

**Curriculum for BSS Honours  
in  
Printing and Publication Studies**



**Department of Printing and Publication Studies  
University of Dhaka**

# Introduction

The Printing and Publication Studies is one of the few latest disciplines that have been inducted in 2015 in the academic programme of the University of Dhaka. As we are at the age of amazing technological development of printing and publication and to be benefited from it, the printing and publishing industries need more expertise in this field. The present state of printing and publishing in the country demands higher academic programme at university level and the Department of Printing and Publication Studies is the ultimate outcome of that pursuit.

The Department has been endorsed by the University Grants Commission (UGC) on May 12, 2015. Affiliated with the Faculty of Social Sciences, the department mostly focuses on to generate command for the students on technical knowledge and know-how in the field of printing and publication keeping in mind the widely stretched printing and publishing industry of the world, especially Bangladesh. The Printing and Publishing Industry of Bangladesh has been flourishing on its own for more than a century without much support of institutionally educated people. The curriculum for proposed BSS Honours programme, therefore, has been designed to prepare students in this discipline for taking a challenging career in the field of printing and publishing to cope with the need of the time. They will also be equipped with updated knowledge and skills to build up careers in other fields like civil services, private institutions or to have their own entrepreneurship as the programme is designed of mixing multidisciplinary approaches.

The specific aims of the department are: to help students to develop an in-depth understanding on the principles that influence printing and publishing arena; to develop their analytical skills and critical thinking; to equip them with cutting-edge techniques for printing

and publishing. It also promotes interdisciplinary approach and cross-cultural perspectives in the learning process.

## Feature of Honours Programme

The department has launched its Master's Programme in 2016-2017 sessions with 30 students, and now offers the regular Honours Programme from 2017-2018 academic sessions. The students of the Honours Programme have to attend minimum 32 courses equivalent to 128 credits to be carried in 8 (eight) semesters in fulfillment of the requirements for the degree of BSS. The students have to appear for 100 marks for each course that carries the value of 04 (four) credits. The students have to attend four courses in each semester. The Allocated 100 marks are comprised of 50 marks for sessional phase and 50 marks for final exam. In sessional level, the students would have 20 marks for mid-term exam, 15 for presentation, 10 for assignment in addition of 05 marks for class attendance and participation.

At the end of two semesters in one academic year the students have to face viva as per following stages and proportion.

End of	1st year (1st and 2nd semester)	: 10 Marks
End of	2nd year (3rd and 4th semester)	: 10 Marks
End of	3rd year (5th and 6th semester)	: 10 Marks
End of	4th year (7th and 8th semester)	: 20 Marks
<b>Total</b>		<b>: 50 Marks</b>

The students have to attend two compulsory courses at final semester (8th semester) and to go for producing a monograph of 100 marks or to have internship to a printing or publishing house of same marks, equivalent to one course. Besides they have to appear in one comprehensive test in 8th semester for 50 marks covering all the courses taught from 1st to 8th semesters, in addition of 50 marks allocated for oral exam. All the marks to be obtained by the student at oral exams in the first, second and third phase would be adjusted with the marks of final oral test.

## Field of Faculties

The department is quite strong with full strength of teaching staffs and has been running by highly qualified faculty members who are nationally and internationally acclaimed in diversified disciplines such as Mass Communication and Journalism, Publishing, Editing and Print Production, Bangla, English, Management and Graphic Design, etc. They have multifarious qualities and technical experiences and abilities to teach the students as per the demand and of the rapid changes of printing and publishing industry of the world.

## Mission and Vision

The immediate target or mission of the programme is to provide at least 20% academically-trained workforce for the printing and publication industry of Bangladesh by 2025, gradually replacing the traditional on-going system of recruiting 'On-The-Job' trainees/workers to make the industries more compatible to stand by the side to the leading printing and publishing industries of the world.

The ultimate goal or vision of the department is to secure and sustain a top position at the order of the ladder of high-ranking and well-acclaimed disciplines of printing and publication in a shortest possible time to establish it really a Centre of Excellence in the sub-continent, and to make it a true institution for academic pursuit and research in printing and publication sector.

