

西方出版史纲

An Outline of West Publishing History

苏世军 ·张养志 主编 孟 辉 编著 「美〕曹南希 审校

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这套"西方编辑出版理论与实务(英文版)系列教材"共有七本,分别为《西方出版概要》、《西方出版产业营销战略》、《西方编辑学入门》、《西方出版贸易实务》、《西方出版史纲》、《西方出版产业管理》以及《西方出版案例分析》,其中每一本的内容可以概述如下:

《西方出版概要》(Introduction to West Publishing)简要介绍英美等西方国家图书和杂志出版的现状和发展趋势,出版公司愈演愈烈的合并和吞并风潮,传统出版与数字出版之间的关系,传统阅读在新媒体冲击下的依然故我,网络书店对传统书店的威胁,出版产业的附加值概念,大中小型出版公司的运行模式及其各自的优势与劣势,英美出版教育对出版产业及其工作者的全部依托,21世纪出版产业所面临的机遇和挑战。

《西方出版产业营销战略》(Strategies for Marketing in West Publishing Industry)以西方出版经济学的基本概念为基点,介绍出版物市场的结构和范畴,销售队伍的素养和职责,领导与被领导之间的关系,决定市场走向的诸多因素,贯彻实施各种营销战略的不同方式和方法,不同种类出版物的发行渠道和市场预测,重大事件给出版物市场带来的影响和变化,出版物网络营销与传统营销的关系,出版物营销广告的特点,西方重大图书博览会和图书连锁店,英美出版物信息报道实例,网络时代出版产业营销所面临的机遇和挑战,从理论和实践两方面阐述从事出版物市场营销工作应掌握的基本要素。

《西方编辑学人门》(West Editing for Beginners: An Introduction) 介绍编辑的范畴与职能,不同级别编辑之间的关系,编辑与作者之间的关系,编辑与管理和市场的关系,选题策划的要点,组稿工作需要开展的公关活动,编辑流程及其注意事项,编辑加工的技巧与方法,校对工作的基本技能,在线编辑的基本要素,编辑工作与时俱进的重要性,编辑草拟出版合同所涵盖的内容,编辑作为把门人所扮演的角色,不同媒体编辑之间的异同性,全面反映当今世界编辑人所应该具有的素养、学识、眼光、技能以及合作观念。

《西方出版贸易实务》(West Publishing Trade Practice)介绍与英美等西方国家开展出版贸易的法律依据,以及实际运作中的成功与失败的案例,获取版权的各种不同途径,无偿获取版权的可能性,西方图书博览会对版权贸易的重大意义,版权贸易谈判须知与合同文件签署,中文图书版权输出合同样本,中文翻译版权授予样本,版权贸易工作者与海外作者建立和发展良好关系的重要性,版权贸易中的名人效应理念,获取和让与翻译版权

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《西方出版史纲》(An Outline of West Publishing History)以西方出版发展进程为经,以出版史上重大事件和人物为纬,起于早期抄写和刻写的出版形态,止于近期数字出版的兴起,论述亚历山大大帝图书馆誊写事业对古代希腊罗马科学技术和文学艺术发展的巨大推动作用、埃及古代纸莎草纸制造技术和中国古代造纸技术的发明对西方出版产生的重大影响、阿拉伯人出于宗教目的封锁中国印刷术向西方传播的影响、古腾堡印刷术对出版产业所产生的划时代意义、现代技术发明为出版业树起的一座座里程碑、数字出版正在开创的出版历史新纪元等等,这些事件说明一部西方出版史就是一部技术革新与社会改革相互依托、共同促进的历史。

《西方出版产业管理》(Management in West Publishing Industry)介绍西方出版产业管理的基本学说和原理,大中小型出版公司的组织结构,不同层次管理人员的工作职责,公司上下级之间和平行级别之间的关系,领导者的战略眼光、胆略和灵活性,观念更新与时俱进的重要性,公司科学决策过程,公司内不同部门的运作机制,公司战略合作伙伴关系,技术革新与出版管理模式的转变,数字化出版与传统出版相融合的管理机制,出版管理规章制度与管理实践的关系等,从而勾勒出当代西方出版产业管理的全貌。

