

A stack of books and magazines is shown in a shallow depth of field. The top book is open, showing its pages. The background is dark and out of focus. A dark blue rectangular box with a white vertical line on its left side is overlaid on the left side of the image, containing white text.

Unit 4
Book and Magazine Publishing

UNIT 4
Contents

1. Warming Up

2. Reading

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4. China Moments



1. Warming Up



1.Warming Up

Task 1 Match the words or phrases (1–8) with their Chinese translation (A–H).

A 1 publishing contract

C 2 cover design

H 3 visual appeal

G 4 call for submissions

E 5 copyright description

B 6 publishing company

F 7 general audience

D 8 print shop

A 出版合同

B 出版公司

C 封面设计

D 印刷店

E 版权说明

F 大众读者

G 征稿启事

H 视觉吸引力



1.Warming Up

Task 2 Work in pairs and complete the following tasks.

- 1 What do you know about self-publishing? What advantages do you think self-publishing has compared with traditional publishing? Search for relevant information and complete the tasks.

Conclusion:

Self-publishing is the act of _____ publishing a creative work without a publisher. You can self-publish your books in the form of _____ . In the 1990s, e-books began to be sold online. In 2007, Amazon launched Kindle. In self-publishing a book, authors write books and complete the publishing process themselves, including editing, designing, and formatting books with traditional publishing companies. Compared with traditional publishing, self-publishing has complete _____ creative control, higher _____ over the publishing process.



1.Warming Up

结论

自出版是指在没有传统出版商的情况下出版创造性作品的行为。你可以用电子书的形式自己出版你的书。从上世纪**90**年代开始，电子书开始在网上销售。在**2009**年亚马逊推出了**Kindle**电子阅读器。在图书自出版中，作者在不借助传统出版公司的帮助下，自己写书，完成编辑、设计、排版等整个出版过程。与传统出版相比，自出版的作者对出版过程具有完全的创造性控制权、较高的图书版税率和完全的自主权。



1. Warming Up

2 Can you give some examples of famous self-publishing companies in the world?

Examples of famous self-publishing companies in the world may include:

Kindle Direct Publishing (KDP)

Owned by Amazon, KDP publishes and retails e-books that can be read on Kindle devices that have installed the Kindle app. About 80% of all English-language e-books occur via Amazon, and self-published titles alone account for 42% of this figure.

iBooks

Apple's iBooks is the second-biggest e-book retailer after Amazon. To publish directly on iBooks, you must have a Mac device.

Kobo

Kobo accounts for about 2% of total e-book sales. Like Kindle, Kobo offers an e-reader device as well as an app for reading on other devices. E-books published on Kobo are available to readers in over 190 countries.

译文



1.Warming Up

世界上著名的自助出版公司包括：

1) **Kindle Direct Publishing (KDP)**: 该公司由亚马逊所有。**KDP**出版并零售电子书，这些电子书可以在**Kindle**设备或安装了**Kindle**应用程序的设备上阅读。大约**80%**的英文电子书都是通过亚马逊进行销售的，其中仅自出版的图书就占了**42%**。

2) **iBooks**: 苹果的**iBooks**是仅次于亚马逊的第二大电子书零售商。若要直接在**iBooks**上出版书，必须有一个**Mac**设备。

3) **Kobo**: **Kobo**占电子书总销量的**2%**左右。和**Kindle**一样，**Kobo**也提供了一个电子阅读设备以及一个在其他设备上阅读的应用程序。在**Kobo**出版的电子书可供**190**多个国家的读者阅读。





2. Reading



Instructions on How to Self-publish a Book or a Magazine

Self-publishing a book or a magazine is popular for many reasons. Seeing that publishing contracts may not work for you—they are hard to get, and you may not get one when you finally do get one. Self-publishing should allow you to retain more control over your product, offer the product at a substantially lower cost, and give you an opportunity to market and advertise yourself.

How to Self-publish a Book

Self-publishing a book involves writing, proofing, designing, and copywriting, and the following steps:

- Be prepared. Writing a book takes lots of hard work and time;
- Explore your options. Talk to a few publishing companies and compare their terms and benefits;
- Proof your book. Make sure that it is complete, well-edited, and thorough.



