

UNIT 29

ELECTRONIC PUBLISHING

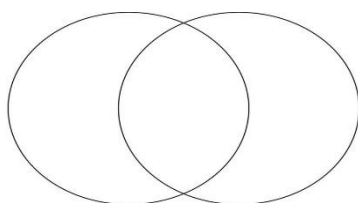
Objectives: at the end of the lesson, students will be able to:

1. learn special terms related to electronic publishing, including digital formats, eBooks, and online platforms;
2. describe how electronic publishing differs from traditional publishing methods;
3. use articles correctly in the context of electronic publishing.

Lead-in: Discuss and Compare

1. Why do people buy e-books?
2. How will electronic publishing change the traditional publishing business?

Compare and discuss the differences between electronic publishing and traditional publishing by using a Venn diagram.



Electronic Publishing:

Format: Content is delivered in digital formats such as eBooks (EPUB, PDF, MOBI), digital magazines, or online articles.

Distribution: Content can be distributed globally via the internet. E-books and digital content can be instantly downloaded from online platforms or stores.

Accessibility: Readers can access content from anywhere with an internet connection, and it can be instantly available upon release.

Production: Digital content can be produced and updated relatively quickly. Costs are generally lower because there are no physical printing or shipping expenses.

Costs: Initial production costs are usually lower, but there may be ongoing costs for digital rights management (DRM) and platform fees.

Interactivity: Allows for interactive features such as hyperlinks, multimedia elements (audio, video), and interactive content (quizzes, annotations).

Storage: Digital content takes up little physical space and can be stored on various devices or cloud services.

Portability: Readers can carry a vast library of content on a single device, making it highly portable and convenient.

Traditional Publishing:

Format: Content is available in physical formats such as books, newspapers, and magazines.

Distribution: Content is distributed through physical channels such as bookstores, libraries, and newsstands. Distribution may be limited by geographical location and inventory.

Accessibility: Readers need to purchase or borrow physical copies, which might involve waiting for shipping or availability at local retailers.

Production: Digital content can be produced and updated relatively quickly. Costs are generally lower because there are no physical printing or shipping expenses.

Costs: Initial production costs are usually lower, but there may be ongoing costs for digital rights management (DRM) and platform fees.

Production: Involves physical printing, binding, and distribution processes. These steps add to the production timeline and costs.

Costs: Higher initial production costs due to printing, warehousing, and shipping. There may also be additional costs for marketing and distribution.

Interactivity: Primarily static with limited interactivity. Interaction is limited to physical annotations or supplementary materials like CD-ROMs in some cases.

Storage: Physical books and materials require physical space for storage and can be bulky and heavy.

Portability: Portability is limited by the physical size and number of books or materials a reader can carry at one time.

Vocabulary Building

Key Terms

Upload – to upload a file is to transfer it from a computer or device to the Internet or to another device

Ergonomic – something that is ergonomic has been designed to prevent injury from using it repeatedly

Active-matrix display – is a type of screen that produces high-quality, clear images

Bitmapped graphic – is an image that is made up of many small points

Publication – is a book or magazine that a publishing company releases to the public

Sub-pixel rendering – is a process that increases the clarity of text on certain displays

Reflow – is a process that allows images or text to fit screens that are different sizes

Activity: Write a word that is similar in meaning.

1. Many shades of gray

___ c ___ ___ d w ___

2. Fit many different screen sizes

___ e ___

3. A process that improves clarity

s ___ - ___ r ___

4. Transfer from the Internet to your computer the files

___ w ___

5. Made up of many little points of color

___ t ___ g ___

Reading

Electronic Publishing: A Modern Approach

Electronic publishing has revolutionized the way we access and interact with publications. Unlike traditional print media, digital formats offer ergonomic advantages and enhanced reading

experiences through advanced technology. For instance, eBooks and digital documents can be displayed on devices with **active matrix displays**, which ensure vibrant and clear visuals by using liquid crystal technology.

One significant feature of digital content is **reflowable text**, which allows text to adjust automatically to fit different screen sizes and orientations. This ensures that readers have a comfortable viewing experience, regardless of whether they are using a tablet, e-reader, or smartphone.

Another technological advancement is **sub-pixel rendering**, a technique that improves text clarity and sharpness on digital screens. By addressing individual color components of pixels, sub-pixel rendering makes text appear more precise and easier to read.

For users of **PDF readers**, electronic publications offer the convenience of instantly accessing documents and maintaining their original formatting. PDFs are widely used for everything from academic papers to manuals, providing a consistent layout across various devices.

In summary, electronic publishing combines ergonomic design with cutting-edge display technologies to enhance the way we interact with publications. Whether through reflowable text or advanced rendering techniques, digital formats continue to provide a versatile and user-friendly reading experience.

Activity: Read the text and choose the correct answers.

1. What technology ensures vibrant and clear visuals on digital devices?

- a) Reflowable Text
- b) Active Matrix Display
- c) Sub-Pixel Rendering
- d) PDF Readers

2. How does reflowable text benefit digital publications?

- a) It improves text clarity by using advanced color rendering.
- b) It allows text to adjust to different screen sizes and orientations.
- c) It maintains the original formatting of a document.
- d) It ensures instant access to publications.

3. What is the purpose of sub-pixel rendering in digital displays?

- a) To adjust text automatically for different devices.
- b) To provide a consistent layout across various formats.
- c) To improve text sharpness and clarity on screens.
- d) To enable ergonomic design for reading devices.

4. Which of the following is a key feature of PDF readers?

- a) They provide adjustable text sizes.
- b) They allow text to be displayed in various colors.
- c) They maintain the original formatting of documents.
- d) They automatically fit text to different screen sizes.

5. How does the use of an ergonomic design benefit digital publications?

- a) It ensures documents are displayed with high resolution.
- b) It improves the comfort of reading on electronic devices.
- c) It provides automatic adjustments for different devices.
- d) It enhances the text clarity through color components.

Grammar Focus: Articles (A, An, The)

A/an indefinite articles introduce the concept in a general way.

Example: A digital publication is a type of electronic publishing.

An is used before words that begin with a vowel sound.

Example: An e-book is an example of electronic publishing.

The is used to refer to a specific noun that is known to both the speaker and the listener or has been previously mentioned.

Example: **The** latest version of the software includes new features.

Examples in Context:

1. General Reference:

A new trend in electronic publishing is the use of interactive features.

"A new trend" introduces a non-specific trend, while "the use of interactive features" refers to a specific trend being discussed.

2. Specific Reference:

The e-books published last year have been very popular.

Here, "the e-books" refers to a specific set of e-books published in the previous year, implying that both the speaker and listener are aware of these particular e-books.

3. Introducing Concepts:

An online journal can be a valuable resource for researchers.

An online journal" introduces the concept of any online journal, not a specific one.

Activity: Fill in the blanks with the correct article (a, an, or the).

1. _____ eBook format that is gaining popularity is EPUB.
2. Many publishers use _____ PDF format for distributing academic papers.
3. _____ most common type of e-reader uses _____ active matrix display for better clarity.
4. _____ digital content can be updated easily compared to _____ printed material.
5. _____ sub-pixel rendering technique improves text sharpness on _____ screens.
6. _____ new application for electronic publishing was released last month.
7. _____ benefits of electronic publishing include easy access and portability.
8. You can read _____ eBook on _____ tablet or smartphone.

Home assignment

Write a short paragraph (100-150 words) describing an electronic publication you have used or are interested in. Include details about its format, features, and how it differs from traditional print publications.