


国际出版与传播英语系列教材

当代出版产业 简明英语教程

主 编/谢 婧

A Concise English Course for
Contemporary Publishing Industry

 中国人民大学出版社

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Preface

总序

人类进入到了 21 世纪，全球化的飓风吹遍了世界的各个角落，作为“地球村”的公民，我们日益感受到了空间距离的缩小，昔日远隔重洋的距离，在网络时代缩短到了鼠标的一次点击。

要适应全球化时代的需求，人才培养的国际化已经成为了一种趋势。教育部发布的数据显示，2015 年，共有来自 202 个国家和地区的近 40 万外国留学人员在我国 31 个省、自治区、直辖市的 811 所高等学校、科研院所和其他教学机构中学习。截至 2015 年底，改革开放后我国累计出国留学人数已经达到 404.21 万人。随着来华留学生人数以及我国高校学生出国交流学习人数的不断增长，教育部门越来越意识到全英文教学和双语教学对于提高我国高等教育国际化水平的重要意义。2001 年，教育部颁发的《关于加强高等学校本科教学工作提高教学质量的若干意见》中明确提出本科教育要创造条件使用英语等外语进行公共课和专业课教学。

课程国际化是我国高校和境外高校开展全面和深入合作交流的重要保障。传播学作为一个学科形成于 20 世纪上半叶的美国，而且许多重要的理论也来源于欧美，所以很多内容更适于用英文表达，这也构成了出版传播类课程英文或双语授课的必要性和可能性。但是在英文授课的实践中，我们发现目前适合中国学生学习的出版与传播类的英文教材缺乏，并已经成为英文或双语授课的瓶颈。为了更好地推动和开展出版与传播课程的全英文或双语授课，提高出版与传播课程的国际化水平，我们组织力量编写了这一套“国际出版与传播英语系列教材”。

“国际出版与传播英语系列教材”共包括八部，分别为：《传播学简明英语教程》《跨文化传播简明英语教程》《新媒体写作简明英语教程》《出版理论与实务简明英语教程》《版权管理简明英语教程》《出版历史与文化简明英语教程》《当代出版产业简明英语教程》《国际出版管理简明英语教程》。

本套教材的编著者均为多年从事出版与传播类全英文教学的一线教师，这套教材凝结着他们多年的教学经验和专业素养。本套教材力求深入浅出、循序渐进、简明实用、科学系统。这套教材的适用对象为传播、出版或相关传媒类专业本科生、研究生，以及留学生，本套教材也可以作为外语类专业学生的专业英语教材使用，还可以作为我国出版传媒产业及相关产业专业人士的业务参考书。

身处文化全球化、人才培养国际化的时代，能在课程国际化方面发挥一定的积极作用，为国际化人才的培养尽一点力是我们的最大心愿。希望教材的使用者和各界人士多提宝贵的意见和建议，帮助我们进一步改进和完善。

编者谨识 2016 年 10 月
于北京印刷学院

Foreword

前言

《当代出版产业简明英语教程》介绍英美等西方国家和中国、日本等东方国家的图书和杂志的出版现状和发展趋势，出版公司愈演愈烈的合并风潮，传统出版与数字出版之间的关系，新媒体的出现对传统阅读的影响，网络书店对传统书店的威胁，各大出版公司的排名情况，大中小型出版公司的运行模式与各自的优势和劣势，以及 21 世纪出版产业所面临的机遇和挑战。

全书分为十个单元，每个单元有两篇文章，每篇文章的长度在 1 500 字左右。为便于读者更好地理解课文，每个单元后有生词表和注释，并设有翻译练习和思考题。本教材适用于高校相关专业全英文或双语授课的课程，以及业内人士和对出版感兴趣的人士学习专业知识、提高英语水平、积累专业词汇。

出版产业是一个极其庞大的系统工程，本教材作为简易读物，由于篇幅所限不能完全涵盖各个国家出版产业细节的方方面面。编者在编写工作中付出了艰苦的努力，但由于缺乏经验和学识，错误和疏漏在所难免，仍有很大的可完善空间，敬请广大读者不吝指正。

在本书的编写过程中得到了亲朋好友的支持和大力协助。在此要特别感谢叶文芳老师帮助笔者梳理写作思路；在本书资料收集和整理的过程中还得到了王艳、陈志元、陈义家、杨雷、李晶晶、龚文静、李立、彭雁、吴坤、谢宁馨、林天、谢华、董飏的大力协助，笔者在此对以上各位表示诚挚的谢意！

编者

2016 年 9 月

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Chapter One

Publishing Overview

Text A

Publishing is the process of production and dissemination of literature, music, or information—the activity of making information available to the general public. In some cases, authors may be their own publishers, meaning: originators and developers of content also provide media to deliver and display the content for the same. Also, the word publisher can refer to the individual who leads a publishing company or an imprint or to a person who owns/heads a magazine.

