

PUBLISHING
ENGLISH

出版专业英语

王丹丹 张晓彤◎编著

HEUP 哈尔滨工程大学出版社

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内容简介

本书为编辑出版类英文教材,不仅涵盖了图书出版史、编辑的类型与职责、图书出版流程、杂志出版、报纸出版等基础性专业知识,而且还加入了数字出版、网络出版、出版技术、网络图书营销等内容,紧跟数字出版技术飞速发展的大环境。本书英文与译文相结合,并配有自学课文,且在各章中均配有背景知识介绍、学习目标与要求以及若干热身问题,各章均设有多类型习题,文后的词汇释义均采用英汉双解的方式。

本书可作为编辑出版学专业的本科生、研究生的教材及从事出版专业出版者的参考书。

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前言

进入 21 世纪之后,数字出版技术飞速发展,纸媒出版物向数字出版物转化,电子书、网络出版、手机出版、全媒体出版、云出版等诸多概念在出版行业内不断地涌现,该行业的发展几乎与数字技术的革新同步。这种发展态势要求编辑出版专业的学生能熟悉与掌握专业英语的表达方式,从而提高自身运用外文科技资料掌握行业发展动态的能力。

为适应这种大环境的要求,笔者根据多年的专业英语教学经验,编写了这本书。该书的特点主要体现在以下五个方面。

1. 每一章都配备 3 篇文章,在附录 I 中均有译文,可帮助学生自主学习,加深认识,并在每章的第 4 篇文章中提供了自学课文,锻炼学生的自主学习能力与专业英语翻译能力。

2. 每一章开始部分都配有章节背景知识介绍、学习目标与要求以及若干热身问题,以期学生根据以往所学知识以及所提供的背景知识材料思考该章节范围内的出版行业相关问题,从而对章节内的文章有更深入的认识。

3. 根据章节不同分别设置了不同类型的习题,通过检测方式考查学生对于某些重点词汇或表达方式的掌握程度。此外,在正文中的每一篇文章之后还设置了一些深度思考题、辩论题以及应用题,以考查学生灵活运用专业英语知识的能力。

4. 译文不是采用直译方式译出的,大部分添加了作者对于外文资料所要表达含义的理解,所以这种意译方式更有助于学生理解。

5. 文后的词汇释义部分使用了英汉双解方式,主要目的是帮助学生通过英语释义更深刻地理解单词的内涵。

本书在内容上不仅涵盖了图书出版史、编辑的类型与职责、图书出版流程、杂志出版、报纸出版等基础性专业英语知识,而且还加入了数字出版、网络出版、出版技术、网络图书营销等贴近行业前沿的专业英语知识。全书共 11 章,其中王丹丹负责编写第 1 章至第 5 章和第 11 章的内容,张晓彤负责编写第 6 章至第 10 章的内容。

本书笔者要特别感谢中国新闻出版研究院的林晓英女士和英国斯特灵大学人文学院国际出版及传播中心的王晓梅女士,她们为本书的编写提供了大量的外文资料获取途径,才使得这本书的外文文献如此丰富。另外,还要感谢外文资料的作者们,他们的成果是编写此书不可或缺的基础。最后,感谢哈尔滨工程大学外语系的研究生贾舒荻同学为本书进行的校对工作。

由于出版行业的迅猛发展,新知识新名词层出不穷,书中的某些词汇尚无规范译法,所以在译文中,笔者对某些人名、书名以及一些出版单位的名称未做翻译,敬请读者谅解。此外,由于笔者水平有限,书中难免有疏漏和不妥之处,望广大读者批评指正,以便再版时修订。

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Unit 1

Panorama of Book Industry

Background of the Chapter

The book industry is transferring its form in the digital era. The new media come out and the integration of different media is deepening. No matter the form of publication or marketing regulation and pricing strategy, distribution channels and publicizing ways all experience changes completely. Especially along with the new digital technologies, more and more entities are involved in production of digital reading products. For example, the telecommunication company is providing mobile phone reading products, the information service provider is developing various industry databases and scholarly knowledge archives. Amazon and Apps account for large proportion of digital books sale. These phenomena appear a new ecosystem of publishing. How to survive and develop better? How about the status quo and developing trend of traditional book trade? As a student majoring in publishing, you should get to the bottom of these things and consider some future questions that may rise up in advance. The chapter would give you some clues for contemplation.

Learning Target

Understand what the book industry is and how it works.

Hold the way of analyzing book marketing business achievements.

Master various features of private publishing industry.

Consider how to develop and transfer publication notion in digital era.

