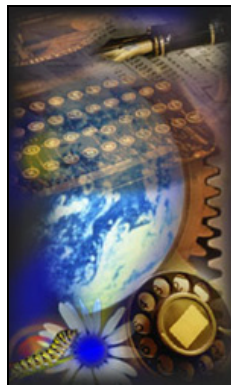


Niche Markets, Global Markets And Productive Diversity In The Market For Published Materials: Creator To Consumer In A Digital Age

Learning element 3.3

A Global, Multilingual Industry:

Are global niche markets economically viable?



Bill Cope, Tom Davis and Mary Kalantzis

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This Learning Framework is published at RMIT University

First Published in Australia in 2003
by the Faculty of Education, Language
and Community Services
PO Box 71
RMIT University
Bundoora VIC 3083

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[Cataloguing-in-Publication and ISBN data]

Cover image: www.mcneilmulti.com/images/world_of_things.jpg

Contents

Framework map.....	6
Aims.....	7
Knowledge scope	7
Knowledge and capability aims	7
Important terminology.....	7
Learning processes	8
Learning activity: Online/Tutorial Issues	8
Recommended reading:.....	8
Sources	9
Assessment Task A option	14
Learning pathways	15
Transition from Learning Element 3.3.....	15
Pathway options	15

Framework map

Niche Markets, Global Markets And Productive Diversity In The Market For Published Materials

	<i>Empirical And Experiential</i>	<i>Conceptual And Critical</i>	<i>Applied And Transferred</i>
<p>Theme 1: <i>Production: Mass To Customised</i></p>	<p>1.1 The Economics Of Print Production <i>What is the scope and nature of the print and publishing business?</i></p>	<p>1.2 From Fordism To Productive Diversity <i>Are we seeing the end of the culture of mass production?</i></p>	<p>1.3 Customisation: The New Production Perspective <i>Is customised print and publishing profitable?</i></p>
<p>Theme 2: <i>Consumption: Mass To Niche</i></p>	<p>2.1 The Current Book Market <i>Who reads? How many read?</i></p>	<p>2.2 Customised v Mass Marketing <i>Why do people read?</i></p>	<p>2.3 Developing Niche Markets <i>Is there a viable business model for publishers in the digital age?</i></p>
<p>Theme 3: <i>Globalisation & Multilingualism</i></p>	<p>3.1 Global Markets, Global Languages <i>Is the digital book market truly without borders?</i></p>	<p>3.2 Think Local, Buy Global <i>Do global communities of interest produce global niche markets?</i></p>	<p>3.3 A Global, Multilingual Industry <i>Are global niche markets economically viable?</i></p>

Aims

Knowledge scope

A **Global, Multilingual Industry** asks you to consider how the knowledge you have accumulated through your previous work in this theme can be used to help you strategise and plan business activity that responds to the external factors of globalisation, multilingualism and multiculturalism. It pushes you to negotiate the opportunities and threats represented by the presence (potential or actual) of global niche markets in text production. Your analysis and planning on these points takes place within the context of the Australian printing and publishing industries and their interaction with global mass and niche markets.

Knowledge and capability aims

By the completion of this Learning Element you will have the capacity to:

- ⊗ apply the empirical and critical knowledge you have developed on the issues of globalisation, multilingualism and multiculturalism to real world business scenarios in the print and publishing industries;
- ⊗ identify and employ in your business planning, the competitive advantages Australian print and publishing businesses might possess when engaging with multilingual and multicultural global niche markets;
- ⊗ identify and overcome difficulties the Australian print and publishing industries appear to have previously encountered in engaging with global niche markets; and
- ⊗ improve your ability to plan for future, profitable business scenarios in relation to the print and publishing markets.

Important terminology

The 'Learning Framework' is the overall educational endeavour of '*Niche Markets, Global Markets And Productive Diversity In The Market For Published Materials*'. This is comprised of three 'themes', presented in the left-hand column of the Framework map. Each theme is divided into three learning 'processes', presented in the top row of the Framework map. Altogether this constitutes nine 'elements'. The Learning Framework is also referred to as the 'course'.

Learning processes

The primary learning process in this element is to with fellow students the questions set out below. In your discussion you are to make reference to the readings listed underneath the questions. You should also seek out other material, starting from the list of weblinks provided.

