

Print And Etext Convergence: Creator To Consumer In A Digital Age

Learning element 3.1

Print In The Digital Age:

To what extent has digitisation altered supply chains?

A	=	0100 0001
B	=	0100 0010
C	=	0100 0011
D	=	0100 0100
E	=	0100 0101

Bill Cope, Tom Davis and Mary Kalantzis

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www.C-2-CCourse.com

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

Aims

Knowledge scope

Print In The Digital Age introduces you to technologies and concepts that bring the worlds of print and digitisation/Etext together. It explores the impact of digitisation and the Internet on the process of book production. Digital technologies further the process of ‘modularisation’, or ‘granularisation’, of text begun when Gutenberg introduced moveable type. With the digital bit now the basic unit of composition, multiple layers of information can be embedded in what was formerly considered to be simple text. Data about the text, its composition, and its eventual production and distribution (meta-data, in other words) can be tagged onto text. This information revolution, combined with hardware advances in print-on-demand technology, has the potential to reduce the costs of book production and increase creators’ access to consumers. This element encourages you to identify the components and processes that are bringing about the overall digitisation of the print industry.

Knowledge and capability aims

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

- ⊗ better understand the notion of supply chains;
- ⊗ identify the technological innovations at the heart of the digitisation of the print industry and its supply chains;
- ⊗ identify the “state of the art” in print-related digital technology;
- ⊗ identify the key players, and their roles, in the digital changes to the print industry;
- ⊗ identify the key issues—business, political, and social—facing the increasingly digitised print industry in Australia and internationally; 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 does the term ‘meta-data’ mean?**
- 2) How might the use of meta-data impact on the Creator-to-Consumer supply-chain?**
- 3) Which meta-data programs appear to be the most likely to become the industry standard? Why?**
- 4) Which organisations have a stake in developing this technology?**
- 5) How have printers and publishers begun to change the way they do business as a result of these developments?**

Recommended reading:

Focus initially on the Epstein article and the Cope chapter in order to gain a broad understanding of the interaction between the industry and digital technology in the realm of supply chains. This element also offers you the opportunity to extensively explore industry changes on the Internet.

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:	Ch 7, "Modern Times", in Book Business: Publishing Past, Present and Future
Author(s):	Epstein, Jason
Year:	2001
City:	New York
Publisher:	W.W. Norton & Company
Perspective:	Business, Culture
Keywords:	Publishers, Book Industry, Corporate Change, Publishing Structures, The Role Of Publishers
Abstract:	Epstein has worked within the US publishing industry for many decades, most famously as one of the instigators of The New York Review of Books. This chapter is the first in his reminiscences of his time in that industry and the changes it has undergone. He regards the increasing dominance of publishing by large conglomerate corporations as being ultimately detrimental to the industry's health—large corporations do not have the specific skills necessary to run a sustainable publishing house.

Title:	Making and Moving Books in New Ways, From the Creator to the Consumer
Author(s):	Cope, Bill
Year:	2001
Book Title:	Digital Book Production and Supply Chain Management
Editor:	Cope, Bill; Mason, Dean
City:	Altona
Publisher:	Common Ground Publishing
Pages:	1-20
Perspective:	Technology, Business
Keywords:	Supply-Chains, Digital Book Production, Convergence, Technological Change, Links Between Technology And Business
Abstract:	This introductory chapter sets out the major technological changes, and their potential business/production implications, that have swept through the book production industry in recent years.

Title:	Granularity: Making Bytes Work
Author(s):	Magnik, John
Year:	2001
Book Title:	Digital Book Production and Supply Chain Management
Editor:	Cope, Bill; Mason, Dean
City:	Altona
Publisher:	Common Ground Publishing
Pages:	149-173
Perspective:	Technology
Keywords:	Technological Change, Ebook Technology And Development, Software, Hardware, Consumer Demand
Abstract:	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.

Title:	Metadata for eCommerce in the Book Industry
Author(s):	Mason, Dean; Tsembas, Stavroula
Year:	2001
Book Title:	Digital Book Production and Supply Chain Management
Editor:	Cope, Bill; Mason, Dean
City:	Altona
Publisher:	Common Ground Publishing
Volume:	C-2-C Project: Book 2.3
Pages:	55-74
Perspective:	Technology
Keywords:	Metadata, eCommerce, Book Publishing
Abstract:	Mason & Tsembas address the form of Electronic Data Interchange (EDI), the form of business-to-business communications, and how metadata relates to the management of digital rights.

Web Resources:

The Dublin Core Metadata Initiative

dublincore.org

The ebXML

www.ebxml.org

The EDItEUR/ONIX

www.editeur.org/onix.html

Australian Government Locator Service (AGLS) metadata standard information and manual

www.naa.gov.au/recordkeeping/gov_online/agls/summary.html

United Nations Centre for Trade Facilitation and Electronic Business

www.unece.org/cefact/

Organisation for the Advancement of Structured Information

www.oasis-open.org

Assessment Task A option

You may wish to draw on the issues raised in this element, **Print In The Digital Age**, 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 **Print In The Digital Age** 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 3.1

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, **Print In The Digital Age**, you should have improved primary research capabilities and an in-depth empirical knowledge of the issues in this element as analysed from the perspectives of Technology, Business and Culture.

You may now wish to build on this empirical knowledge by exploring the **Conceptual And Critical** element of this Theme, **Pluralism v Elitism**. Alternatively, you may wish to follow any **Empirical And Experiential** elements you may have yet to complete. 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 covered.

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>	2.1 The Development Of EText	2.2 Artefacts v Availability	2.3 Market Analysis
<i>Theme 3: Convergence</i>	3.1 Print In The Digital Age	3.2 Pluralism v Elitism	3.3 The Future Of Convergence

About this Learning Element

Print In The Digital Age explores the impact of digitisation and the Internet on the process of book production. Digital technologies further the process of ‘modularisation’, or ‘granularisation’, of text begun when Gutenberg introduced moveable type. With the digital bit now the basic unit of composition, multiple layers of information can be embedded in what was formerly considered to be simple text. Data about the text, its composition, and its eventual production and distribution (meta-data, in other words) can be tagged onto text. This information revolution, combined with hardware advances in print-on-demand technology, has the potential to reduce the costs of book production and increase creators’ access to consumers. This element encourages you to identify the components and processes that are bringing about the overall digitisation of the print industry.

Keywords

Consumers
Cost per Unit
Creators
Digitisation
EBooks
Economies of Scale
EText
Granularity
Internet Publishing
Metadata
Modularisation
Publishers
Software
Standardisation
Supply Chains
Systems of Production
Tagging