Warming-up Questions

Please talk about the status quo and the developing trend of book industry in China with your partner.

Text A Book Publishing Industry Analysis

In the last 60 years, the book industry—from how readers acquire books to how success in publishing is judged—has radically changed. According to *Publishers Weekly*, the number of American publishers ballooned from 357 in 1947 to 3,000 in 1973 to 85,000 in 2008. In the early part of the 20th century, U. S. book publishing was organized by independently wealthy publishers and editors who were interested in publishing works of high literary quality, with minimal profits. Since

the 1980s, corporations have bought up book publishers, bringing in more money but changing expectations.

Current Trends

Along with the use of new media such as blogs, Twitter accounts for Facebook pages, most book publishers have stopped taking unagented submissions, so the role of literary agents has become more important. Some publishers have started Wiki-projects for books, so that fans can make digital notes to the book.

Consolidation and Corporate Publishing

In the early 1960s, a number of book publishers consolidated. Knopf was purchased by and became an imprint of Random House, which was purchased by the RCA Corporation. As a benefit of this corporate association, new financial resources were introduced into publishing. However, those resources were coupled with expectations for greater profits. By the 1990s publishers were gambling big, offering huge advances on unproven novelists.

Internet Sales

Chris Anderson, in his book *The Long Tail*, described how the Internet offers book buyers advantages over traditional book stores. Web sellers, including Amazon, can sell fewer books while carrying a greater selection and remain viable. With the increasing popularity of mobile devices, Internet book sales are on the rise. According to the *Street Journal*, Amazon has a unique opportunity to monopolize book sales on the iPad, as well as the Kindle.

Book Publishing Numbers

In 2008, the Book Industry Study Group found that industry revenue was underestimated by over 14 million dollars. The report *Under the Radar* suggested one of the reasons for the incorrect estimates is that retailers do not report their book sales numbers to publishers accurately.

Dropping Sales

Boris Kachka in *The End*, says the long-term future of book publishing does not seem promising. Kachka details how Internet publishing and stagnant sales have led to a crisis in book publishing. Though novels like *The Girl with the Dragon Tattoo* and *Twilight* gain large readerships, book sales have steadily dropped since the late 1990s.



Professional Words & Expressions

balloon /bə'lu:n/ v. 激增, 飞涨

to increase or rise quickly

agent /'eidʒənt/ n. 代理人; 代理商

one empowered to act for or represent another

consolidate /kən'solɪdeɪt/ *v.* 合并

to unite into one system or whole; combine

imprint /ɪm'prɪnt/ *n.* 标记

a publisher's name, often with the date, address, and edition, printed at the bottom of a title page of a publication

advance /əd'vɑːns/ *n.* 预付款, 预交货

payment of money before due

monopolize /mə'nɒpəlaɪz/ *v.* 垄断

to acquire or maintain a monopoly of

retailer /'riːteɪlə/ *n.* 零售

to sell in small quantities directly to consumers

stagnant /'stæɡnənt/ *adj.* 不景气的

showing little or no sign of activity or advancement; not developing or progressing; inactive

1. Vocabulary

Fill in the blanks with the words or expressions you have learned in this text.

(1) Unique _____ can help readers ascertain their preferences because of one's loyalty to certain fame and glory of houses.

(2) Revenues of digital publishing business is _____ and more industries begin to pay attention to this area.

(3) Most of scholarly specialists would choose author _____ to negotiate with publishers so as to avoid illegal affairs.

(4) Proportion of _____ depends on the author's authority, the book's salability and the house's financial strength.

(5) The house _____ five separate arts and humanities editing agencies into a single department.

(6) Development of scholarly journals appears to be _____ without beneficial policies and investments.

(7) No one can _____ all businesses of digital reading, most entities choose to cooperate to create more values.

(8) Redistribution of _____ would have great impact on consumption of books especially in rural areas.

2. Comprehension

Answer the following questions according to this text.

(1) Why did the purpose of publishing change?

(2) What functions would the literary agents play along with the use of new media?

(3) How does the Internet offer book buyers advantages over traditional book stores?

3. Critical Thinking

Find a classmate to make one group and discuss the following topics. Prepare 20 minutes. At last 4 groups can exhibit their illustration in front of all classmates.

- (1) Why didn't Amazon. com get great profits from book sales and nowadays does Amazon. com get more benefits than traditional houses?
- (2) The reasons of dropping revenues in traditional book trade but increasing profits in digital publishing area.
- (3) Why did some novels get great success, such as *Twilight*?
- (4) What benefits can be brought along with consolidation of houses?

