Introduction to Literary Publishing
English 6953

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In this web-based asynchronous course we will survey the landscape of current literary publishing in the United States. We will consider publishing models and the various roles played by publishing professionals. We will look at literary periodicals, both print and on-line. We will describe the skill-sets needed by publishers, producers, writers, editors and agents, and the challenges they face. We will discuss editorial vision and styles. We'll discuss funding, budgets, book design, and production. We will review organizations, programs, and the role of academia. We will offer an overview of the historical, cultural, political, and sociological roots of literary publishing. We will consider the publisher as writer. We will include screenwriting, film making, and Spoken Word. Finally, we will speculate—and even theorize—on the future of this dynamic industry.

Requirements
You will be asked to read a number of current articles and to view videos by publishing professionals. Each week, you will complete an "issue post" of at least 200 words for the discussion board, and you will respond with one comment of at least 100 words to an issue post of one of your classmates, offering questions, suggestions, encouragement, and criticism. You will also choose from a menu (see below) to make a video and/or written presentation. All presentations are due at the beginning of Week 15. Finally, you will expand one of your issue posts into a publishable article or essay, and you will research journals and periodicals to find the best place to submit the essay for publication.

Topics for Class Presentation
Conceive and pitch a literary journal.
Research grants for a non-profit press.
Conceive and pitch an idea for a literary anthology.
Report on the profiles of five presses specializing in a particular genre or demographic.
Research and evaluate book contests in a particular genre or demographic.
Design a literary blog.
Write two book reviews on new or forthcoming books, and propose venues to submit.
Create a submission policy. Include three sample submissions.
Research five ways to enhance your economic life to increase writing time and/or skills.
Conceive a cover design for a book.
Make a marketing plan for a book.

Final Essay (Due Monday of Week 15)

Choose the issue post that most interests you and expand it into an article of at least 10 pages (12 point font, double spaced) to submit to a journal or periodical you've discovered this term. Make sure the length, style, and subject matter are appropriate to the journal. Write a cover letter to go along with the article. Propose five possible places to submit your essay, saying why you chose each.

Schedule
This Spring, YSU has substituted Spring Break Week with individual days spread over the semester. Since this is an online, asynchronous course, we'll follow a straight 15 week semester, which will end one week before April 30, the official end of the semester. In Week 15 (April 19-23) Issue Posts and Issue Post Responses will follow their normal Thursday and following Monday deadlines, and Publishing Project is due on Monday, April 19. However, you will have an extra week to turn in your Final Essay, which will be due Friday, April 30 at 5:00 PM. All dates listed here are final.

Required Texts and Material
"Publishing Course Packet" (provided as pdf)
All readings and video are available by links in the curriculum.

Grading
Issue Posts: 40%
Response Posts: 10%
Final Essay: 30%
Publishing Project: 20%

Grading Criteria for Final Essay
Since this is a course in literary publishing, the criteria for grading the final essay reflect the standards of that industry. Publishing is competitive. Journals and presses typically accept fewer than 5% of unsolicited submissions. Etruscan, for example, accepts less than 1%. In order to introduce students to this element of competition, only the top 40% of final essays will receive "A." However, it is not necessary to receive an "A" on the final essay to earn an "A" for the course. If you earn full credit for Issue Posts (40% of final grade), Response Posts (10%), and Publishing Project (20%) and also receive a "B" on the final essay (25%) you will still accumulate 95 of 100 points, and be eligible for an "A" as your grade for the course.

An "A" essay
   1) Addresses an issue in the publishing field, offering a new, original perspective.
   2) Demonstrates familiarity with the issue and with the professionals and/or organizations involved.
   3) Demonstrates professional writing skills.
   4) Is appropriate to its subject and journal expectations in terms of length (minimum 10 pages)
   5) Is professionally copy-edited and proofed.
   6) Demonstrates familiarity with the style and requirements of the journals where it will be submitted.

7) Is accompanied by a professional cover letter.
8) Is judged in the top 40% of submissions.

How to Track Your Grades
The grades for the Final Essay are qualitative. However, grades for Issue and Response Posts and the Publishing Project are quantitative, and can be tracked throughout the term.