《西方出版案例分析》(Case Studies in West Publishing)收录近三十个西方出版典型案例,内容包括出版公司常见的编辑职业生涯、决策失误、判断失察、文稿质量、预付稿酬、学术出版与商业出版、作者心态、作者与编辑的关系、选题策划、绝版图书处置、图书出版日期选择、图书盈亏报告、市场调查、教材市场定位、纸质图书与电子图书的关系、电子图书发展趋势等许多方面,成功和失败的案例大约各占一半,都是出版人职业生涯的亲身经历,对出版产业工作具有重要的参照意义。

这套教材的每一本由八章或十章组成,每一章由主题相同或相近的两节组成,每一节包括课文、背景介绍、生词表、注释、阅读理解题、翻译以及讨论题和作文题。课文长度一般大约为1200词,编排循序渐进,内容深入浅出,坚持出版产业"实践高于理论"的基本原则,自成一统。背景介绍涉及课文主题内容产生的时代背景以及现实的意义,以利于对主题内容的认识和理解;生词表的人选标准是大学英语四级后词汇,当然四级词汇里偏难的第二定义和第三定义单词也在人选范围;注释注重知识性,包括重大事件和人物、编辑出版专业知识点等方面;阅读理解是ABCD四项选一项的单选题,涉及知识点、段落大意、中心思想、逻辑推理或语言难点,注重对编辑出版专业知识的提问;翻译部分是截取句式冗长、结构复杂、词义非常的语段翻译成汉语,将原文和译文对照置放在阅读理解题的后面,大约占原文的50%~60%,一是为预习或复习排除困难,二是为翻译原文其余部分提供样板;讨论题和作文题涉及对课文主题思想的认识和理解,特别是要求学生针对我国出版产业的现实,阐述一种观点或说明一个问题,旨在提高解决实际问题能力的同时也提高英语口头和笔头的表达能力。每本书后面附有阅读理解参考答案。

出版是一门涉猎领域极为广泛的学科和产业,包括科技、文化、政治、文学、艺术、

经济、管理、编辑、营销等许多方面,随着科学技术和时代的发展而不断更新和变化,不断有新型出版媒体问世,又与传统出版媒体相互交织在一起。西方出版的实践证明,要在出版产业获得成功,在很大程度上取决于迅速利用新发明的能力和勇于改变公司方向的胆略。本套教材编写的根本原则在于突出西方出版教育与实践有机融为一体的核心价值观,让学生领略"真实的世界,真实的工作场所"(纽约大学出版教育中心网站 http://www.scps.nyu.edu/areas-of-study/publishing/),把出版教学与现实世界的经历结合起来,认识西方顶尖出版企业领袖和改革家的理论与实践观,"用当今顶尖的专业人士的经验和技能来武装未来的出版领袖"(佩斯大学出版理学硕士点网站 http://www.pace.edu/dyson/mspub/)。从某种意义上讲,本套教材所选取的内容都是西方出版产业名流的经验之谈,有成功的经验,也有失败的教训,展现大家风范,提倡螺丝钉精神,揭示西方出版人在时代巨变与技术革新中不断获得新生的客观规律。

我们要在这里感谢很多为本套教材的设计和编写给予帮助的人士。美国加州州立大学 溪口分校原出版社社长兼编辑出版证书课程协调人凯西·胡夫(Casey Huff)为我们提供 了多家美国本科和研究生出版教学大纲及其相关资料;英国斯特灵大学教授安德鲁·维特 克罗夫特(Andrew Wheatcroft)是我们北京印刷学院特聘教授,他在来我校授课期间与 我们共同商讨这套教材的编写框架和体例,就内容和形式提出了许多宝贵意见和建议;曾 与我们共过事的美国俄亥俄大学新闻学教授安妮·库珀-陈(Anne Cooper-Chen)博士特 别关心我们的编写工作,经常通过电子邮件为我们提供重要的相关信息和富有建设性的意 见;英国曼彻斯特都市大学印刷媒体学院高级讲师克里斯托弗·格林(Christopher Green)十分仔细地审读大部分书稿,不禁使我们想起他十年前来我校开设新媒体课程期 间与我们结下的深厚友情;北京印刷学院原美籍教师曹南希(Nancy Cao)反复审读每一 部书稿,每一个英语语言问题似乎都逃不过她的眼睛,她一丝不苟的精神使我们每一位编 写人员都深受感动。在此我们谨向他们每一位致以最诚挚的谢意!