## Faculty Members of the Department of Printing and Publication Studies

### CHAIRMAN

#### Dr. Sudhangshu Sekhar Roy

Ph.D. in Mass Communication and Journalism  
University of Dhaka, Bangladesh

M.A. in Mass Communication and Journalism  
University of Dhaka, Bangladesh

### LECTURER

#### Md. Mahfuzur Rahman

M.S.S. in Mass Communication and Journalism  
University of Dhaka, Bangladesh

B.S.S. (Honours) in Mass Communication and Journalism  
University of Dhaka, Bangladesh

#### Shilpy Begum

M.S.S. in Mass Communication and Journalism  
University of Dhaka, Bangladesh

B.S.S. (Honours) in Mass Communication and Journalism  
University of Dhaka, Bangladesh

#### Mohosina Islam

M.S.S. in Mass Communication and Journalism  
University of Dhaka, Bangladesh

B.S.S. (Honours) in Mass Communication and Journalism  
University of Dhaka, Bangladesh

#### Sheikh Jinat Sharmin

M.S.S. in Mass Communication and Journalism  
University of Dhaka, Bangladesh

B.S.S. (Honours) in Mass Communication and Journalism  
University of Dhaka, Bangladesh

## ADJUNCT FACULTY MEMBERS

### Dr. Bimal Guha

Ph.D. in Modern Poetry  
University of Dhaka, Bangladesh

M.A. in Bangla  
University of Chittagong, Bangladesh

B.A. (Honours) in Bangla  
University of Chittagong, Bangladesh

Special Course in Publishing, Editing & Print Production  
Napier Polytechnic of Edinburgh, U.K.

### Khan Mahbubul Alam (Khan Mahbub)

M.Com. in Management  
University of Dhaka, Bangladesh

### Dr. Manzurul Islam

Ph.D. in Scholarly Publishing  
Kennedy-Western University, California, USA

M.A. in English  
University of Dhaka, Bangladesh

P.G. Diploma in Mass Communication and Journalism  
University of Dhaka, Bangladesh

Advanced Course in Professional Publishing  
Stanford University, California, USA

### Sanjiv Kanti Das

M.F.A. in Graphic Design  
University of Dhaka, Bangladesh

B.F.A. in Graphic Design  
University of Dhaka, Bangladesh

## The order of the courses of BSS Honours Programme in Printing and Publication Studies

### 1ST SEMESTER

PPS 101 : History of Printing and Publishing

PPS 102 : Introduction to Communication

PPS 103 : Bangla Writing Skills

PPS 104 : English Writing Skills

### 2ND SEMESTER

PPS 105 : Printing and Publication Sectors in Bangladesh

PPS 106 : Basic Concepts of Publishing

PPS 107 : Basic Computer Skills

PPS 108 : Copy Editing and Proofreading

### 3RD SEMESTER

PPS 201 : Theories of Printing and Publication

PPS 202 : Bangladesh Studies

PPS 203 : Institutional and Other Publications

PPS 204 : Publishing in Global Perspectives

### 4TH SEMESTER

PPS 205 : Professional and Creative Writing

PPS 206 : Society and Culture

PPS 207 : Finance and Economic Process

PPS 208 : Color, Ink and Paper

### 5TH SEMESTER

PPS 301 : Graphic Design, Illustration and Photography

PPS 302 : Ethics and Laws of Printing and Publishing

PPS 303 : Academic Writing

PPS 304 : Editing for Academic and Non-academic Writing

## 6TH SEMESTER

PPS 305 : Design and Make-up  
PPS 306 : Children's Publication  
PPS 307 : Acquisition and Editorial Management  
PPS 308 : Publishing House Management

## 7TH SEMESTER

PPS 401 : Library Management and Warehouse Control  
PPS 402 : Principles and Process of Printing  
PPS 403 : Research Methodology  
PPS 404 : Art of Binding

## 8TH SEMESTER

PPS 405 : Market Research and Business Promotion  
PPS 406 : e-Publishing  
PPS 407 : Monograph  
OR  
PPS 408 : Internship  
PPS 409 : Comprehensive and Oral

---

**Note:** The code of the courses 'PPS' stands for Printing and Publication Studies.

## 1ST SEMESTER

### PPS 101: History of Printing and Publishing

The course encompasses the study of printing and publishing culture ranging from antiquity to the present with emphasis on the current situation prevailing in the world, and in Bangladesh. It will investigate shifts from orality to literacy, from writing to printing, and finally from analog to digital publishing. The course will explore the history of creation, production and dissemination of printed materials through different culture, social-economic and political contexts over time exploiting different nature of media.

With successful completion of the course, students will have a complete understanding about the evolving history of printing and publishing. The students will learn about the evolution of printing technologies from the Gutenberg's movable type to today's 3-D printing. They will be able to know the growth and expansion of printing mechanism and relevant technologies in Bangladesh with the changes of different political, social and cultural phenomenon.