4. Debate

The students can be divided into two parts and give their own arguments and counter-arguments.

Consider and debate the topic of "future of publishing isn't promising".

5. Application

The text says that applying long tail theory can analyze the advantages of Internet as one channel of book distribution. Please find out some information about the theory and master this method off the course.

Text B How Does the Publishing Industry Work

Identification

The publishing industry is a huge field made up of a variety of venues. Newspapers, magazines, greeting cards, calendars, directories and books are some of the publications within the field. In spite of this vast array, the industry itself is primarily owned by a number of large corporations, many of which own multiple publications. Magazine and book publishers, in particular, are oftentimes purchased in clusters by one company.

Over half of book publishers' inventory is made up of scientific, technical and professional titles as these are the most marketable. The remainder is comprised of paperbacks, mail order, reference books and book club titles. Business-to-business and trade-consumer magazines are the two types of magazine publishers within the industry. These vary in size and scope depending on the type of financial backing in place.

Function

Regardless of the type of publication, there are only so many ways to bring a publication to press. As such, most publications follow the same procedures within their publishing process. Gathering content is the first order of business across the board. This task is typically handled by an

editorial department, which determines what kinds of material to include. From there, staff writers, photographers and artists prepare the content.

Once editorial staff gather and review the needed content, the next step is determining how to design or lay out the finished product. Newspapers and magazines follow a predetermined layout, allotting so much space for advertisements, content and images. Book publishers may have a predetermined format; however, most book orders are customized.

As far as revenue generation goes, book, greeting card and calendar publications profit from product sales, whereas magazine, newspaper and directory publications make the bulk of their profit from advertising revenue. This involves local or nationally based businesses purchasing ad space within a publication to get more exposure for their products.

Sales and marketing

Meeting market demands and expanding an existing market base are essential functions within the publishing industry. The larger publications typically have publicity, marketing or circulation departments set up to handle marketing and sales. Demographic data and market trends are studied in order to be able to present the publication in the best possible light.

The actual distribution of a publication can be carried out in a number of ways depending on delivery schedules, intermediary needs and product type. Book publishers typically ship to distribution warehouses or directly to retailers. Because newspapers are delivered on a frequent basis, the number of distribution outlets can vary depending on the size of the company. Distribution warehouses, newsstands and individual carriers may all play a part in getting the publication to the customer.



Professional Words & Expressions

inventory /'ɪnvəntri/ *n.* (财产)清单; (商品)目录

a detailed, itemized list, report, or record of things in one's possession, especially a periodic survey of all goods and materials in stock

paperback /'peɪpəbæk/ *n.* 平装本

a book having a flexible paper binding

reference book /'refrəns bʊk/ *n.* 参考书

a work frequently used as a source

layout /'leɪaʊt/ *n.* 版面设计

the art or process of arranging printed or graphic matter on a page

allot /ə'lɒt/ *v.* 分配

to parcel out, distribute or apportion

customize /'kʌstəmaɪz/ *v.* 定做

to make or alter to individual or personal specifications

circulation /,sɜ:kjə'leɪʃn/ *n.* 散发

dissemination of printed material, especially copies of news-

papers or magazines, among readers

outlet /'aʊtlet/ n. 商店

a store that sells the goods of a particular manufacturer or wholesaler

newsstand /'nju:zstænd/ n. 报摊, 报刊柜

an open booth or stand at which newspapers and periodicals are sold

1. Vocabulary

Fill in the blanks with the words or expressions you have learned in this text.

- (1) The book publisher's _____ is like book catalogue to be sent to different institutes and individuals for publicizing the house's books in front-list and back-list.
- (2) Maybe some readers like books in _____ for its low price and practicability.
- (3) The reader can judge the authenticity of works by skipping the _____ in the back of book.
- (4) The _____ includes design of a page, spread, or book, page and type size, typeface, and the arrangement of titles and page numbers.
- (5) How to _____ time is what every editor considers.
- (6) POD is a method to _____ one's own publication, such as calendar with one's pictures, wedding invitation with two parties' loving story so on.
- (7) The book have a good _____ of 1,000,000 and its amount of pass-long readers spread over the country.
- (8) The Amazon as an _____, its managing scope has passed the innovation of books, moreover it gets revenues by selling Kindle and service but not book itself.
- (9) Coverage of _____ is almost over the city and county and the corresponding circulation of newspaper is large.

2. Comprehension

Answer the following questions according to this text.

- (1) How to acquire more profits from publication? Only based on its content?
- (2) How to make the publication have more publicity?