本套教材适合我国编辑出版专业或相关传媒类专业本科和研究生专业课程或专业英语课程使用,也可以作为我国出版产业及其相关产业的专业人士的业务参考书。2011年我国提出尽快实现从新闻出版大国向新闻出版强国转变的奋斗目标,这必然要求我们深入而广泛地认识西方发达国家新闻出版产业的运行机制及其人才培养机制。如果这套教材能为实现这一目标,特别是在人才培养方面,发挥一定的积极作用,那就是我们的最大心愿。如前所述,出版产业是一个极其庞大的系统工程,由此可以表明出版专业教育的多面性和复杂性。尽管我们为编写工作付出了极为艰辛的努力,但由于缺乏经验和学识,错误和缺点在所难免,敬请广大读者不吝批评指正,以便日后进一步完善。

编者谨识 2012 年 6 月于北京

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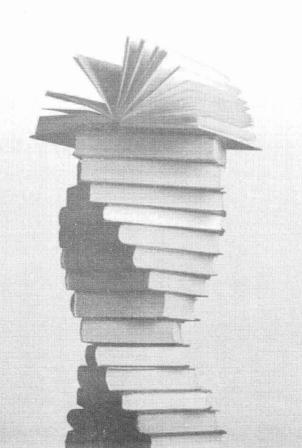
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Book Publishing



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Chapter 1

General Considerations and the Earliest Book Form in Europe

Section A General Considerations

The history of publishing is characterized by a close interplay of technical innovation and social change, each promoting the other. Publishing as it is known today depends on a series of three major inventions—writing, paper, and printing—and one crucial social development—the spread of literacy. Before the invention of writing, perhaps by the Sumerians in the 4th Millennium BC, information could be spread only by word-of-mouth, with all the accompanying limitations of place and time. Writing was originally regarded not as a means of disseminating information, but as a way to fix religious formulations or to secure codes of law, genealogies, and other socially important matters, which had previously been committed to memory. Publishing could begin only after the monopoly of letters, often held by a priestly caste, had been broken, probably in connection with the development of the value of writing in commerce. Scripts of various kinds came to be used throughout most of the ancient world for proclamations, correspondence, transactions, and records; but book production was confined largely to religious centres of learning, as it would be again later in medieval Europe. Only in Hellenistic Greece, in Rome, and in China, where there were essentially nontheocratic societies, does there seem to have been any publishing in the modern sense—i. e., a copying industry supplying a lay readership.

The invention of printing transformed the possibilities of the written word. Printing seems to have been first invented in China in the 6th Century AD in the form of block printing. An earlier version may have been developed at the beginning of the 1st Millennium

BC; but if so, it soon fell into disuse. The Chinese invented movable type in the 11th Century AD, but did not fully exploit it. Other Chinese inventions, including paper (AD 105), were passed on to Europe by the Arabs but not, it seems, printing. The reason may well lie in Arab insistence on hand copying of the Qurān (Arabic printing of the Qurān does not appear to have been officially sanctioned until 1825.). The invention of printing in Europe is usually attributed to Johannes Gutenberg in Germany about 1440—1450, although block printing had been carried out from about 1400. Gutenberg's achievement was not a single invention, but a whole new craft involving movable metal type, ink, paper, and press. In less than 50 years, it had been carried through most of Europe, largely by German printers.

Printing in Europe is inseparable from the Renaissance and Reformation. It grew from the climate and needs of the first, and it fought in the battles of the second. It has been at the heart of the expanding intellectual movement of the past 500 years. Although printing was thought of at first merely as a means of avoiding copying errors, its possibilities for mass-producing written matter soon became evident. In 1498, for instance, 18,000 letters of indulgence were printed at Barcelona. The market for books was still small, but literacy had spread beyond the clergy and had reached the emerging middle classes. The church, the state, universities, reformers, and radicals were all quick to use the press. Not surprisingly, every kind of attempt was made to control and regulate such a "dangerous" new mode of communication. Freedom of the press was pursued and attacked for the next three centuries. However, by the end of the 18th Century, a large measure of freedom had been won in Western Europe and North America; and a wide range of printed matter was in circulation. The mechanization of printing in the 19th Century and its further development in the 20th Century, which went hand-in-hand with increasing literacy and rising standards of education, finally brought the printed word to its powerful position as a means of influencing minds and, hence, societies.

The functions peculiar to the publisher—i. e., selecting, editing, and designing the material; arranging its production and distribution; and bearing the financial risk or the responsibility for the whole operation—often merged in the past with those of the author, the printer, or the bookseller. With increasing specialization, however, publishing became, certainly by the 19th Century, an increasingly distinct occupation. Most modern Western publishers purchase printing services in the open market, solicit manuscripts from authors, and distribute their wares to purchasers through shops, mail order, or direct sales.