2.Reading

- Hire a good editor to improve your work;
- Create a good title to pull people in;
- Get a designer to do a professional cover design. A professional will help

appealing;

•Add copyright descriptions. Nowadays, blockchain technology has been used is, when the copyright owner writes a work to the blockchain, it will automatically digitally sign the work;

- Get an ISBN number. An ISBN number is a 13-digit code used to identify
- Find a printer. Prices will vary, depending on the quality of the paper, the

How to Self-publish a Magazine

There are 11 steps for you to self-publish a magazine:

- Research. Since self-publishing a magazine is an expensive task both mental

is required;



2.Reading

- Consider your options and costs realistically;
- Find your exact audience—not just the general audience;
- Create a website;
- Solicit articles. Post a “Call for Submissions” to your new-found groups;
- Search out advertisers;
- Edit;
- Send the edited articles back to the writers for them to look over;
- Begin laying out the magazine;
- Find yourself a reliable, well-priced print shop;
- Send out the magazines!



如何自出版书籍或杂志

自出版一本书或一本杂志受欢迎的原因有很多。获得传统的出版合同可能对你不起作用——它们很难获得，即使当你最终获得一份这样的合同，你得放弃很多权利。但是自出版能让你保留对最终产品的更多权利，以更低的成本提供产品，并为你开辟了一条自己做传统营销和广告的渠道。

如何自出图书

自出版一本书涉及图书的编写、校对、设计和文案撰写，包括以下步骤：

- 做好准备。写一本书需要花很多努力和时间。
- 寻觅多种选择。多与不同的出版公司交涉，比较相关成本效益的高底。
- 书稿校样。确保书是完整的，经过了良好的编辑，并经过彻底校对。



- 请一个好的编辑来改进你的工作。
- 想一个好的标题来吸引人。
- 找设计师做专业的封面设计。有专业人士的帮助你的书会更有视觉吸引力。
- 添加版权文字。如今，区块链技术被用来保护版权。也就是说，当版权所有者将作品写入区块链

时，它会自动使用其私钥对作品进行数字签名。

- 获取**ISBN**书号。**ISBN**书号是一个**13**位的代码，用于识别和跟踪您的图书。
- 寻找印刷厂。印刷价格会有变化，这取决于纸张的质量、装订和颜色。

如何自出杂志

以下**11**个步骤可以帮你自出版一本杂志：

- 做调研。由于自出版杂志会花费大量精力和财力，因此需要进行事先调研。



- 从现实出发，考虑你的有关选择和成本。
- 找到你真正读者，不仅仅是普通读者。
- 创建网站。
- 征集文章。在你最新加入的朋友圈发布“征稿启事”。
- 寻找广告商。
- 编辑文稿。
- 把编辑好的文章寄给作者让他们校对。
- 开始杂志版面设计。
- 为自己找一家可靠、价格合理的印刷厂。
- 把杂志寄出去！



2.Reading

Words & Phrases

Words

automaticallyadv.必然，自动地

bindingn.封面

contractn.合同；合约

copyrightn.版权；著作权

copywritingn.撰写广告文字（的工作）

identifyv.认出，识别

involvev.包含；需要

optionn.选择；可选择的东西

outletn.表现机会

proofreadv.校对，校阅

realisticallyadv.现实地，实际地

reliableadj.可信赖的，可靠的

retainv.保留，保有

securev.获得，得到

submissionn.提交（物），呈递

substantiallyadv.大量地，可观地

Phrases

call for要求，呼吁

depend on取决于

lay out布置，设计

make sure确保

pull... in吸引.....



2.Reading

Task 1 Read the passage and choose the best answer.

B 1 Which of the following is NOT a reason for the popularity of self-publishing?

- A It is hard to get a traditional publishing contract.
- B You have to give up a lot of rights.
- C It costs you less than traditional publishing.
- D You can advertise yourself.

D 2 Which of the following is involved in self-publishing a book?

- A Writing.
- B Proofing.
- C Designing.
- D All of the above.

B 3 What should you do before proofing your book?

- A Get a designer to design the cover.
- B Make sure the book is complete, well-edited, and thoroughly proofread.
- C Get an ISBN number.
- D Add copyright descriptions.



2.Reading

A 4 What can a designer do for your book?

- A The designer can help a book have visual appeal.
- B The designer can help edit a book.
- C The designer can help proofread a book.
- D The designer can help sell a book.

C 5 Why should you do research before self-publishing a magazine?

- A Because self-publishing a magazine is an expensive task mentally.
- B Because self-publishing a magazine is an expensive task financially.
- C Because self-publishing a magazine is an expensive task both mentally and financially.
- D Because self-publishing a magazine is an easy task financially.



2. Reading

Task 2 Read the passage again and fill out the table below.

Reasons for the popularity of self-publishing

- More rights to the final product
- A substantially lower cost
- Being able to do traditional marketing and advertising yourself



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