

NATIONAL UNIVERSITY OF IRELAND, GALWAY
Ollscoil na hÉireann, Gaillimh

M.A. (Mode B) EXAMINATION 1998/99

EN523 PRINT PUBLISHING

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TIME ALLOWED: TWO HOURS

ANSWER TWO QUESTIONS

1. What are the responsibilities of a commissioning editor in a book publishing company? Set down what you consider to be the attributes that such an editor would possess.
2. In 1998 Canongate Books of Edinburgh launched its Pocket Canon series of individual books of the Bible. Do you think the volumes are a successful piece of publishing? Illustrate your answer with reference to the content, layout, design and price of the volumes.
3. Describe and offer analytical comments on three of the following aspects of the publisher/author publishing contract: (a) the author's advance; (b) translation rights; (c) serial rights; (d) the option clause; (e) the remainder clause.
4. A prominent literary editor has said on the subject of the amount of space that newspapers give over to the reviewing of books, and of how books are generally treated within that space: 'The interests of literary editors and publishers are incompatible and always will be.' Discuss.

END.