Published matter falls into two main categories, periodical and nonperiodical; i. e.,

publications that appear at more or less regular intervals and are members of a series and those that appear on single occasions (except for reissues of essentially the same material).

Of the nonperiodical publications, books constitute by far the largest class; they are also, in one form or another, the oldest of all types of publication and go back to the earliest civilizations. In giving permanence to man's thoughts and records of his achievements, they answer a deep human need. Not every published book is of lasting value; but a nation's books, taken as a whole and winnowed out by the passing years, can be said to be its main cultural storehouse. Conquerors or usurpers wishing to destroy a people's heritage have often burned its books, as did Shih Huang-ti in China in 213 BC, the Spaniards in Mexico in 1520, and the Nazis in the 1930s.

There is no wholly satisfactory definition of a book, as the word covers a variety of publications (for example, some publications that appear periodically, such as *The World Almanac and Book of Facts*, may be considered books). For statistical purposes, however, the United Nations Educational, Social and Cultural Organization defines a book as "a non-periodical printed publication of at least 49 pages excluding covers."

Periodical publications may be further divided into two main classes, newspapers and magazines. Though the boundary between them is not sharp—there are magazines devoted to news, and many newspapers have magazine features—their differences of format, tempo, and function are sufficiently marked; the newspaper (daily or weekly) usually has large, loose pages, a high degree of immediacy, and miscellaneous contents; whereas the magazine (weekly, monthly, or quarterly) has smaller pages, is usually fastened together and sometimes bound, and is less urgent in tone and more specialized in content. Both sprang up after the invention of printing, but both have shown a phenomenal rate of growth to meet the demand for quick information and regular entertainment. Newspapers have long been by far the most widely read published matter; the democratizing process of the 19th and 20th Centuries would be unthinkable without them. Magazines, close behind newspapers both historically and in terms of readership, rapidly branched out from their learned origins into "periodicals of amusement." Today there is probably not a single interest, frivolous or serious, of man, woman, or child, that is not catered to by a magazine.

There are, of course, many other types of publications besides books, newspapers, and magazines. In many cases the same principles of publishing apply, and it is only the nature of the product and the technicalities of its manufacture that are different. There is, for instance, the important business of map and atlas publishing. Another important field is music publishing, which produces a great variety of material, from complete symphonic

scores to sheet music of the latest popular hit. A further range of activities might be grouped under the term "utility publishing"; i. e., the issuing of calendars, diaries, timetables, ready reckoners, guide books, and all manner of informational or directional material, not to mention postcards and greeting cards. A great deal of occasional publishing, of pamphlets and booklets, is done by organizations to further particular aims or to spread particular views; e. g., by churches, religious groups, societies, and political parties. This kind of publishing is sometimes subsidized.

⊱ Vocabulary · ⊰

almanac /ˈɔːlmənæk/ n. an annual calendar containing important dates and statistical information such as astronomical data and tide tables 历书,年鉴,天文年历

atlas /ˈætləs/ n. a book of maps or charts 地图册

attribute /ə'tribju(:) t/ vt. to regard something as being caused by 把……归因于; 把……归咎于

Barcelona /ˌbɑːsiˈləunə/ n. a city on the coast of NE Spain, capital of Catalonia 巴塞罗那(西班牙东北海岸城市)

boundary /'baundəri/ n. a line which marks the limits of an area; a dividing line 分界 线, 边界; 界限

caste /kɑːst/ n. each of the hereditary classes of Hindu society, distinguished by relative degrees of ritual purity or pollution and of social status 阶级; 印度的社会等级

cater /'keitə/ vi. to try to satisfy (a particular need or demand) 迎合,设法满足(需要,要求)

characterize / 'kæriktəraiz/ v. to be typical or characteristic of 成为 ······的特征

confine /kən'fain/ vt. to keep or restrict someone or something within certain limits of (space, scope, quantity, or time) 限制; 使局限

correspondence / kəris pəndəns/ n. letters sent or received 信函; 信件

crucial /'kru:ʃəl/ adj. decisive or critical, especially in the success or failure of something 决定成败的; 关键性的

disseminate /di'semineit/ vt. to spread or disperse (something, especially information) widely 散布,传播

disuse /dis'ju:s/ n. the state of not being used 废弃,不使用

exploit /ik'sploit/ vt. to make full use of and derive benefit from (a resource) 充分利用(资源)

formulation / fɔːmju'leiʃən/ n. particular expression of an idea, thought, or theory (想法或思想等的) 系统阐述

frivolous /ˈfrivələs/ adj. not having any serious purpose or value 不重要的;轻浮愚蠢的 genealogy /ˌdʒi:niˈælədʒi/ n. a line of descent traced continuously from an ancestor 家系,宗谱

