UNIVERSITÀ CATTOLICA del Sacro Cuore

Publishing, Publicity And Cultural Journalism

DANIELA PAGANI

Description

Careers in publishing, journalism and publicity have always attracted people with talent and energy. Those with a love of literature and language, a respect for the written word, an inquiring mind, and a healthy imagination are naturally drawn to an industry that creates, informs, and entertains. For many, publishing or journalism is more than a business; it is a vocation that constantly challenges and continuously educates. For people who have always worked on school publications, spent hours browsing in bookstores, or who have subscribed to too many magazines, choosing a course like this one is a logical means to combine personal and professional interests. This course provides an introduction to some aspects of book publishing, to journalism and publicity. Students will learn the fundamentals of editorial acquisitions and editing, the importance of publicity and how cultural journalists usually work on books. Students will be required to think like publishers and to work as publicists seeking creative marketing and press strategies to stay ahead of the curve for consumers' time and attention.

Course content

PUBLISHING

Assessment task include:

- *Creating a Book Jacket Project*
- *Writing a Book Report*

LESSON 1: A brief history of the book publishing industry
Focus on the historical, cultural and commercial knowledge of the publishing industry with a focus on the Italian situation

LESSON 2: An overview of a Book Publishing House & the Editorial Office
The editorial project

LESSON 3: How to create a Blurb and Book Jacket
Graphics & Iconography - Blurbs and Book Jackets

LESSON 4: How to write a Book Report
Junior editors and external readers

LESSON 5: Discussion in class on the Book Jackets

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LESSON 6: MIDTERM EXAM

CULTURAL JOURNALISM

Assessment task includes: *Writing a Book review or writing up an Interview*

LESSON 7: Italian Journalism: traditional versus new media

LESSON 8: How to write a Book Review - How to prepare for an interview to a writer
The different structure and style required for a book review
Focus on the importance of interviews in cultural writing and how to adapt the tone and style to the subject.
The basic rules of interviewing, both face-to-face and by telephone/zoom

PUBLICITY

Assessment task include: Writing an Event Template

LESSON 9: The Role of Public Relations and Publicity as Communication Tools for a Publishing House
The skills, models, timelines, tools and methodologies (the press release, the newsletter, the press tour, the press conference, the press kit)

LESSON 10: Creative marketing & social media
Organizing an event working with digital influencers and a preparing a marketing plan

LESSON 11: FINAL EXAM

Prerequisites

Strong interest and enthusiasm for the subject and being strong readers

Method of teaching

Frontal lesson

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Course requirements

Since this course is a seminar course that revolves around class discussions and written assignments on topics analysed in class, it is particularly important for you to be present to benefit from all that your fellow students and instructor have to offer.

Credits

6 ECTS

Grading

Class participation and interaction	10 % of the final grade
Book Flap	5 % of the final grade
Book Report	5% of the final grade
Book Review/interview	5 % of the final grade
Event Template	5 % of the final grade
Midterm Exam	30% of final grade
Final Exam	40 % of final grade

Course readings and materials

All the lecturer's slides and reading's materials will be available on Blackboard.

Students should buy, at the beginning of the course, the title proposed in "Course materials" and start reading it immediately because the Final Exam will be based entirely on it.

Students should also choose one book they love or a book (fiction or non fiction) they are reading at the moment to work with for the 4 home-assignments

Instructor bio

Doctor of Philosophy in Anglo American Literature at USCS in Milan with a dissertation on "Edith Wharton and her autobiographical writings", she received her degree in Languages and Foreign Literatures at UCSC in Milan, with a senior thesis on "Ben Jonson's masques". She worked as freelance journalist and writer. She has been for 17 years, Head of Publicity for the Italian publishing house Neri Pozza. At present she is Head

of Publicity for the new imprint “Feltrinelli Gramma” inaugurated by the most iconic publishing company, Giangiacomo Feltrinelli Editore. She is currently teaching courses in Comparative Literature, Anglo-American Literature and Publishing & Journalism at UCSC in Milan.

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