

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 225

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MAC225: INTRODUCTION TO PUBLISHING

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Q1. involves the process of printing, issuing, writing and releasing information to the public through a medium.

Publishing

State TRUE or FALSE for questions 2-10

Q2. Audio tape is not a medium of publishing.

Q3. Internet is a medium of publishing.

Q4.is a old medium of publishing with an unending life cycle.

Q5.is used to refer to the partners of book publishing.

Q6. How many types of publishing do we have?

Q7.and.... are the types of publishing.

Q8. is another name for large scale publishing.

Q9.is used to refer to works that are mass produced and come mostly in hardcover forms.

Q10.is used to refer to the cycle of a product from inception to the time it dies.

Q11. Explain intellectual content selection in terms of the process of publishing.

Q12. Identify the stakeholders in book publishing.

Q13. Explain intellectual content selection in terms of the publishing process.

Q14. The stage of the media lifecycle in which there is uncertainty as to whether or not a product being introduced would fare well is called....

Q15. The stage of the media lifecycle in which publishers are likely to develop and issue a reasonably large amount of products is called.....

Q16. is a phase in the media lifecycle whereby a new product comes into the market to displace the old one.

Q17. Who is a literary agent?

Q18. What are agented manuscripts?

Q19. Outline the steps involved in manuscript generation.

Q20. Differentiate between the means of spreading information to the public from the medium used to do so.

ANSWER

Q2. FALSE

Q3. TRUE

Q4 Book

Q5.Stakeholders

Q6. Two

Q7.Large scale and small scale publishing

Q8. Paperback publishing

Q9.Large scale publishing

Q10.Media lifecycle