Traditionally, the term refers to the distribution of printed works such as books (the “book trade”) and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as micropublishing, websites, blogs, video game publishers and the like.

Publishing includes the stages of the development, acquisition, copy editing, graphic design, production—printing (and its electronic equivalents), and marketing and distribution of newspapers, magazines, books, literary works, musical works, software and other works dealing with information, including the electronic media.

Publication is also important as a legal concept :

1. As the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy;
2. As the essential precondition of being able to claim defamation; that is, the alleged libel must have been published, and

3. For copyright purposes, where there is a difference in the protection of published and unpublished works.

There are two categories of publisher :

1. Non-Paid Publishers: The term non-paid publisher refers to those publication houses which do not charge the author at all to publish the book.
2. Paid Publishers: The author has to meet with the total expense to get the book published and the author has full right to set up marketing policies. This is also known as vanity publishing.

| Publishing as a Business

Derided in the 1911 Encyclopædia Britannica as “a purely commercial affair” that cared more about profits than about literary quality, publishing is fundamentally a business, with a need for the expenses of creating, producing, and distributing a book or other publication not to exceed the income derived from its sale. Publishing is now a major industry with the largest companies Reed Elsevier and Pearson PLC having global publishing operations.

The publisher usually controls the advertising and other marketing tasks, but may subcontract various aspects of the process to specialist publisher marketing agencies. In many companies, editing, proofreading, layout, design and other aspects of the production process are done by freelancers.

Dedicated in-house salespeople are sometimes replaced by companies who specialize in sales to bookshops, wholesalers and chain stores for a fee. This trend is accelerating as retail book chains and supermarkets have centralized their buying.

If the entire process up to the stage of printing is handled by an outside company or individuals, and then sold to the publishing company, it is known as book packaging. This is a common strategy between smaller publishers in different territorial markets where the company that first buys the intellectual property rights then sells a package to other publishers and gains an immediate return on capital invested. Indeed, the first publisher will often print sufficient copies for all markets and thereby get the maximum quantity efficiency on the print run for all.

Some businesses maximize their profit margins through vertical integration; book

publishing is not one of them. Although newspaper and magazine companies still often own printing presses and binderies, book publishers rarely do. Similarly, the trade usually sells the finished products through a distributor who stores and distributes the publisher's wares for a percentage fee or sells on a sale or return basis.

The advent of the Internet has provided the electronic way of book distribution without the need of physical printing, physical delivery and storage of books. This therefore poses an interesting question that challenges publishers, distributors and retailers. The question pertains to the role and importance the publishing houses have in the overall publishing process. It is a common practice that the author, the original creator of the work, signs the contract awarding him or her only around 10% of the proceeds of the book. Such contract leaves 90% of the book proceeds to the publishing houses, distribution companies, marketers and retailers. One example (rearranged) of the distribution of proceeds from the sale of a book was given as follows:

- 45% to the retailer
- 10% to the wholesaler
- 10.125% to the publisher for printing (this is usually subcontracted out)
- 7.15% to the publisher for marketing
- 12.7% to the publisher for pre-production
- 15% to the author (royalties)

There is a common misconception that publishing houses make large profits, and that authors are the lowest paid in the publishing chain. However, most publishers make little profit from individual titles, with 75% of books not breaking even. Approximately 80% of the cost of a book is taken up by the expenses of preparing, distributing and printing (with printing being one of the lowest costs of all). On successful titles, publishing companies will usually make around 10% profit, with the author(s) receiving 8%-15% of the retail price. However, given that authors are usually individuals, are often paid advances irrespective of whether the book turns a profit, and do not normally have to split profits with others, it makes them the highest paid individuals in the publishing process.

Within the electronic book path, the publishing house's role remains almost identical. The process of preparing a book for e-book publication is exactly the same as print publication, with only minor variations in the process to account for the different mediums of publishing. While some costs, such as the discount given to retailers (normally around 45%) are eliminated, additional costs connected to e-books apply (especially in the conversion

process), raising the production costs to a similar level.