3. Critical Thinking

Find a classmate to make one group and discuss the following topics. Prepare 20 minutes. At last 4 groups can exhibit their illustration in front of all classmates.

- (1) According to digital publishing industry report, the scope of this industry is wide, many businesses are involved in it, please enumerate them.
- (2) What titles are most marketable? How do you think about fictional works?

4. Debate

The students can be divided into two parts and give their own arguments and counter-

arguments.

Consider and debate the topic of “the traditional publishing house will play the central role in digital era”.

5. Application

Try to find out the data of publishing about different countries. Compare them and analyze them with 4Cs and 4Ps theories. Please finish this assignment off the course and form a report at last.

Text C Private Publishing Industry

The basic situation of the private publishing industry: in the past, this has been in a gray area of the industry, being not involved in the venture.

However, with the market share of private publishing company continuing to improve, especially in the absolute superiority in the field of best-selling book, it begins to attract the attention of investors.

In recent years, the state-owned enterprises are busy publishing the scale of integration, which gives private book publishing businesses to stay out of the room.

And therefore, a large number of best-selling books generated from these companies.

As we all know, Private publishing companies in China are now no longer the first two channels that do small booksellers.

Although they have no rights to apply for ISBN, these private book dealers' keen sense of smell has already become the pioneer of State-owned Publishing House Editorial.

Instead, the State-owned Press is involved into a management side of these people through ISBN.

Nowadays, state-owned book publishers are competing with the private publishing companies who want to cooperate to fight the brand awareness.

Policy is to venture into the private book industry.

One of the biggest obstacles is the problem of ISBN.

The private publisher does not own the right to apply to the purchase of ISBN from state-owned publishing companies, and now nominally, ISBN sale is still illegal.

There are some venture capital companies that selected legal loopholes to get ISBN.

Of course, there are some private companies through cooperation with publishers to resolve this problem. And private book corporations are doing very well in marketing. Then the article would introduce some knowledge about publishing industry network marketing strategy.

Publishing is the actual presentation of a whole marketing process in publishing industry, that is to say marketing is an integral part of publishing strategies and some activities are done through Internet which is a tool to help publishing companies achieve a certain marketing goal.

Internet marketing is one applying of modern marketing theory, from the traditional marketing focus on product-centric marketing “4P” that the product (product), price (price), place (chan-

nel), promotion (marketing), turning focus to meet the needs of readers Center “4C” that customers (customer), cost (cost), convenience (convenience), communication (communication).

Network marketing has a wide area, real time, interactive, scalability features, which is increasingly becoming an important means of competition in the market, known as the mainstream of 21st century marketing.

Pricing strategies: whether the price of the books is reasonable, will directly affect the products in the market's competitive position and market share.

Therefore, the publishing industry should fully grasp the purchasing information about readers so that buyers and sellers can fully communicate with each other.

① readers involved in pricing. Set up an online discussion board prices in order to understand the price of the capacity audience, and adjust pricing strategies for the development of a reference.

② reduce cost. Publishing industry may have a clear knowledge of competitors' pricing situation and the needs of readers from people in all works of life in order to obtain the price of the books which is recognized by general readers in large numbers.

Place strategy: On the one hand, give full consideration to the traditional book marketing channels, on the other hand the main choice of distribution logistics center or agency.

① publishing industry must effectively evaluate and adjust the network channels and traditional channels, the use of complex marketing and achieve seamless connection between the two, in the target market to establish book distribution system, or choose the right network of sales agents to ensure a smooth channel, timely delivery.

② developing an online payment system, making it easy for readers to online shopping, billing.



Professional Words & Expressions

editorial /ˌedɪˈtɔːriəl/ *n.* 社论

an article in a publication expressing the opinion of its editors or publishers

obstacle /ˈɒbstəkl/ *n.* 妨害物

one that opposes, stands in the way of, or holds up progress

nominally /ˈnɒmɪnəli/ *adv.* 名义上地

existing in name only

loophole /ˈluːphəʊl/ *n.* 漏洞

a way of escaping a difficulty, especially an omission or ambiguity in the wording of a contract or law that provides a means of evading compliance

scalability /ˌskeɪləˈbɪlɪti/ *n.* 可量测性

the ability of measurement

1. Vocabulary

Fill in the blanks with the words or expressions you have learned in this text.

(1) Content is the king in digital era, so the traditional publishing house is the centre of the chain _____, but you will realize the author is the real owner of content. In essence, they play an important role in the digital ecosystem.

(2) Although the editor is not involved in the writing process of works, the discussion about content can integrate the house's _____ in the works.

