70–72 = C-

67–69 = D+

63–66 = D

60–62 = D-

0–59 = F

Course Assignments

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| Topic Reflection Papers (5): | 50% |
| Edinburgh Book Festival Write-Up: | 10% |
| Scottish Book Publishing Paper: | 30% |
| Participation: | 10% |

Topic Reflection Papers (50%)

There will be 5 workshops during this course in which you will be immersed in a particular area of the publishing ecosystem in Scotland and will have the chance to interact with organizations and people via guest lectures to learn from their expertise. For each workshop, you will write a brief reflection paper about the topic and what you learned from it.

Recent History of Scottish Publishing – June 24 workshop, due June 28

Scottish Gaelic Language Publishing – July 1 workshop, due July 5

Gender in Scottish Publishing – July 6 workshop, due July 12

Morality Clauses in Publisher Contracts – July 8 workshop, due July 12

Scottish Book Awards – July 13 workshop, due July 19

Length: 500 words each (WR 510), 300 words each (WR 410)

Edinburgh Book Festival Write-Up (10%)

Edinburgh Book Festival is the largest international book festival in the world. Although Edinburgh Book Festival will not be held this year because of COVID-19, you'll be choosing one of the [recorded events from past years to watch](#). Write a reflection pieces about what you learned from these three videos.

Length: 500 words (WR 510), 300 words (WR 410)

Scottish Book Publishing Paper (30%)

Write an essay on one of the following prompts:

- Drawing upon your understanding of Scottish book publishing historically and presently, what does the future look like for book publishing in Scotland?
- What are the social, political, and economic factors that shape Scotland's book publishing industry historically and contemporarily?
- Give an overview of the specifics of a particular book market (for example: comics, crime fiction, cookbooks, etc.) within Scotland
- Write an analysis for a Portland publisher wanting to enter the Scottish market. What is the Scottish book publishing environment like and how is it different from book publishing in Portland (or the US more generally)?

Length: 2000 words (WR 510), 1500 words (WR 410)

Participation (10%)

Participation is required in this course. This includes attendance to class (see the attendance policy for more information), but extends beyond that. In other words, attending class is not enough. You should read the assigned articles or book chapters before class and be prepared to discuss what you have read in class.

Late Policy

Assignments will be penalized 10% for each additional day after the due date. No credit will be given for assignments that are 10 days late or more.

Plagiarism

Students enrolled in this course are responsible for reading and understanding the University's policies on plagiarism. A student who plagiarizes in this course will receive, at minimum, a failing grade of "0" (i.e. zero) for the assignment and may be subject to additional academic misconduct sanctions.

Access and Inclusion for Students with Disabilities

PSU values diversity and inclusion; we are committed to fostering mutual respect and full participation for all students. My goal is to create a learning environment that is equitable, useable, inclusive, and welcoming. If any aspects of instruction or course design result in barriers to your inclusion or learning, please notify me. The Disability Resource Center (DRC) provides reasonable accommodations for students who encounter barriers in the learning environment.

If you have, or think you may have, a disability that may affect your work in this class and feel you need accommodations, contact the Disability Resource Center to schedule an appointment and initiate a conversation about reasonable accommodations. The DRC is located in 116 Smith Memorial Student Union, 503-725-4150, drc@pdx.edu, <https://www.pdx.edu/drc>.

If you already have accommodations, please contact me to make sure that I have received a faculty notification letter and discuss your accommodations. Students who need accommodations for tests and quizzes are expected to schedule their tests to overlap with the time the class is taking the test. For information about emergency preparedness, please go to the Fire and Life Safety webpage (<https://www.pdx.edu/environmental-health-safety/fire-and-life-safety>) for information.

Class Recordings via Zoom

We will use technology for virtual meetings and recordings in this course. Our use of such technology is governed by FERPA, the Acceptable Use Policy and PSU's Student Code of Conduct. A record of all meetings and recordings is kept and stored by PSU, in accordance with the Acceptable Use Policy and FERPA. Your instructor will not share recordings of your class activities outside of course participants, which include your fellow students, TAs/GAs/Mentors, and any guest faculty or communitybased learning partners that we may engage with. You may not share recordings outside of this course. Doing so may result in disciplinary action.

Title IX Reporting

Portland State is committed to providing an environment free of all forms of prohibited discrimination and sexual harassment (sexual assault, domestic and dating violence, and gender or sex-based harassment and stalking). If you have experienced any form of gender or sex-based discrimination or sexual harassment, know that help and support are available. PSU has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and on-housing accommodations, helping with legal protective orders, and more. Information about PSU's support services on campus, including confidential services and reporting options, can be found on PSU's Sexual Misconduct Prevention and Response website at: <http://www.pdx.edu/sexual-assault/get-help> or you may call a confidential IPV Advocate at 503-725-5672. You may report any incident of discrimination or discriminatory harassment, including sexual harassment, to either the Office of Equity and Compliance or the Office of the Dean of Student Life.

Please be aware that all PSU faculty members and instructors are required to report information of an incident that may constitute prohibited discrimination, including sexual harassment and sexual violence. This means that if you tell me about a situation of sexual harassment or sexual violence that may have violated university policy or student code of conduct, I have to share the information with my supervisor, the University's Title IX Coordinator or the Office of the Dean of Student Life. For more information about Title IX please complete the required student module Creating a Safe Campus in your D2L.

Schedule

Week 1 – MON (June 22)

Topic: Publishing Industries through the Lens of Nation, Culture, and History

Week 1 – WED (June 24)

Guest speaker: Alice Piotrowska on Recent History of Scottish Book Publishing

Due June 28: Recent History of Scottish Publishing Reflection Paper

Week 2 – MON (June 29)

Topic: Regionalism, Genre, and Bestsellers

Week 2 – WED (July 1)

Guest Speaker: Liam Alastair Crouse on Scottish Gaelic Language Publishing

**Due July 5: Scottish Gaelic Language Publishing Reflection Paper
Edinburgh Book Festival Write-Up**

Week 3 – MON (July 6)

Guest speaker Christina Neuwirth: Gender in Scottish Publishing

Topic: Gender and Race in Scottish Publishing

Week 3 – WED (July 8)

Guest speaker: Chiara Bullen on Morality Clauses in Publisher Contracts

Topic: Authorship and Copyright in Scotland

**Due July 12: Gender in Scottish Publishing Reflection Paper
Morality Clauses in Publisher Contracts Reflection Paper**

Week 4 – MON (July 13)

Guest speaker: Stevie Marsden on Scottish Book Awards

Week 4 – WED (July 15)

Topic: Wrapping Up

**Due July 19: Scottish Book Awards Reflection Paper
Scottish Book Publishing Paper**