

English

[中英文双语版]

for Editing and Publishing

# 编辑出版学专业英语

赵树旺 栗文达 编著



南京大学出版社

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责任编辑卢文婷老师和田雁老师对本书进行了大量审稿工作,提出了很多中肯的修改建议,极大提升了本书的编写质量,在此由衷表示感谢。

由于作者水平所限,无论英文选材,抑或中文翻译,均不敢奢求概全与完美,错漏之处在所难免,还请各位方家不吝指正,谨致谢意。

赵树旺 栗文达

2015 年 7 月 1 日

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# **Unit 1**

Understanding Publishing



## Passage 1

### What Is Publishing

Publishing is the process of production and dissemination of books, magazines, newspapers, and graphic material—the activity of making information available to the general public. Sometimes, certain authors publish their own works and in that case they become their own publishers. 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.

The traditional meaning of the word “publishing” means to print newspapers and books on paper and distribute them. But now with improved technology we have the Internet and other digital information systems. So, now publishing is done not only through printing but also electronically. Of late a large number of periodicals and books have been published online and electronically through CDs and DVDs.

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.

#### 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 news stands 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 whose name the book's ISBN is registered. The publisher of record may or may not be the actual publisher.

Approximately 60% of English-language books are produced through the "Big Five" publishing houses: Penguin Random House, Hachette, HarperCollins, Simon & Schuster and Macmillan.

### **Directory publishing**

Directory publishing is a specialized genre within the publishing industry. These publishers produce mailing lists, telephone books, and other types of directories. With the advent of the Internet, many of these directories are now online.

### **Academic publishing**

Academic publishers are typically either book or periodical publishers that have specialized in academic subjects. Some, like university presses, are owned by scholarly institutions. Others are commercial businesses that focus on academic subjects.

The development of the printing press represented a revolution for communicating the latest hypotheses and research results to the academic community and supplemented what a scholar could do personally. But this improvement in the efficiency of communication created a challenge for libraries, which have had to accommodate the weight and volume of literature.

One of the key functions that academic publishers provide is to manage the process of peer review. Their role is to facilitate the impartial assessment of research and this vital role is not one that has yet been usurped, even with the advent of social networking and online document sharing.

Today, publishing academic journals and textbooks is a large part of an international industry. Critics claim that standardized accounting and profit-oriented policies have displaced the publishing ideal of providing access to all. In contrast to the commercial model, there is non-profit publishing, where the publishing organization is either organized specifically for the purpose of publishing, such as a university press, or is one of

the functions of an organization such as a medical charity, founded to achieve specific practical goals. An alternative approach to the corporate model is open access, the on-line distribution of individual articles and academic journals without charge to readers and libraries. The pioneers of Open Access journals are BioMed Central and the Public Library of Science (PLoS). Many commercial publishers are experimenting with hybrid models where older articles or government funded articles are made free, and newer articles are available as part of a subscription or individual article purchase.

### **Tie-in publishing**

Technically, radio, television, cinemas, DVDs, music systems, games, computer hardware and mobile telephony publish information to their audiences. Indeed, the marketing of a major film often includes a novelization, a graphic novel or comic version, a game, model, toys and endless promotional publications.

Some of the major publishers have entire divisions devoted to a single franchise, e. g. Ballantine Del Rey Lucasbooks has the exclusive rights to Star Wars in the United States; Random House UK (Bertelsmann)/Century LucasBooks holds the same rights in the United Kingdom. The game industry self-publishes through BL Publishing/Black Library (Warhammer) and Wizards of the Coast (Dragonlance, Forgotten Realms, etc.). The BBC has its own publishing division that does very well with long-running series such as *Doctor Who*. These multimedia works are cross-marketed aggressively and sales frequently outperform the average stand-alone published work, making them a focus of corporate interest.