### Suggested Readings:

Eisenstein, E. L. (2005). *The Printing Revolution in Early Modern Europe*. Cambridge, UK: Cambridge University Press.  
Crompton, S. W. (2004). *The Printing Press* (1st Edition). USA: Chelsea House Publishers.  
Ghosh, A.(2006). *Power in Print*. New Delhi: Oxford Press.  
Kipphan, H. (2001). *Handbook of Print Media Technologies and Production Methods*. Berlin: Springer.  
Page, A. (2006). *Developments in Printing Technology*. UK: Pira International Ltd.  
McLuhan, M. (1962). *The Gutenberg Galaxy: The Making of Typographic Man*. Toronto, Canada: University of Toronto Press.  
Adams, J. M. (1996). *Printing Technology (4th ed.)*. Thomson Learning.  
রাব্বী, ফজলে (২০০২)। ছাপাখানার ইতিকথা। ঢাকা: বাংলা একাডেমি।  
সুর, শ্রী অতুল (১৩৮৫)। বাংলা মুদ্রণের দু'শো বছর। কলকাতা: জিজ্ঞাসা।  
বন্দ্যোপাধ্যায়, চিত্তরঞ্জন (১৯৮১)। দুই শতকের বাংলা মুদ্রণ ও প্রকাশন। কলকাতা: আনন্দ পাবলিশার্স।

আহমেদ, মহিউদ্দীন (১৯৮৬)। *মুদ্রণ শিল্প*। ঢাকা: বাংলা একাডেমি।  
মাহবুব, খান (২০১২)। *বই বইমেলা ও প্রকাশনার কথকতা*। ঢাকা: আহমেদ প্রকাশনী।

### PPS 102: Introduction to Communication

The course is designed to provide the students a thorough knowledge on all basic tenets and concepts of human communication. It will make the learners capable to define the concept of communication in various context and forms, understand perception, and analyze the audience in various perspectives. It will also help them to identify the printing and publishing as an integral component of communication.

The topics to be discussed for the course include: concepts of communication, types and classification of communication, process of communication, models of communication, functions of communication, process of perception, concepts of audiences, nonverbal communication, visual communication, and defining printing and publishing as a process of communication, etc.

#### Suggested Readings:

Pearson, J. C., & Nelson, P. A. (2000). *An Introduction to Human Communication: Understanding and Sharing*. New York, NY: McGraw Hill.  
Pearson, J. C., Nelson, P. A., Titsworth, S., & Harter, L. (2011). *Human Communication*. New York, NY: McGraw Hill.  
DeVito, J. A. (2015). *Human Communication: The Basic Course (13th Edition)*. Boston: Pearson.  
Berlo, D. K. (1966). *The Process of Communication*. New York, NY: Holt, Rinehart and Winston.

### PPS 103: Bangla Writing Skills

The prime objective of the course is to help the students to develop strong and effective writing skills in Bangla at their every academic level as well as in their professions later. They will have strong ideas with the basics of Bangla language and its writing pattern, style and structure.

After completion of the course the students will have a firm ground

on sentence structure, correct spelling, proper use of grammatical signs, paragraphs, and use of phrases and idioms, etc. The students will be able to possess all kinds of lingual techniques and tools to have full command of writing Bangla in a very easy and meaningful manner.

#### Suggested Readings:

চট্টোপাধ্যায়, শ্রী সুনীতিকুমার। *সরল ভাষা-প্রকাশ বাঙ্গলা ব্যাকরণ*। কলিকাতা: বাক্ সাহিত্য প্রাইভেট লিমিটেড।  
মামুদ, ড. হায়াৎ। *ভাষা শিক্ষা*। ঢাকা: দি অ্যাটলাস পাবলিশিং হাউস।  
মামুদ, ড. হায়াৎ। *বাংলা লেখার নিয়মকানুন*। ঢাকা: অবসর প্রকাশনী।  
হক, মাহবুবুল। *বাংলা বানানের নিয়ম*; ঢাকা: সাহিত্য প্রকাশ।  
হক, মাহবুবুল। *বাংলা ভাষা: কয়েকটি প্রসঙ্গ*। ঢাকা: অবসর প্রকাশনী।  
*প্রমিত বাংলা বানানের নিয়ম*। ঢাকা: বাংলা একাডেমি।  
আল-মুতী, আব্দুল্লাহ্ ও আনিসুজ্জামান (সম্পাদিত)। *সংবাদপত্রে বাংলা ভাষা*। ঢাকা: বাংলাদেশ প্রেস ইনস্টিটিউট।  
হক, ড. মাহবুবুল (২০১৭)। *খটকা বানান অভিধান*। ঢাকা: প্রথমা।

### PPS 104: English Writing Skills

The course will highlight the basic rules of English writing such as picking right and appropriate words and phrases, idioms, usage of clauses, usage of prepositions, different kind of pronouns, usage of verbs and adverbs, and types, pattern and style of framing sentences.

