

**Overview: Publishing Processes Module B.Eng.811/M.EP.12
in the Anglophone Literature and Culture Division**

updated Nov 2025

module structure:	• course or self-study unit on structures and workings of the publishing industry; students have to pass the course/self-study unit but it does not carry any credits • practical part of the module: a study of how Penguin and another publishing company interact with their audiences, as regards the presentation and mediation of newly published titles and backlist titles; their reactions to public events, politics, ... ; students have to hand in an observation portfolio for which credits are awarded (6 credits for the module)
prerequisites:	• formal prerequisites: none • informal prerequisites: an interest in learning about the basics of the publishing industry; readiness to engage with non-academic ideas about literature; willingness to critically reflect on theories and their relations to day-to-day work aspects
register for:	The module has two parts: • a course or self-study unit, which you have to register for in FlexNow (B.Eng.811.Tn/M.EP.12.Tn), • and the portfolio, for which you also have to register in FlexNow (B.Eng.811.Mp/M.EP.12.Mp). The two do not necessarily have the same instructors.
registration deadlines:	• for the course: usually at the end of the course • for the self-study unit: end of the semester • for the portfolio report: Usually there are two or three registration deadlines per semester. Choose the one that suits you best.
register with:	• for the course: your course instructor • for the self-study unit: Dr. Reitemeier • for the portfolio report: if you have taken a course, Prof. Schaff; if you have completed the self-study unit, Dr. Reitemeier
type of exam / number of words:	• course: to be announced by the instructor; this part has no exam per se but regular attendance is required • self-study unit: portfolio entries (in total around 1,500 words) • observation report: 3000 words, ungraded
content of exam parts:	• course: ask your course instructor about what they require you to do for the course; regular attendance • self-study unit: ○ reflecting on the roles and activities of the different stakeholders in publishing; ○ observation practices. • portfolio report: ○ outline of observation results and conclusions; ○ reflection on how your hands-on experience compares to what you learnt in the course/self-study unit or course.
style sheet:	As for every academic paper handed in for a course in the Anglophone Literature and Culture division, students are expected to use the division style sheet.
assessment:	The exam is ungraded. Students are expected to show - a concise description of the observation results;

- a good understanding of the theoretical text/s used;
 - a critical engagement with the ideas from the course/self-study unit.
- Grammatical correctness and a good academic style are expected.

grading scheme:

The module is ungraded.

options for appeal:

Within a month of the publication of the result, students can lodge an appeal against the grade if they consider the result inadequate (§ 20 par. 1 Allgemeine Prüfungsordnung für Bachelor- und Masterstudiengänge). The Faculty's Exams Committee will then request a clarification of the grade and, if necessary, submit the report to another supervisor for re-assessment.