Print on demand is rapidly becoming an established alternative to traditional publishing. In 2005, Amazon.com announced its purchase of Booksurge and selfsanepublishing, a major print on demand operation. This is probably intended as a preliminary move towards establishing an Amazon imprint. CreateSpace is the Amazon subsidiary that facilitates publishing by small presses and individual authors. Books published via CreateSpace are sold on Amazon and other outlets, with Amazon extracting a very high percentage of the sales proceeds for the services of publishing, printing and distributing. One of the largest bookseller chains, Barnes & Noble, already runs its own successful imprint with both new titles and classics—hardback editions of out-of-print former best sellers. Similarly, Ingram Industries, parent company of Ingram Book Group (a leading US book wholesaler), now includes its own print-on-demand division called Lightning Source. In 2013, Ingram launched a small press and self-publishing arm called Ingram Spark. Payment terms are much closer to those of Amazon and less favorable than those they offer to more established publishers via Lightning Source. Among publishers, Simon & Schuster recently announced that it will start selling its backlist titles directly to consumers through its website.

Book clubs are almost entirely direct-to-retail, and niche publishers pursue a mixed strategy to sell through all available outlets—their output is insignificant to the major booksellers, so lost revenue poses no threat to the traditional symbiotic relationships between the four activities of printing, publishing, distribution and retail.

Vocabulary

dissemination *n.* 散播, 宣传; 浸染

originator *n.* 发起人; 创作者

developer *n.* 开发者

imprint *n.* 下属出版社; 下属品牌; 版权标记

distribution *n.* 发行

advent *n.* 出现; 到来

periodical *n.* 期刊

micropublishing *n.* 缩微出版

development *n.* 新生事物, 新产品开发

acquisition *n.* 获得, 收购; 组稿

defamation *n.* 诽谤, 中伤

alleged *adj.* 声称的; 所谓的

libel *n.* 文字诽谤; 诋毁

proceed *n.* 收入, 获利

marketer *n.* 市场商人; 市场营销人员

retailer *n.* 零售商, 零售店

advance *n.* 预付款

subsidiary *n.* 附属机构, 子公司

facilitate *v.* 帮助; 促进, 助长; 使容易

deride *v.* 取笑, 嘲笑

subcontract *v.* 转包, 分包

edit *v.* 编辑; 剪辑 (影片, 录音); 校订; 主编

proofread *v.* 校对; 校正; 校勘

layout *n.* 布局, 安排, 设计, 排版

bindery *n.* 装订

backlist title *n.* 存书目录

Notes

1. vanity publishing: 1959 年, 两家美国公司在英国大打广告, 宣布可以为个人提供出版诗集服务。乔纳森·克利福德 (Johnathon Clifford) 将这种现象命名为“虚荣出版” (vanity press), 实际上就是自费出版。自费出版是指由作者承担图书出版费用的出版活动, 可以简单地描述为由作者付钱给图书出版商出版作品的商业模式。詹姆斯·D. 麦克唐纳德 (James D. Macdonald) 在论述出版业经营问题时提出的著名格言是“钱应该总是流向作者的口袋”, 但是自费出版却推翻了这一规律, 在自费出版中, 钱总是从作者的口袋流向出版商的口袋。
2. Reed Elsevier: 励德爱思唯尔集团是一家英国注册公司, 由英国励德爱思唯尔公司 (Reed Elsevier PLC) 和荷兰励德爱思唯尔公司 (Reed Elsevier NV) 以相同的股份共同控股。爱思唯尔是世界领先的科学、技术与医学信息产品和服务提供者, 是世界

上排名前几位的数字内容销售商。2013年,爱思唯尔 STM(科学、技术与医学)部门在 2 000 多份期刊上出版了 350 000 篇新研究文章。爱思唯尔旗下期刊文章的出版量在 2012 年达到了一百万篇。同样隶属于爱思唯尔的“ScienceDirect”是全球最大的科学与医学研究数据库。