At the end of the course students will be able to identify basic mistakes in writing articles for books, journals, souvenirs, etc., or any other printing materials which are necessary for everyday communication. The course will also help the students to enhance their ability to write essay, story or any narratives in English language. They will later gradually develop strong command to write book, essay, and article for newspaper or magazine, etc.

#### Suggested Readings:

Hacker, D. A. (2010). *Writer's Reference*. Boston, USA: Bedford st, Martin's.  
Paige, W. & Glazier, T. *The Least You Should Know About English: Writing Skills*.  
Eastwood, J. (2008). *Oxford Learner's Pocket Grammar*. Oxford, UK: Oxford University Press.  
Diana, H. K. *Writing Skills*. Educator Pub Services.

## 2ND SEMESTER

### PPS 105: Printing and Publication Sectors in Bangladesh

The course is designed to familiarize the students with the sprawling printing and publishing sectors of Bangladesh in order to develop confidence among them about the job prospects in this field. The course will, therefore, cover a modest overview of the scenario of printing and publishing sectors in Bangladesh in the light of global perspective as the nature and demographic pictures of printing and publication houses, or the socio-economic profile of manpower of those industries are worthwhile to understand.

The students will also have the understanding on nature and functions of job, the state and status of the employees, and creative and managerial functions in this field. The trends, challenges, causes for changes, and challenges of printing and publication sectors of Bangladesh will also be covered.

#### Suggested Readings:

Islam, M. (1987). *The Bookworld in Bangladesh*. Dhaka: Publication and Information International.

মাহবুব, খান। *বইমেলা ও বই সংস্কৃতি*। ঢাকা: জাগতি প্রকাশনী।

### PPS 106: Basic Concepts of Publishing

Publishing is the process of act of generating and structurally compiling information and knowledge in a form of a book, magazine, newspaper, etc. This course, thus, will discuss all the conceptual things and the elements of publishing, and to have some understanding on terms and terminologies of publishing.

The topics to be covered in the course are: Definition and process of publishing, planning for publication, knowing the reader, rules for readability, right words for right readers, relationship between author and editor, authors' queries about readers, means for finding quality manuscripts, etc. Students, thus, will gain clear

understanding of judging publishing materials for appropriate readership.

#### Suggested Readings:

Guthrie, R. (2011). *Publishing: Principles & Practice*. London: SAGE Publications Ltd.

Bullock, A. *Book Production*. London: Routledge.

Datus C. S. Jr.. *A Guide to Book Publishing*. WA, USA: University of Washington Press.

Herbert S. B. *The Art and Science of Publishing*. Austin & England: University of Texas Press.

Lewis, A. (2016). *So you want to publish a magazine*. London: Laurence King Publishing.

Spicer, R. (1993). *How to Publish a Book*. Plymouth: How to Books Ltd.

Clark, G. (2001). *Inside Book Publishing*. New York, NY: Routledge.

Smith, K. (2012). *The Publishing Business: From p-books to e-books*. Switzerland: AVA Publishing.

Edited (2006). *Dictionary of Publishing and Printing*. London: A & C Black Publishers Ltd.

মাহবুব, খান সম্পাদিত। *গ্রন্থ চিন্তন (যন্ত্রস্থ)*। ঢাকা: কথাপ্রকাশ।

### PPS 107: Basic computer Skills

The course will ensure the students to have primary introduction to the computer. While going through the course they will learn about general computing concepts including basic commands on MS office packages, uses of computer in printing and publishing.

The course will have a special focus on software packages related to printing procedure, eg., Adobe illustrator, Adobe In-design, Adobe Photoshop, Quark-Express, etc. The ultimate goal of this course is to make the students enable to apply computer skills in their academic pursuit and in profession later.

#### Suggested Readings:

Harlow, L. M. *Build Your Computer Skills*.

Sherman, J. *Basic Computer Skills Made Simple*.

Misty, E. V. (2014). *Discovering Computers*. USA: Cengage.

