

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

Learning element 3.3

The Future Of Convergence:

*What is a viable way forward
for digital print and publishing?*



Bill Cope, Tom Davis and Mary Kalantzis

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www.C-2-CCourse.com

About The Course Developer

Tom Davis
Course Developer
Faculty of Education, Language
and Community Services
RMIT University

Tom has an Honours degree in Political Science, a Masters degree in International Relations, and is currently awaiting assessment of his PhD thesis on the Australian foreign aid program. He has lectured at the University of Melbourne in Public Policy and the Politics of the Asia-Pacific Region. Prior to undertaking his PhD, Tom worked for the Refugee Review Tribunal and the Onshore Refugee Program in the Department of Immigration and Multicultural Affairs.

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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>
<i>Theme 1: Print</i>	<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>
<i>Theme 2: EText</i>	<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>
<i>Theme 3: Convergence</i>	<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

The Future Of Convergence opens the way for you to apply your knowledge of the book industry and digital supply chains to the business environment and political environment in which industry players must operate. You need to consider practical ways in which the print and publishing industries can best take advantage of the advances in digital technology and the digital supply chain. This builds on your accrued knowledge of SWOT Analysis and Market Analysis, gained in previous elements, in thinking strategically about an industry which may have changing notions of production costs, distribution methods, and market opportunities. How are the C-2-C ideas about digital supply chains to be effectively applied in real world scenarios? Is there a role for government in supporting these industries as they make the transition into a digital future? Identifying workable strategies for improving the long-term outcomes of businesses operating in this area is the purpose of this element.

Knowledge and capability aims

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

- ⊗ strategically analyse the print industry in relation to the production and supply chain opportunities presented by digital technology and advances in printing;
- ⊗ identify potential industry problems associated with the convergence of print and EText;
- ⊗ identify management-driven solutions to these problems, and to move toward formalising those solutions in the form of a strategy plan; and
- ⊗ better employ primary and secondary source material in beginning to plan business-level responses to the problems facing the publishing/print industry.

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 are some of the strategies currently adopted by book publishers in response to the increasing digitisation of the print industry?**
- 2) How are publishers moving away from traditional methods of publication?**
- 3) How are publishers moving away from traditional methods of marketing?**
- 4) How will the increasing convergence between print and Etext improve or diminish the potential for making a profit in this industry?**
- 5) What might the industry need from the Australian Government in assisting it through this period of change?**

Recommended reading:

Focus on the first three sources before moving on to the others.

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:	Book Production in Australia - A Joint Industry Study. December 2001
Author:	Printing Industries Association of Australia; Australian Publishers Association
Year:	2001
Publisher:	Printing Industries Association of Australia, Australian Publishers Association, and the Commonwealth Department of Industry, Tourism and Resources
Pages:	Extracts: pp 17-28, 104-107
Perspective:	Business
Keywords:	Australian Book Industry, Market Analysis, Business, Mass Production, Economies Of Scale, Profitability
Abstract:	Survey of the Australian industry with an eye toward strategic planning for future growth. It analyses the various sectors in Australian publishing, focusing on revenue streams, production costs and market trends. It finds that operating margins in the Trade/Consumer and Tertiary/Academic sectors are low and would respond positively to more effective working capital management and inventory management and better marketing approaches.

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: Cases in Strategic Management
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 sources:

Department of Industry, Tourism and Resources

www.industry.gov.au

Printing Industries Association of Australia

www.printnet.com.au

Online Strategy Plan

www.planware.org/strategy.htm

Online example of a Strategy Plan

www.planware.org/strategicsample.htm

Assessment Task A option

You may wish to draw on the issues raised in this element, **The Future of Convergence**, 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 Future Of Convergence** 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, **The Future Of Convergence**, you should have an improved capability to apply to real world situations your knowledge of the issues in this theme as analysed from the perspectives of Technology, Business and Culture.

You may now wish to engage with a theme you have yet to undertake by attempting an **Empirical And Experiential** learning element such as **The Development Of EText**. If you wish to tackle a **Conceptual And Critical** element from another theme at this point, you need to bear in mind that it pre-supposes you have 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

The Future of Convergence opens the way for you to apply your knowledge of the book industry and digital supply chains to the business environment and political environment in which industry players must operate. You need to consider practical ways in which the print and publishing industries can best take advantage of the advances in digital technology and the digital supply chain. This builds on your accrued knowledge of SWOT Analysis and Market Analysis, gained in previous elements, in thinking strategically about an industry which may have changing notions of production costs, distribution methods, and market opportunities. How are the C-2-C ideas about digital supply chains to be effectively applied in real world scenarios? Is there a role for government in supporting these industries as they make the transition into a digital future? Identifying workable strategies for improving the long-term outcomes of businesses operating in this area is the purpose of this element.

Keywords

Business Planning
Consumers
Digitisation
Distribution
Internet
Marketing
Metadata
Print Industry
Production Costs
Production Processes
Publishers
Strategic Management
Strategic Planning
Tagging