You will notice that the information included along with each reference indicates the perspective of the reading, whether it tends to be:

Business,
Cultural studies or
Technology oriented.

In your discussions and learning activities you should take account of the different perspectives represented by the readings and acknowledge those in your responses. You may wish to address this theme from a particular perspective, such as technological changes taking place in the industry.

Learning activity: Online/Tutorial Issues

Engage in Online/Tutorial discussion in response to the following questions:

- 1) Is there evidence of strong demand for niche market-oriented digital text production?**
- 2) What advantages peculiar to Australian print and publishing business can you draw on in planning for profitable niche market-oriented digital text production?**
- 3) Are there any problems peculiar to Australian print and publishing businesses you should avoid?**
- 4) Are there industry-wide changes that need to occur before the full potential of Australian digital text production for niche markets can be fulfilled?**

Recommended reading:

The resources listed below focus on business and industry concerns, with the first three providing additional substantive information you may wish to employ in your analysis, and the last two providing some guidance in relation to your mode of business analysis.

Sources

When viewing this online you can click on a learning source title to go to the reading. Each reading in the list is provided with a label titled '**Perspective**'. Use this as a guide in determining its relevance to the three categories: Business, Culture or Technology.

Title.	Profiles of Internet Buyers in 20 Countries: Evidence for Region-Specific Strategies
Author.	Lynch, Patrick D.; Beck, John C.
Year.	2001
Journal:	<u>Journal of International Business Studies</u>
Volume:	32
Number:	4
Pages:	725-748
Perspective:	Business, Culture
Keywords:	Globalisation, Internet, Marketing, Consumer Demand, e-Business
Abstract:	[Author's abstract] "The prospect of an emerging global Internet consumer entices many internationalizing organizations as it would enable standardization of Internet strategies on a worldwide basis. A sample of advanced Internet users from 20 countries shows differences in beliefs, attitudes, perceptions, and Internet buying behaviour depending on user experience, and home country or region. There were important differences after controlling for social, cultural and macro-economic variables. Implications for a regional approach to global e-commerce strategies are discussed."

Title:	Skills Development for Multilingual Digital Publishing
Author:	Singh, Michael
Year:	2001
Book Title:	<u>Multilingual Book Production</u>
Editor:	Cope, Bill; Gollings, Gus
City:	Altona
Publisher:	Common Ground Publishing
Perspective:	Technology, Culture
Keywords:	Bi-Lingualism and Multi-Lingualism, Multiculturalism, Industry Education and Skills Development, Marketing, Australian Productive Advantage
Abstract:	[From Author's introduction]: "After locating multilingual book production using second-generation digital technology within the context of the multicultural and multilingual attributes of Australian industry and its workforce, this chapter canvasses several features that are worth addressing when framing a skills development program that supports the education of a multilingual workforce. This chapter considers four features useful for framing skills development programs that are supportive of the linguistic diversity now needed for re-positioning Australian industry in the multilingual knowledge economy. Four key dimensions of a skills development curriculum framed to support productive linguistic diversity are: adding value to cultural and linguistic differences; providing intellectually challenging learning experiences; building real world knowledge connectivities; and providing a supportive teaching/learning environment."

Title:	Digital Multilingual Book Production
Author:	Ziguras, Christopher; Brown, Melissa
Year:	2001
Book Title:	<u>Multilingual Book Production</u>
Editor:	Cope, Bill; Gollings, Gus
City:	Altona
Publisher:	Common Ground Publishing
Pages:	49-60
Perspective:	Business, Technology
Keywords:	On-Line Business, On-Line Publishing, Multilingual Publishing, Australian Book Industry
Abstract:	[Quote from 'Conclusion'] "The benefits of international digital book publishing lie in the local publisher retaining full control of the production process without having to involve any intermediaries. An English language text can be emailed to translators, proofreaders and typesetters located either in Australia or overseas, and can then be published electronically from Australia for global access or sent to a printer anywhere in the world. At each stage, the publisher is able to retain control of the process, as long as they have a trusted network of bilingual staff. The disadvantages are that without a commercial presence in the target market, it is more difficult to market and distribute one's books to a distant readership. As the technological possibilities for book publishing and distribution in such a global and multilingual knowledge society develop, the question of how to market books in such an environment becomes a key issue. The commercial implications of these technological developments remain to be seen, but we are confident that Australian publishers can play an important role in the future of multilingual publishing."

