

Subject Code : CCEB5

CORE COURSE V – HISTORY OF PUBLISHING

Unit I

Books in human development – Book in industry and trade

Unit II

History of Publishing – India and the World – Regional language Publishing in India – Early traditions – contemporary Publishing in regional languages.

Unit III

Publishing in English – Readership – culture – editions – Translations – State agencies - Government Policies.

Unit IV

Tamil Newspapers and journals – Reading and buying habits – book buying through centuries – Magazines – Publishing laws – copyright

Unit V

Specialization in Publishing – Government as a Publisher.

Reference:

Hill Allan : In Pursuit of Publishing, John Murray, 1988, London.