Joe, H. (2010). *Microsoft Office 2010 In Depth*. USA: Que Publication.

### PPS 108: Copy Editing and Proofreading

The course is designed to understand and apply the refining tools and techniques of making any kind of printed materials more easier, readable and meaningful. The students will, therefore, learn basic concepts of editing and proofreading. They will also learn to identify the various points at which editing and proofreading is required during refinement of manuscript and book production stages.

At the end of the course, students will be able to detect all anticipated errors and mark alterations to any text using widely used editing and proofreading symbols. They will have the capacity about the way of minimizing correction costs in terms of space and time during copyediting and proofreading practice. Students will also be able to identify important queries and take appropriate action to resolve problems and errors in the process of editing.

#### Suggested Readings:

Butcher, J. (2006). *Copy-Editing* (4th Edition). Trumpington Street, UK: Cambridge University Press.

*The Chicago Manual of Style*. USA: The University of Chicago Press.

*Council of Biology Editors Style Manual*. USA: Council of Biology Editors.

Frazell, D. L. (1996). *Principles of Editing*. McGraw-Hill.

মাহমুদ, কাদের (২০১২)। *বই প্রকাশের কলাকৌশল: লেখক, সম্পাদক, প্রফ-পাঠক ও প্রকাশকের ব্যবহারিক গ্রন্থ*। ঢাকা: সাহিত্য প্রকাশ।

আজাদ, হুমায়ুন (২০১৬)। *বাক্যতত্ত্ব (তৃতীয় সংস্করণ)*। ঢাকা: ঢাকা বিশ্ববিদ্যালয় প্রকাশনা সংস্থা।

## 3RD SEMESTER

### PPS 201: Theories of Printing and Publication

The course is designed to introduce the students with the prominent theoretical ideas of printing and publishing. The students will be aware about the importance of studying printing

and publication as a discipline, and have the ability to learn the core theoretical thoughts on printing and publishing. Thus, building a strong foundation on the theoretical aspects of printing and publishing the students will be able to provide quality output for the industry.

The course focuses on different theoretical aspects of communication like rhetoric theories connected with printing and publication, theories of uses and gratification, theories of cognition, theories of reading and information-processing, theories of visual communication, theories of aesthetics, theories of semiotics, theories of readability, color theory, Gestalt's law of typography, etc.

#### Suggested Readings:

Baran, S. J., & Davis, D. K. (2012). *Mass Communication Theory: Foundations, Ferment, and Future* (6th Edition). Boston, MA: Wadsworth, Cengage Learning.

Griffin, EM. (2012). *A First Look at Communication Theory* (8th Edition). New York, NY: McGraw Hill.

Smith, K. L., Moriarty, M., Kenney, K., Barbatsis, G. (2004). *Handbook of Visual Communication: Theory, Methods, and Media* (Ed.). London: Routledge.

### PPS 202: Bangladesh Studies

The course has been designed to provide the students an overall insight of Bangladesh on different avenues of historical perspectives ranging from politics to administration, environment to economy, globalization to culture, good governance to human rights, etc., and some other tenets of the land which earned the freedom through an War of Liberation in 1971. The course would thus encourage critical thinking, knowledge enrichment and problem solving ideas for the students of present generation.

The core objective of this course is therefore to help students to become more knowledgeable and worthy citizen of Bangladesh with liberal outlook and good ambassadors of the country to the



people of the other countries. They will also to carry the torch of transmitting actual history of our struggle and cultural heritage to future generations to keep our land in right track.

#### Suggested Readings:

Chowdhury, A. M. & Alam, F. (2002). *Bangladesh on the Threshold of the Twenty first Century* (ed.). Dhaka: Asiatic Society of Bangladesh.

রহমান, শেখ মুজিবুর (২০১২)। *অসমাপ্ত আত্মজীবনী*। ঢাকা: দি ইউনিভার্সিটি প্রেস লিমিটেড।

মুরশিদ, গোলাম। *হাজার বছরের বাঙালি সংস্কৃতি*। ঢাকা: অবসর প্রকাশনী।

ইসলাম, কামরুল। *বাঙালির আত্মপরিচয় ও অন্যান্য*। ঢাকা: সারথত।

রায়, নীহারঞ্জন। *বাস্তবীকৃত ইতিহাস (আদি পর্ব)*। কলিকাতা: দে'জ পাবলিশিং।

আহমদ, আবুল মনসুর। *আমার দেখা রাজনীতির পঞ্চাশ বছর*। ঢাকা: খোশরোজ কিতাব মহল।

#### PPS 203: Institutional and Other Publications

The course is intended to enrich the students with clear idea of institutional publications and fundamental principles of publishing for different institutional and organizational purposes.