(3) Due to _____ in contracts, many affairs rise up such as conveyances of different rights to assortments of houses.

(4) The fixed traditional publishing notion would be the greatest _____ to the innovation of industry. So we need some elites that don't master book industry to create miracle.

(5) Readership scope of some books has _____, especially for the book with small audience.

2. Comprehension

Answer the following questions according to this text.

(1) What characteristics are there in Internet marketing compared with traditional marketing?

(2) Price is critical element of competition of private publishing houses. How to make the price more reasonable?

(3) Enumerate some famous private publishing houses and make an introduction about them.

3. Critical Thinking

Find a classmate to make one group and discuss the following topics. Prepare 20 minutes. At last 4 groups can exhibit their illustration in front of all classmates.

(1) The 4Cs theory has extended its innovation. Please enumerate its other Cs.

(2) How many channels can be chosen in this network environment to publicize books?

(3) How to control the legal use of ISBN and make the scarce resources to be allotted more rationally?

4. Debate

The students can be divided into two parts and give their own arguments and counter-arguments.

Consider and debate the topic of "The private publishing industry has more advantages over the stated houses".

5. Application

Analyze the different policies about ISBN in various countries, such as America, China, Japan and so on. And give an introduction about their merits and demerits. Please finish it off the course and give a speech next course.

Text D (self-taught text) Book Publishing Industry Problems

The rise of the e-reader and e-books may make the phrase “a real page turner” obsolete. What will we call those books that we can’t put down “a real button pusher”? Digitization of books adds to the problems of the book publishing industry faces.

E-books

The “e” in e-book stands for “electronic,” like the “e” in e-mail. E-books come in many different formats, and each of those formats requires a different platform. Initially, you could access an e-book only on a computer, but then “e-readers” were introduced. While bookstores are charging hardcover prices between 25 dollars and 30 dollars, e-books are available for as little as 10 dollars.

E-readers

An e-reader is a portable device for reading e-books. The Amazon Kindle costs between 299.00 dollars and 489.00 dollars, depending on the size of the display and capacity. The smaller Kindle can hold 1,500 e-books, while the larger one can hold up to 3,500 e-books. The Sony Reader costs between 199.99 dollars and 299.99 dollars, the more expensive one offering a touch screen, and both hold up to 350 e-books.

The Recession and the Publishing Industry

People are spending less money on everything, and that includes books. An August 31, 2009, post on PublishersLunch.com reported that 400 bookstores could close in 2009. Susan McCarthy, interviewed by PBS, reported that her library has had “300 to 500 new users every month coming in to register for library cards”.

Sustainability and “Going Green”

The Green Inc. blog on the New York Times website reported in a Cleantech study that purchasing 144 e-books over four years produces roughly 908 kilograms of carbon dioxide less than the same number of printed books. Readers seeking to “go green” might prefer an e-reader to have a smaller carbon footprint.

Publishers Playing a Betting Game

A September 14, 2008, article in New York Magazine points out the practice of some publishers paying writers very large advances without knowing if they will get that money back in book sales. Also, publishers have been known to pay bookstores for a display of 300 copies of a book placed front and center for marketing purposes. In the future, it’s possible that the Kindle could eliminate the need for publishers altogether if writers sell their books directly to Amazon.

Unit 2

Publishing History

Background of the Chapter

Powder, compass, printing and paper making are greatest inventions by China. Among them, the latter two ones are connected with publishing. As long the progress of book trade in ancient China, our culture is disseminated all over the world. The west countries experienced Renaissance. Excellent works were distributed. No matter the rich or the poor all have accessibility to books. This is a great exploit and progress in human history. So we need to know and master this glary publishing history. In this chapter, we can see the important signal affairs in publishing history, the centuries-old Chinese book trade, and the larruping European publishing culture. Maybe you can make the history as a mirror to reflect our process of publishing nowadays. It is the very fascination of history.

Learning Target

Know what book trade was like in ancient China.

Hold the way of analyzing differences between Chinese publishing history and European ones.

Master important symbol affairs in publishing history.

Contemplate development process of publishing in future based on researches on history.

Warming-up Questions

Please introduce the evolvement history of Frankfurt Book Fair.

Text A Publishing Timeline

808

The world's oldest known printed book, *The Diamond Sutra*, a seven-page scroll printed with wood blocks on paper, is produced in China.

11th century

The Chinese and Koreans continue to experiment with movable type, using clay, wood, bronze and iron. The complexity of Chinese and Korean symbols creates a major stumbling block to the process.