

# Print And EText Convergence: Creator To Consumer In A Digital Age

## Learning element 2.1

### The Development Of EText:

*How has etext grown?  
Who has pushed it?*



*Bill Cope, Tom Davis and Mary Kalantzis*



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## Framework map

### Print And Etext Convergence

	<i>Empirical And Experiential</i>	<i>Conceptual And Critical</i>	<i>Applied And Transferred</i>
<b>Theme 1: Print</b>	<p><b>1.1</b></p> <p><b>History And Structure Of The Print Industry</b></p> <p><i>How is the current industry a reflection of the past?</i></p>	<p><b>1.2</b></p> <p><b>Markets, Language And Identity</b></p> <p><i>How does print link business, politics &amp; culture?</i></p>	<p><b>1.3</b></p> <p><b>SWOT Analysis</b></p> <p><i>How healthy are traditional print &amp; publishing businesses?</i></p>
<b>Theme 2: EText</b>	<p><b>2.1</b></p> <p><b>The Development Of EText</b></p> <p><i>How has etext grown? Who has pushed it?</i></p>	<p><b>2.2</b></p> <p><b>Artifacts v Availability</b></p> <p><i>Why isn't the book dead already?</i></p>	<p><b>2.3</b></p> <p><b>Market Analysis</b></p> <p><i>How can etext be sold?</i></p>
<b>Theme 3: Convergence</b>	<p><b>3.1</b></p> <p><b>Print In The Digital Age</b></p> <p><i>To what extent has digitisation altered supply chains?</i></p>	<p><b>3.2</b></p> <p><b>Pluralism v Elitism</b></p> <p><i>Why do we still have 'bestsellers'?</i></p>	<p><b>3.3</b></p> <p><b>The Future Of Convergence</b></p> <p><i>What is a viable way forward for digital print &amp; publishing?</i></p>

## Aims

### Knowledge scope

**The Development Of EText** asks you to identify the components and processes that have forced the emergence of EText technology. To fully understand the current position of EText it is important to understand the technology and history behind its development. This includes explaining the concept of ‘EText’ and identifying the combinations of computer hardware and software that support it. This element also considers the institutional and corporate players in EText development and their, sometimes, competing aims. It seeks to understand which factors—especially those related to the print industry—these organisations are responding to in their quest for workable EText technology. This Empirical discussion provides the basis for later, critical analysis.

### Knowledge and capability aims

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

- ⊗ understand the key technological innovations behind the development of EText;
- ⊗ identify and describe the “state of the art” in EText technology;
- ⊗ identify the key players, and their roles, in the EText ‘industry’;
- ⊗ highlight some of the key changes to the print industry that the arrival of EText may herald; and
- ⊗ better locate, analyse, and employ primary and secondary source material.

### Important terminology

The ‘Learning Framework’ is the overall educational endeavour of ‘*Print And Etext Convergence*’. 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 discuss 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 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) **What have been the key technological innovations in the development of EText?**
- 2) **Who has been pushing this development forward?**
- 3) **Has a standard software emerged from the competition of the marketplace (as VHS did in the early 1980s in the home video industry)?**
- 4) **What crossover is there between print industry stakeholders and those involved in EText?**

### Recommended reading:

Focus initially on the Magnik article and the Coburn *et al* chapter in order to gain an understanding of the technology advances that provide the background to the current print industry. From there you can explore those sources which relate to publishing in order to improve your understanding of the book industry as a whole.

## 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.

<b>Title:</b>	<a href="#">Printing on Electrons</a>
<b>Author:</b>	Magnik, John
<b>Year:</b>	2001
<b>Book Title:</b>	Print and Electronic Text Convergence
<b>Editor:</b>	Cope, Bill; Kalantzis, Diana
<b>City:</b>	Altona, Vic
<b>Publisher:</b>	Common Ground Publishing
<b>Pages:</b>	125-144
<b>Perspective:</b>	Technology
<b>Keywords:</b>	Technological Change, Ebook Technology and Development, Software, Hardware, Consumer Demand
<b>Abstract:</b>	This chapter outlines the technological changes behind the move toward Ebooks and Etext and the consumer and social response to those changes. It reviews the current state-of-the art hardware and software and evaluates the success, or otherwise of their take-up by reader markets.