3. CreateSpace: 亚马逊旗下面向自助出版作家的平台,2007 年在美国开通。作者通过该平台出版图书,采用按需出版的方式向读者销售实体书。英国、德国、法国、意大利与西班牙的作者同样可以享受到该项服务。CreateSpace 的主管 Libby Johnson McKee 表示,通过 CreateSpace 可以自助出版作家可以将图书销售给美国及欧洲各地的广大读者,这种方式将会提高作家的收入。自助出版作家通过 CreateSpace 可以获取更高的版税。通过该平台销售的图书并不会在欧洲的实体书店销售。
4. Pearson PLC: 培生国际是全球领先的教育集团,已有 150 多年的历史。该集团致力于为教育工作者和各年龄段的学生提供优质的教育内容、教育信息技术、测试及测评、职业认证,以及所有与教育相关的服务。培生国际已遍布全球 60 多个国家,旗下拥有在各个学科备受瞩目的教育品牌,包括 Longman, Prentice Hall, Scott Foresman, Addison-Wesley, 以及 Benjamin Cummings 等。
5. print on demand: 按照用户的要求,直接将所需资料的文件数据进行数码印刷、装订。按需印刷又称“即时印刷”和“闪电印刷”,是数字技术在印刷环节的极好实践,即“按当天的订数印刷,第二天发货”。它始于 20 世纪 80 年代,能满足个性印刷、减少浪费及印刷品一步到位的要求,实现零库存、即时出书和可选择的个性印书。
6. Barnes & Noble: 美国最大的实体书店,在全美拥有将近 800 家店面,亦是全球第二大网上书店,仅次于 Amazon(亚马逊)。Barnes & Noble 于 2010 年 1 月 1 日在全美发售电子书 Nook。
7. Ingram Book Group: 英格拉姆书业集团是英格拉姆内容集团(Ingram Content Group)的前身。为了应对数字出版的挑战,英格拉姆提出了要成为“电子书全球分销商”的战略口号。目前英格拉姆已发展成为全球最大和最可信赖的纸质和数字内容的发行商。英格拉姆现在的客户群已经涵盖各类图书馆、各出版社、各零售书店、教学人员、学生、电子书阅读终端和一般消费者等。
8. niche publisher: 利基(niche,商业用语)是指针对企业的优势细分出来的市场,这个市场不大,而且没有令人满意的服务。产品推进这个市场,有盈利的基础。在这里特指针对性、专业性很强的出版商。

Exercises

I. Translation: Translate the Following Paragraphs into Chinese

1. Publishing is the process of production and dissemination of literature, music, or information—the activity of making information available to the general public. In some cases, authors may be their own publishers, meaning: originators and developers of content also provide media to deliver and display the content for the same. Also, the word publisher can refer to the individual who leads a publishing company or an imprint or to a person who owns/heads a magazine.
2. Publishing includes the stages of the development, acquisition, copy editing, graphic design, production-printing (and its electronic equivalents), and marketing and distribution of newspapers, magazines, books, literary works, musical works, software and other works dealing with information, including the electronic media.
3. If the entire process up to the stage of printing is handled by an outside company or individuals, and then sold to the publishing company, it is known as book packaging. This is a common strategy between smaller publishers in different territorial markets where the company that first buys the intellectual property rights then sells a package to other publishers and gains an immediate return on capital invested. Indeed, the first publisher will often print sufficient copies for all markets and thereby get the maximum quantity efficiency on the print run for all.
4. Some businesses maximize their profit margins through vertical integration; book publishing is not one of them. Although newspaper and magazine companies still often own printing presses and binderies, book publishers rarely do. Similarly, the trade usually sells the finished products through a distributor who stores and distributes the publisher's wares for a percentage fee or sells on a sale or return basis.
5. Book clubs are almost entirely direct-to-retail, and niche publishers pursue a mixed strategy to sell through all available outlets—their output is insignificant to the major booksellers, so lost revenue poses no threat to the traditional symbiotic relationships between the four activities of printing, publishing, distribution and retail.

II. Topics for Discussion

1. How do you understand publishing in the past and the present?

2. Why is publishing a business?
3. Name some of the leading publishers that have been mentioned in this text. Try to find out on the Internet something more about these publishers.
4. What is book packaging? What kinds of publishers prefer such kind of strategy in their publishing activity?
5. Discuss why print on demand has become an established alternative to traditional publishing.

Text B

Industry Sub-divisions

Newspaper publishing

Newspapers are regularly scheduled publications that present recent news, typically on a type of inexpensive paper called newsprint. Most newspapers are primarily sold to subscribers, through retail newsstands or are distributed as advertising-supported free newspapers. About one-third of publishers in the United States are newspaper publishers.

Periodical publishing

Nominally, periodical publishing involves publications that appear in a new edition on a regular schedule. Newspapers and magazines are both periodicals, but within the industry, the periodical publishing is frequently considered a separate branch that includes magazines and even academic journals, but not newspapers. About one-third of publishers in the United States publish periodicals (not including newspapers).

Book publishing

Book publishers represent less than a sixth of the publishers in the United States. Most books are published by a small number of very large book publishers, but thousands of smaller book publishers exist. Many small- and medium-sized book publishers specialize in a specific area. Additionally, thousands of authors have created their own publishing companies, and self-published their own works.

Within the book publishing industry, the publisher of record for a book is the entity in