### **Independent publishing alternatives**

Writers in a specialized field or with a narrower appeal have found smaller alternatives to the mass market in the form of small presses and self-publishing. More recently, these options include print on demand and eBook format. These publishing alternatives provide an avenue for authors who believe that mainstream publishing will not meet their needs or who are in a position to make more money from direct sales than they could from bookstore sales, such as popular speakers who sell books after speeches. Authors are more readily published by this means due to the much lower costs involved.

*From Wikipedia*

### **Words & Expressions**

dissemination: 宣传, 散播

periodical: 期刊, 杂志

equivalent: 等价物, 相等物

distribution: 分布, 分配, 发行

nominally: 名义上地

accommodate: 适应, 调解

usurp: 篡夺, 夺取

franchise: 特权, 经销权

multimedia: 多媒体

outperform: 胜过

## Passage 2

### History of Book Publishing

Historically, book publishing refers to the issuing of printed materials; it now also encompasses issuing such materials in an electronic form. There is, however, great latitude of meaning, because book publishing has never emerged, and cannot emerge, as a profession completely separate from printing on the one hand and the retailing of printed matter on the other.

#### Early history

The practice of making extra copies of manuscripts goes back to ancient times; in Rome there were booksellers—Horace mentions the *Sosii*, who were apparently brothers—and the copying of books by trained slaves reached considerable proportions. With the introduction of printing into Europe in the middle of the 15th century, book publishing sprang into lively existence. The author, the printer, and the publisher of a work were sometimes all the same person, as in the case of members of the Estienne family in France in the 16th century. The differentiation of printer, publisher, and bookseller appeared early, however, as patrons of literature had books printed for distribution and booksellers had their printing done by others to meet the growing demand.

#### The emergence of publishing houses

The first important publishing house (1583—1791) was that of the Elzevir family in Holland. The Elzevirs were businessmen rather than scholars, and the business of bookselling grew as literacy increased. Concurrently, printing, publishing, and bookselling spread learning across the West. Religious controversy bred polemics, and arguments printed in pamphlets, and books were handed out zealously and bought eagerly by partisans. An interest in knowing the future also increased the amount of literature issued by bookseller-publishers, and almanacs and the like were issued for the wider public.

With the steadily broadening mass of readers, great publishing houses slowly came into being; many were well established by the late 18th century. Leipzig had become a printing center in the 15th century and retained its eminence, along with Munich; most of the larger German cities had flourishing publishing concerns by the end of the 19th



century. Modern European cities with long traditions of publishing are Vienna, Florence, Milan, Zürich, Paris, London, and Edinburgh. In the United States, Boston, Philadelphia, and especially New York City took the lead.

### **Specialization**

During the late 19th century and throughout the 20th century, specialization has been an increasingly important factor in book publishing. Music publishing became a completely separate business, as did map publishing. Some publishing houses now specialize in religious books, textbooks, art books, technical books, and children's books. Frequently a house issuing works for the general trade may also have a strong textbook department, juvenile division, or reference department. A house founded for more or less special purposes may broaden its scope, as sometimes happens with the university press.

In the late 19th and 20th century, specialization also grew within publishing houses. Editorial departments became distinct from production, and both were quite separate from the sales or marketing departments. Publishers also specialized in the means by which their books were distributed. Trade books are fiction and nonfiction books sold to readers primarily through bookstores, whereas textbooks are directed toward school boards and faculty for use by students in the classroom.

### **Paperback books**

Since books are basically a luxury item, a purchaser can dispense with them in hard times. One partial solution in the United States has been the issuance of paperback books, long a standard form of book publication in Europe. During the 1930s and 40s the paperbound, pocket-size book rose meteorically in popularity in English-speaking countries, and in the 1950s the "quality" paperback appeared, presenting durable yet inexpensive editions of well-known writers. By 1998 mass-market and trade paperbacks represented about 14% of all books sold in the United States.

### **New technologies**

By the 1970s, the advent of new technologies for the transmission, storage, and distribution of data, once the prerogative of book publishing, had become a problem for the industry; television screens and databases became symbols of the challenges to editors and publishers. The increasing use of sophisticated copying machines posed new problems to the need of publishers and authors to protect their property by copyright,