



APPLIES TO ACADEMIC YEAR 2007/2008

KLS 2500 Cultural Industry Studies I - The book Industry

Program

Bachelor in Arts and Management (2. year)

Responsible for the course

Tine Solvang

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

The book industry is one of the largest cultural industries in Norway and has long traditions. The book industry has enjoyed extensive public support for over 40 years. This industry is producing textbooks, university literature and fiction. The book industry in Norway is dominated by the four big publishing houses Gyldendal, Cappelen and Damm, the latter being the only Nordic publishing house as opposed to the others which are Norwegian. The industry is thus characterized by a Norwegian focus. There exist a great number of small publishing houses as well. The book industry in Norway has generous cultural policy conditions, mainly constituted by the purchasing arrangements and exempt from VAT. The book agreement, which has its historical background in commission trade and which regulates trade between most publishers and bookstores, is exempt from competition legislation. The agreement is renegotiated regularly and has in recent times become less extensive. The industry has become integrated both horizontally and vertically. Most books are sold in the many bookstores, but a large part of the industry's turnover is done via book clubs.

Objective

The goal of the course is to give the students an understanding of how the book industry works, and also to give the students the ability to analyze problems in the industry. After completed studies, the students should be able to function as marketeers or leaders in the book industry, or as competent representatives for the industry's collaborators.

Prerequisites

There are no claims for special requirements.

Compulsory literature

Books:

Andreassen, Trond. 2006. Bok-Norge : en litteratursosiologisk oversikt. 3.utg. Oslo: Universitetsforlaget. Utvalgte sider.

Collection of articles:

Solvang, Tine (red.). 2007. Artikkelsamling: KLS 2500 Kulturbransjekunnskap I - Bok

Recommended literature

Books:

Clark, Giles. 2001. Inside book publishing. 3rd ed. London : Routledge
Schiffirin, André. 2002. Bøker og business. Oslo: Aschehoug

Other:

Fjeldstad, Anton. 2001. Å sette pris på bøker : om prissystema for bøker i ein del europeiske land. Rapportserien / Norsk kulturråd ; nr 24. Oslo: Norsk kulturråd
Freihow, Halvdan H. 2001. Den edle hensikt – heller de midlene? En utredning om statens innkjøpsordninger for litteratur. Rapportserien / Norsk kulturråd ; nr 26. Oslo: Norsk kulturråd
Vestheim, Geir. 2001. Ni liv : om legitimitet og overlevingssevne i innkjøpsordningane for ny norsk skjønnlitteratur. Rapportserien / Norsk kulturråd ; nr 25. Oslo: Norsk kulturråd

Course outline

- The publishing house
- The author
- The book agreement
- The purchasing arrangements
- The industry's history
- The book shop
- The book club
- Technological possibilities and challenges
- Organisation in the industry

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course consists of 36 one hour lessons. Parts of the lectures will be talks from representatives from the industry that will give the students insight to how things actually work in the industry. It is recommended to work with the curriculum literature in groups.

Evaluation

Individual 2-hour written examination in the middle of the semester - counts 30%. Take-home exam to be prepared over a one-week period, individually or in groups of up to three students - counts 70%.

Evaluation code(s)

KLS 25002- Individual written examination accounts for 30 % of the grade in KLS 2500 Cultural Industry Studies I - The book Industry, 6 credits

KLS 25003- Take-home exam accounts for 70 % of the grade in KLS 2500 Cultural Industry Studies I - The book Industry, 6 credits.

Aids at the examination

No aids allowed for the individual written examination.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.