Hellenistic / heli'nistik / adj. of or relating to Greek history, language, and culture from the death of Alexander the Great to the defeat of Cleopatra and Mark Antony by Octavian in 31 BC 希腊风格的,希腊文化的

hit /hit/ n. a successful pop record or song 成功的流行音乐唱片(或歌曲)

indulgence /in'dʌldʒəns/ n. (chiefly historical) (in the Roman Catholic Church) a grant by the Pope of remission of the temporal punishment in purgatory still due for sins after absolution (天主教的) 特赦,豁免,免罪;纵容;迁就

innovation / inə vei∫ən/ n. the action or process of innovating 改革,革新,创新

interplay / 'intəplei / n. the way in which two or more things have an effect on each other 相互影响;相互作用

interval /'intəvəl/ n. an intervening time or space (时间或空间上的) 间隔,间歇

lay /lei/ adj. not having professional qualifications or expert knowledge, especially in law or medicine 外行的,界外的

literacy /'litərəsi/ n. the ability to read and write 识字,有读写能力

mechanization / mekənai zeifən / n. the introducing of machines or automatic devices into (a process, activity, or place) 机械化

merge /məːdʒ/ vi. to blend or fade gradually into something else so as to become indistinguishable from it 融合,合为一体

millennium /mi'leniəm/ n. a period of a thousand years, especially when calculated from the traditional date of the birth of Christ 一千年,千年期

miscellaneous /ˌmisi'leinjəs/ adj. (of items or people gathered or considered together) of various types or from different sources 不同种类的,多种多样的;混杂的

monopoly /məˈnəpəli/ n. the exclusive possession or control of the supply or trade in a commodity or service 垄断

nontheocratic /nɔnıθi:ə'krætik/ adj. not being a system of government in which priests rule in the name of God or a god 非神权的,非神权政治的

periodical / piəri 'ɔdikəl/ n. a magazine or newspaper published at regular intervals 期刊

permanence /'pəːmənəns/ n. the state or quality of lasting or remaining unchanged

indefinitely永久(性),持久(性)

phenomenal /fi'nominl/ adj. very remarkable; extraordinary 非凡的

priestly /'pri:stli/ adj. of, relating to, or befitting a priest or priests 牧师的,神职人员的

proclamation / proklə mei \int ən / n. a public or official announcement, especially one dealing with a matter of great importance 宣布,声明,公告

promote /prəˈməut/ vt. to further the progress of (something, especially a cause, venture, or aim); support or actively encourage (尤指事业、企业、目标等)加强; 增进,促进

radical /'rædikəl/ n. a person who advocates thorough or complete political or social reform; a member of a political party or part of a party pursuing such aims 过激主义者; 激进主义者

ready reckoner / 'redi'rekənə/ a book or table listing standard numerical calculations or other kinds of information presented formulaically 简便计算表

Reformation / refə'meiʃən/ n. a 16th-century movement for the reform of abuses in the Roman Church ending in the establishment of the Reformed and Protestant Churches 宗教改革运动

regulate /'regjuleit/ vt. to control or supervise (something, especially a company or business activity) by means of rules and regulations 管理,制约

Renaissance /ri'neisəns/ n. the revival of art and literature under the influence of classical models in the 14th—16th centuries 文艺复兴

sanction /'sænkʃən/ vt. to give official permission or approval for (an action) 批准,认可 script /skript/ n. handwriting as distinct from print; written characters 书法,笔迹; 手写体

solicit /səˈlisit/ vt. to ask for or try to obtain (something) from someone 恳求,请求,乞求

Spaniard /'spænjəd/n. a native or national of Spain, or a person of Spanish descent 西班牙人

statistical /stə'tistikəl/ adj. of or relating to the use of statistics 统计的;统计学的 subsidize /'sʌbsidaiz/ vt. to support (an organization or activity) financially 在财政上支持(机构,活动);补助,资助

symphonic $/ sim^l fonik / adj$. relating to or having the form or character of a symphony 交响乐的

technicality / tekni kæliti/ n. the state of being technical; the use of technical terms or