



APPLIES TO ACADEMIC YEAR 2009/2010

## KLS 2500 Cultural Industry Studies I - The book Industry

### Programme

Bachelor in Arts and Management (2. year)

### Responsible for the course

Anitra Figenschou

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Introduction

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 three big publishing houses Gyldendal, Aschehoug and CappelenDamm, 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 marketers or leaders in the book industry, or as competent representatives for the industry's collaborators.

### Prerequisites

There are no claims for special requirements.

### Compulsory reading

#### Books:

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

#### Collection of articles:

Figenschou, Anitra (red.). 2008. Artikkelsamling: KLS 2500 Kulturbransjekunnskap I - Bok

### Recommended reading

#### Books:

Clark, Giles and Angus Phillips. 2008. Inside book publishing. 4th ed. New York: Routledge

#### 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 – helliger 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.

#### **Examination**

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%.

#### **Exam 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.

#### **Examination support materials**

No aids allowed for the individual written examination.

#### **Re-sit examination**

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

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time autumn 2009. Re-sit exam will be offered every term even spring 2012.

#### **Additional information**