



## UNIVERSITÀ DI PISA

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### EDITING AND EDITORIAL WRITING

**NICOLETTA SALVATORI**

Anno accademico 2019/20  
CdS DIGITAL HUMANITIES  
Codice 562LL  
CFU 6

Moduli	Settore/i	Tipo	Ore	Docente/i
EDITING E SCRITTURA EDITORIALE	L-FIL-LET/12	LEZIONI	36	NICOLETTA SALVATORI

#### Learning outcomes

##### *Knowledge*

The student who successfully completes the course will: - be able to demonstrate a good knowledge of the techniques used by publishers in the editorial processing of books; - have the ability to take part in the editorial processing of books and ebooks. The student will be able also to demonstrate a solid knowledge in strategic communication (especially directed to the web marketing 3.0), editorial graphic and press office with particular reference to the editorial market.

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##### *Assessment criteria of knowledge*

- The student will be assessed on his/her demonstrated ability to discuss the main course contents using the appropriate terminology. - The student must demonstrate the ability to put into practice and to execute, with critical awareness, the activities illustrated or carried out under the guidance of the teacher during the course.

Methods:

- Final oral exam
- Final laboratory practical demonstration
- Continuous assessment
- Periodic written tests
- Laboratory practical

Further information:

The final evaluation will depend on the presentation and discussion of an editorial project (ebook, press office communication, editorial project and strategic communication, catalog etc...) during which the student must demonstrate his/her knowledge of the course material.

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##### *Teaching methods*

Delivery: face to face

Learning activities:

- attending lectures
- preparation of oral/written report



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- participation in discussions
- group work
- Laboratory work
- Practical

Attendance: Advised

Teaching methods:

- Lectures
- Task-based learning/problem-based learning/inquiry-based learning
- laboratory
- project work

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### Syllabus

The course covers the different phases of the publishing process. The book and its parts. The drafting process. Editing: normalization, uniformation, operations on the text. The work of editing on translations. Editorial writing: the reading advice, the presentation to booksellers, the back cover. Particular attention will be paid to themes such as the way of writing book presentations and reviews online, and the press office tasks in the editorial market.

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### Bibliography

There will be slides and recommended reading will be indicated during the course.

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