Each of the 15 issue posts of 200 words, submitted on time, is worth 2.75% of your final grade (bank error in your favor). No credit for late issue posts. If I see that your post does not make a good faith effort to address the issue prompt, no credit will be allotted for that post, and I will let you know within one week. No make-ups are permitted.

15 Issue Post responses of 100 words are required, totaling 10% of your final grade. You receive .33% of your final grade for each Issue Post response submitted on-time to the discussion board. No credit for late entries or issue posts responses under 100 words. If I see that your response has not made a good faith effort to respond to the issue post or poem, no credit will be allotted, and I will let you know within one week. No make-ups are permitted.

Class Presentations make up 20% of your final grade. You may choose to present a video (10 minute limit) or a power-point presentation, or a document, depending on your choice of subject. The deadline is Monday of Week 15, April 19. Post your presentation to the Issue Post Discussion Board, with heading "Presentation," followed by …your subject"

To earn full credit a presentation must

1. Be approved as a presentation subject by the end of Week 2.
2. Convey accurate and up-to-date information on the subject.
3. Organize material cogently.
4. Make appropriate use of graphics, if indicated.

Recommended Material
A portable USB drive may come in handy if you don't favor email or cloud storage of files.

Late Work Policy
No credit will be awarded for late work. In the case of Issue Posts, you must submit the Assignment for the week by Thursday at 5:00 PM and Reply to a Classmate by the following Monday at 5:00. This policy is not meant to be punitive, but rather to facilitate discussion.

Policies on Technology, Software, and Personal Responsibility
If you experience any technical glitches with Blackboard, contact the YSU Tech Desk. They can be reached by phone at 330.941.3244 or by email at IDDC@ysu.edu for tech assistance.

You will need regular access to a high-speed internet connection and a computer to participate in this course. If you do not have access to any of the above, plan well ahead of time to locate and work within a campus computer lab. You are responsible for carefully following all instructions for uploading assignments to our course Blackboard.

Academic Dishonesty

All assignments completed must be the product of your own thought, inquiry, and artistry.

Plagiarism means presenting words, ideas, or information found in works written by others as if they were your own. Academic dishonesty includes plagiarism, all forms of cheating, as well as receiving inappropriate assistance from others in completing an assignment.

The penalty for plagiarism ranges from failing the assignment to receiving an NC in the course. For more information, please see the YSU Student Code of Conduct.

Incompletes

An incomplete grade will only be given in accordance with University policy. For more information on guidelines and procedures for incompletes, view the relevant university policies and procedures page here.

Additional Recommendations for Success

- Writing is a process. Save your all drafts carefully. Back up your files on a hard drive or in cloud storage. If you write notes or drafts by hand prior to typing your post, carefully store and secure all hard copy materials you work with.
- Adhere to a spirit of compassion and civility in your writing on our course Blackboard, particularly when responding to the thoughts of others. Anyone who disrupts our online learning environment will be referred to YSU Student Conduct.

Campus Resources

- The YSU Writing Center is an invaluable resource. Student consultants are available to help you with any stage of the writing process in this or any class. For our purposes, consultants can help especially with understanding this syllabus and assignment prompts, drafting ideas, and revising. To register and schedule a free appointment, visit the Writing Center website or call 330.941.3055.
- Student Counseling Services is available to provide high-quality, short term, confidential mental health counseling, consultation, outreach (educational training), and referral services to all currently enrolled YSU students. Contact them by phone at 330.941.3737.
- The Center for Student Progress offers academic coaching, tutoring, and many other services and programs to YSU students. Visit them at their location near Dunkin Donuts. Contact them by phone at 330.941.3538.
- For help with Blackboard, the YSU Distance Education Office Help Desk e-mail is IDDC@ysu.edu. Phone is 330-941-3244.
- Click here to learn about additional free campus resources available to all registered students.

Students with Disabilities

In accordance with University procedures, if you have a documented disability and require accommodations to obtain equal access in this course; please contact me privately to discuss your specific needs. You must be registered with the Center for Student Progress Disability

Services, located at 275 Fifth Avenue, and provide a letter of accommodation to coordinate reasonable accommodations. You can reach CSP Disability Services at 330.941.1372.

Statement of Non-Discrimination

Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion or veteran/military status in its programs or activities. Please visit [YSU's page on accessibility compliance](#) for contact information for persons designated to handle questions about this policy.