

School of Creative Industries

**CRI 550: The Book in Canada
Winter 2016**

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Class: Tuesdays, 10am-1pm
KHE119 (Kerr Hall East, 1st floor, #119)

Calendar Description

Understanding the creative landscape today requires an understanding of the forces that shaped it in the past. This course will survey the development of book publishing and retailing in Canada from early-twentieth-century importation from abroad to the advent of large-chain retail. Topics will include the development of a Canadian textbook market; the story of Harlequin; the impact of the Massey Commission; the creation of Canadian trade-only publishing, changes in 'branch-plant' publishing, and the rise of small presses; and bookselling from the stationery store to the national-chain retail and the advent of Internet sales.

Course Objectives

Upon completion of this course, students will be able to:

- Identify the role of key figures in the development of Canadian book publishing industry.
- Outline significant events in Canadian publishing history.
- Explain the economic underpinning of the publishing industry in this country.
- Understand the current state of publishing and the challenges reshaping the business.
- Evaluate the risk and reward of new technology.
- Apply rapid research techniques of primary and secondary sources.

Required Reading and Technolog

The Perilous Trade by Roy Macskimming, published by McClelland and Stewart, ISBN 978-0771054945. The book may be purchased at Ryerson Bookstore.

As well, students will be asked to read various online sources as instructed by the instructor.

It is recommended that students bring either a laptop computer or smartphone which will allow them to access the internet as well as compose and send emails.

Teaching Methods

The course will be delivered through lectures, discussions and guest speakers. The instructor will evaluate students' understanding of course content and related issues through: a series of quizzes, essays, tests and a research paper.

Assignments and Evaluation

Research Paper 20 marks

Each student must come up with their own topic for a research paper they will write.

Topics may include: the publishing history of a Canadian author with emphasis on the author-publisher relationship; the publishing history of a Canadian book; the operation of a Canadian bookstore; the operation of a Canadian publisher; the operation of a Canadian book review medium; technological changes affecting Canadian publishing; some other subject approved by the instructor.

A vital element of this paper is that each student must interview a person who is involved in Canadian publishing as part of the research for this assignment. That person could be an author, editor, bookstore clerk, or reviewer. The person must be Canadian and must be living. If a paper does not contain information or quotes derived from an interview, the paper will receive a grade of zero.

All topics must be approved by the instructor. No two students can have the same topic. It is strongly recommended that each student come up with two or three possible topics they can pursue in case another student has already signed up for a specific topic or if a topic doesn't work out for an unforeseen reason. Topics should be emailed to the instructor no later than the start of class 4. Papers must not exceed 1,000 words. This paper should include endnotes and bibliographical information. The paper must adhere to APA style.

Research topics are due at the beginning of class 4.
Research papers are at the beginning of class 12.

Quizzes 15 marks (3 quizzes x 5 marks per quiz)

There will be three online quizzes throughout the course based on material found in the textbook and lectures. Those who are unable to bring a laptop to the take a quiz, an alternative method will be provided.

Quizzes will be held during classes 3, 6, and 9.

Instant Essay 15 marks (3 essays x 5 marks per essay)

There will be three instant essays throughout the course based on material found in the textbook and lectures. The instructor will provide a question or statement, pertaining to the lecture or textbook material, that the students will answer or respond to. The students will be given 25 minutes in class to compose 250 words. When the 25 minutes elapses, students will email their response to the instructor. Those who are unable to bring a laptop to the take for an essay, an alternative method will be provided.

The 250 word limit will be strictly adhered to. One mark will be deducted for every word in excess of the 250 word limit.

Instant essays will be held during classes 2, 5, and 8.

Mid-term test 20 marks

There will be a mid term test. It will be an online test to be completed in class. The test will contain 15 multiple choice questions and a short essay. The test will be derived from the material found in the lectures and readings from the first half of the course.

The test will take place at the beginning of class 7. Those who are unable to bring a laptop to the take the test, an alternative method will be provided.

Final test 20 marks

There will be a final test. It will be an online test to be completed in class. The test will contain 15 multiple choice questions and a short essay. The test will be derived from the material found in the lectures and readings from the second half of the course.

The test will take place at the end of class 11. Those who are unable to bring a laptop to the take the test, an alternative method will be provided.

Participation 10 marks

Assignment	Description	Due Date	% of Final Mark
Research Paper	Self-selected topic about Canadian book publishing approved by instructor.	Week 12	20
Quizzes	Online quizzes based on lecture content and readings	Weeks 3, 6, 9	15 (each quiz is worth 5 marks)
Instant Essay	Three 250 word in-class essays. 25 minute time limit	Weeks 2, 5, 8	15 (each essay is worth 5 marks)
Mid-term test		Week 7	20
Final test		Week 11	20
Participation			10

Other items pertaining to assignments:

- The instructor will endeavour to mark all assignments within one week of the submission date.
- Grades will be posted using the grades feature in Brightspace.
- Late work: Extensions to deadlines will only be granted in exceptional circumstances. Late work will have 5% deducted per day. Work overdue by more than one week will not be accepted without permission from the instructor.

Course Schedule

Week	Date	Description	Assignments & Quizzes	Readings from <i>The Perilous Trade</i>
1	Jan. 19	Introduction		
2	Jan. 26	Colonial Period	First Instant Essay	
3	Feb. 2	Early Canadian Publishers	Quiz 1	
4	Feb. 9	Ryerson Press	Research Paper Topic Due	
5	Feb. 23	Massey Commission	Second Instant Essay	Chapter 2 At Mid-Century
6	March 1	McClelland & Stewart	Quiz 2 Research Paper Group Meeting	Chapter 6 The Prince of Publishing
7	March 8	Harlequin	Mid-term test	
8	March 15	Booksellers	Third Instant Essay	
9	March 22	The Americans	Quiz 3	
10	March 29	Small Presses	Research Paper Group Meeting	Chapter 8 Printed in Canada by Mindless Acid Freaks
11	April 5	Children's publishing	Final Test	Chapter 12 The Maverick of Kidslit
12	April 12	Technological Disruption	Research Paper Due	Chapter 16 The Canadian Publishing Ecosystem

Other Relevant Information:

- All students are required to retain a personal copy of all work undertaken for this course as well as all rough materials, references, sources, and working notes until the marked original has been returned.
- Any changes to the course assignments, due dates, and/or grading scheme as indicated in this syllabus will be discussed in class prior to being implemented.
- On occasion guest speakers may/will attend our class; students should refrain from contacting these guests after the class, unless invited to do so.
- Cell phones must be turned off during all classes excepted when stated by the instructor.
- It is the student's responsibility to contact the professor promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) or accommodations must be requested well in advance.
- Regarding group work: All team members are expected to contribute to the research and content preparation of the group assignment. Team members will normally receive the same grade (except in exceptional circumstances where a team member has failed to make a satisfactory contribution). Therefore all members should expect (and demand) that all contribute an equal amount of work.

Policy Guidelines:

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2015/16 Creative Industries Student Handbook for specific information with respect to the following policies:

Policy #60: Student Code of Academic Conduct

Policy #61: Student Code of Non-Academic Conduct

Policy #134: Undergraduate Academic Consideration and Appeals

Policy #157: Ryerson's E-mail Accounts for Official Communication

Policy #159: Academic Accommodation of Students with Disabilities