

# LANG 2056 WRITING INDUSTRIES

**Credit Points** 10

**Coordinator** Felicity Castagna ([https://directory.westernsydney.edu.au/search/name/Felicity Castagna/](https://directory.westernsydney.edu.au/search/name/Felicity%20Castagna/))

**Description** Writing Industries takes a close look at the business of writing. Topics include literary cultures and economies, community activism, social media and author branding, Young Adult Literature, literary controversies and what Australian authors sell into overseas markets. Students will look closely at diverse literary organisations and festivals, and how they shape cultures and support writers. They will explore the role of editors, critics and publishers – from DIY zine-making to independent presses and large commercial ventures. Students will gain insights into building writing careers, working in the arts and publishing industries, community building and culture-making, and teaching practices of writing.

**School** Humanities & Comm Arts

**Discipline** Language and Literature, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 1 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Equivalent Subjects** COMM 2014 - Editing and Publishing

## Restrictions

Successful completion of 40 credit points of study in currently enrolled program.

## Assumed Knowledge

Students will be expected to have undergraduate first year level reading and writing skills.

## Learning Outcomes

1. Compare and analyse different modes, genres and processes of publication
2. Analyse the economics of writing and publishing
3. Recognise and discuss the changing relationships between authors, publishers, editors and readers
4. Critically examine the role of digital cultures in marketing authors and stimulating literary debate
5. Critique the role of networks of organisations within the literary industry.

## Subject Content

Students will explore the idea that the writer is part of a larger industry which includes an ecology of booksellers, festivals, funding bodies, publishers, agents, literary prizes, critics and community organisations. Through a mix of lectures and practical tutorials students will both explore a number of case studies of the industry as well as researching and writing their own case studies. Subject content will include:

1. An overview of the Australian publishing industry
2. The economics of writing and publishing
3. Literary trends, issues and controversies

4. The writer as change maker and literary activist
5. The writer and popular culture
6. The writer in the age of social media
7. The role of literary magazines, festivals and collectives

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Case Study	500 words	20	N	Individual
Case Study	750 words	30	N	Individual
Essay	1,500 words	40	N	Individual
Participation	This will be assessed based on attendance and participation every week of the subject.	10	N	Individual

### Prescribed Texts

The texts cited as readings for each lecture, and available in the Writing Industries Unit Reader located in the Readings folder on vUWS

### Teaching Periods

## Autumn (2022)

### Parramatta - Victoria Rd

#### Day

**Subject Contact** Felicity Castagna ([https://directory.westernsydney.edu.au/search/name/Felicity Castagna/](https://directory.westernsydney.edu.au/search/name/Felicity%20Castagna/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=LANG2056\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=LANG2056_22-AUT_PS_D#subjects))

## Autumn (2023)

### Parramatta - Victoria Rd

#### On-site

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View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=LANG2056\\_23-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=LANG2056_23-AUT_PS_1#subjects))