<b>Title:</b>	<a href="#">EBook Readers: Directions in Enabling Technology</a>
<b>Author:</b>	Coburn, Michael; Burrows, Peter; Loi, Daria; Wilkins, Linda
<b>Year:</b>	2001
<b>Book Title:</b>	Print and Electronic Text Convergence
<b>Editor:</b>	Cope, Bill; Kalantzis, Diana
<b>City:</b>	Altona, Vic
<b>Publisher:</b>	Common Ground Publishing
<b>Pages:</b>	146-181
<b>Perspective:</b>	Technology, Business
<b>Keywords:</b>	Technological Change, Ebook Technology and Development, Software, Hardware, Consumer Demand
<b>Abstract:</b>	<p>This chapter focuses on ebook readers and the emerging technologies behind them. It argues that: "We need to understand which characteristics are desirable in ebook readers in order to support all aspects of reading. Further to this, these devices should be designed to support some of the more recent practices that have evolved around electronically mediated text.</p> <p>These technologies are examined in the later part of this chapter, and some discussion is entered into around the impact of these technologies on design. A new generation of ebook readers based on these technologies, and deep principles of design could act as a catalyst for the ebook market. This shift in reading practices could have a profound effect on the publishing industry as a whole, and is something that every actor in the value chain should anticipate and be prepared for.</p>

<b>Title:</b>	[Excerpts from] <a href="#">Gutenberg to eBooks: Moving an Industry</a>
<b>Author:</b>	Knespal, Gary; Towner, Luke
<b>Year:</b>	2001
<b>City:</b>	Bondi Junction, NSW
<b>Publisher:</b>	Graphic Arts Services Association of Australia
<b>Perspective:</b>	Technology, Business
<b>Keywords:</b>	Technological Change, Australian Print Industry, Hardware, Software, State-of-the-art, Tagging, Meta-data
<b>Abstract:</b>	Extracts taken from this publication are a useful resource for identifying and explaining key technological terms, products and processes in relation to electronic text production and electronic reader. It attempts to identify the most recent innovations in the industry and their application to the Australian print industry.

<b>Web resources:</b>
Open E-Book Forum <a href="http://www.openebook.org/">www.openebook.org/</a>
Adobe <a href="http://ebooks.adobe.com/xop">ebooks.adobe.com/xop</a>
Microsoft Reader <a href="http://www.microsoft.com/reader/default.asp">www.microsoft.com/reader/default.asp</a>
Franklin Electronic Publishers <a href="http://www.franklin.com">www.franklin.com</a>
Project Gutenberg <a href="http://promo.net/pg/">http://promo.net/pg/</a>
The Online Books Page <a href="http://digital.library.upenn.edu/books/">digital.library.upenn.edu/books/</a>
The Gale Group <a href="http://www.galegroup.com">www.galegroup.com</a>

## **Assessment Task A option**

You may wish to draw on the issues raised in this element, **The Development Of EText**, 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 business, communication and/or technology 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 **The Development Of EText** 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 2.1

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, **The Development Of EText**, you should have improved primary research capabilities and an in-depth empirical knowledge of the issues in this theme as analysed from the perspectives of Business, Cultural Studies or Technology.

You may now wish to build on this empirical knowledge by exploring the **Conceptual And Critical** element of this Theme, **Artifacts v Availability**. Alternatively, you may wish to follow the **Empirical And Experiential** direction and pursue more practical issues regarding the relationship between this element and that entitled, **Print In The Digital Age**. If you wish to tackle an **Applied And Transferred** element at this point, you need to bear in mind that it pre-supposes knowledge of issues you may not have yet encountered.

### Example pathways

	<i>Empirical And Experiential</i>	<i>Conceptual And Critical</i>	<i>Applied And Transferred</i>
<i>Theme 1: Print</i>	1.1 History And Structure Of The Print Industry	1.2 Markets, Language And Identity	1.3 SWOT Analysis
<i>Theme 2: EText</i>	<b>2.1 The Development Of EText</b>	<b>2.2 Artefacts v Availability</b>	2.3 Market Analysis
<i>Theme 3: Convergence</i>	<b>3.1 Print In The Digital Age</b>	3.2 Pluralism v Elitism	3.3 The Future Of Convergence

## About this Learning Element

**The Development Of EText** asks you to identify the components and processes that have forced the emergence of EText technology. To fully understand the current position of EText it is important to understand the technology and history behind its development. This includes explaining the concept of 'EText' and identifying the combinations of computer hardware and software that support it. This element also considers the institutional and corporate players in EText development and their, sometimes, competing aims. It seeks to understand which factors—especially those related to the print industry—these organisations are responding to in their quest for workable EText technology. This Empirical discussion provides the basis for later, critical analysis.

### Keywords

Consumers  
Creators  
Digitisation  
EBooks  
EText  
Internet Publishing  
Market Standard  
Portable Document Format  
Proprietary Formats  
Publishers  
Software