Title:	Ch 4 “Strategy Creation” in Strategy in Action
Author:	Thompson, John L.
Year:	1995
City:	London
Publisher:	Chapman Hall
Perspective:	Business
Keywords:	Strategy Planning, Business Planning, Market Analysis
Abstract:	The chapter introduces three “distinct but complementary” modes of strategy creation: planning; visionary leadership, and adaptation. In doing this it draws on real world examples and sets out a clear framework for analysing those examples.

Title:	Introduction to the strategic management process
Author:	Glaister, Keith W.
Year:	1991
Book Title:	<u>Cases in Strategic Management</u>
Editor:	Clarke-Hill, Colin; Glaister, Keith
City:	London
Publisher:	Pitman Publishing
Pages:	3-23
Perspective:	Business
Keywords:	Strategic Management Process, Strategy Planning, Business Planning, Organisational Management
Abstract:	The chapter provides an overview of the strategic management process. It considers the levels and types of strategies found in organisations. It puts up a model of the strategic management process that focuses in particular on the concept of strategy formulation. It argues that such processes help organisations manage change.

Web resources:

Systran information and translation technologies

<http://www.systransoft.com/>

The Common Ground Publishing

commongroundgroup.com/Publishing/

Assessment Task A option

You may wish to draw on the issues raised in this element, **A Global, Multilingual Industry**, for your Assessment Task A (worth 25% of your overall grade).

To complete Assessment Task A you must write a proposal (of approximately, but not exceeding, 1,500 words) for the larger work that will constitute Assessment Task B. In choosing the format of this proposal refer to the range of assessment formats provided in the framework level description of this course. If applicable, you can draw on experience from your own workplace to provide examples of how these issues impact on the education, communication and/or business sectors.

The aim of Task A is to:

- (i) help you begin to format the structure of Task B; and
- (ii) help you begin to build the content for Task B.

You also need to consider how you will later integrate the final work you produce for Task A into Task B.

Note: You are required to do only one Assessment Task A throughout the course.

Choosing issues from **A Global, Multilingual Industry** as the springboard for your Assessment Task A does not necessarily lock you into pursuing them for Task B. For example, on completion of this task, you may decide to pursue a different theme for Task B.

Even if you choose not to base your Assessment Task on the issues raised in this element, the knowledge and capabilities you have gained here can be fed into the topic you eventually use as the basis for your Assessment Task A.

Note: Assessment Task A must be submitted by the end of week four.

Learning pathways

Transition from Learning Element 3.3

On completion of the learning process of this element (with or without completing the Assessment Task A option), you must decide which element to undertake next.

Possible transitions from this element are presented below, however it is recommended that you work out your own pathway in consultation with your teacher.

Pathway options

By the completion of this element, **A Global, Multilingual Industry**, you may well have completed the course, if you have been following the Instructional Designer Pathway, and will be in a position to start completing Assessment Task B. Alternatively, any other unfinished elements need now to be completed.

Example pathways

	<i>Empirical And Experiential</i>	<i>Conceptual And Critical</i>	<i>Applied And Transferred</i>
Theme 1: Production: Mass To Customised	1.1 The Economics Of Book Production	1.2 From Fordism To Productive Diversity	1.3 Customisation: The New Production Perspective
Theme 2: Consumption: Mass To Niche	2.1 The Current Book Market	2.2 Customised V Mass Marketing	2.3 Developing Niche Markets
Theme 3: Globalisation & Multilingualism	3.1 Global Markets, Global Languages	3.2 Think Local, Buy Global	3.3 A Global, Multilingual Industry

About this Learning Element

A **Global, Multilingual Industry** pushes you to strategise and plan business activities that profitably respond to the forces of globalisation, multilingualism and multiculturalism associated with global niche markets. It asks that you identify and negotiate the opportunities and threats represented by the presence (potential or actual) of global niche markets in text production within the context of the Australian printing and publishing industries and their interaction with those markets.

Keywords

Australian Digital Text Production

Business Planning

Customisation

Digital Printing And Publishing

Global Supply Chains

Globalisation

Mass Marketing

Multiculturalism

Multilingualism

Niche Markets

Print-On-Demand

Reader Markets

Strategic Planning