Students will also get introduced with the basic concepts of publishing such as rules, formats and production of different publishing materials from a creative aspect as well as public relations purposes. The course will aim at making the students capable of developing new ideas and innovative presentation by designing and publishing documents such as brochures, newsletters, booklets, leaflets, banners, invitation cards, flyers, calendars, souvenirs and other relevant institutional and corporate publications.

#### Suggested Readings:

Arntson, A. E. (2012). *Graphic Design Basics* (6th edition). USA: Wardsworth.

Conover, C. (2011). *Designing for Print*. USA: John Wiley & Sons.

Belsky, S. (2012). *Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality*. USA: Penguin Group.

Wolfe, B. (1998). *The new banner book*. New York: Morehouse Publishing.

Landa, R. & Gonnella, R. (2001). *Visual Workout Creativity Workbook*. USA: On Word Press.

Judkins, R. (2015). *The Art of Creative Thinking*. UK: Sceptre.

#### PPS 204 : Publishing in Global Perspectives

This course introduces students to scan the current scenario in the field of publishing under global perspectives. They will learn about the nature of global publishing industries and the process of publishing system of international standard. Students will also gain knowledge of export and licensing process, international trade and trade policy with emphasis on contemporary global policy issues.

Students by this course, be able to understand manuscript and right transferring procedures, tariff and non-tariff-barriers, regional trade arrangements and new trade issues: such as labour standards, human rights and environmental protection, export subsidies etc. The course will also illustrate key models and issues in international finance in global publishing sector, global capital market, international parity relations, foreign investment and capital movement system, etc. They will be well versed in co-publication systems and policy to make our research and intellectual thought to international community, and vice-versa.

#### Suggested Readings:

Crompton, S. W. (2004). *The printing press* (1st Edition). USA: Chelsea House Publishers.

Kipphan, H. (2001). *Handbook of Print Media Technologies and Production Methods*. Berlin: Springer.

Page, A. (2006). *Developments in Printing Technology*. UK: Pira International Ltd.

McLuhan, M. (1962). *The Gutenberg Galaxy: The Making of Typographic Man*. Toronto, Canada: University of Toronto Press.

Adams, J.M. (1996). *Printing Technology* (4th ed.). Thomson Learning.

Ramano, F. (1996). *Pocket Guide to digital pre-press*. Thomson Learning.

Guthrie, R. (2011). *Publishing: Principles & Practice*. London: SAGE Publications Ltd.

Baverstock, A. (2008). *How to Market Books*. London and Philadelphia: Kogan Page.

## 4TH SEMESTER

### PPS 205: Professional and Creative Writing

Professional writing requires a specialised communication skill, organized thought and persuasive approach of convincing target people in offices and business houses. Students, thus, will learn how to write letters, documents, speeches, minutes etc. in a professional and courteous manner to promote business. Secondly students will also be equipped with creative writing method through which one's thoughts, feelings or emotions are expressed to entertain or educate someone. This course will cover major writing genres, such as short story, poem, memoir, travelogue, biography and narrative essay, etc.

After completion of the course, the students will be able to apply appropriate tools to express their ideas as required in right situation, and will know the art of writing both for professional and creative, use of metaphor and imagery and proper choice of words.

#### Suggested Readings:

Terk, N.. *Professional Writing Skills*.  
Roman, K. & Raphaelson, J. *Writing that works*.  
Guffey, M. E.. *Essentials of Business Communication*.  
Strunk, W. Jr.. *The Elements of Style*.  
Bell, J.. *The Creative Writing Course Book*.

হক, সৈয়দ শামসুল। *মার্জিনে মন্তব্য*। ঢাকা: অবসর প্রকাশনী।

### PPS 206: Society and Culture

The course gives an overview of a society and its multifarious culture with emphasis on the social pattern, relationships of individuals and groups within a system. The students will have understanding on social rules and norms, socialization process, class structure, ethnicity and race, religion, and social changes. The course will discuss about attitudes of the society towards unequal power and privileges between genders in terms of roles acquisitiveness,

status and participation, etc. They will have a clear understanding about in equality, patriarchy and different school of thoughts about all these issues.

#### Suggested Readings:

Giddens, A., & Griffiths, S. (2006). *Sociology* (5th Ed.). UK: Polity.  
Hines, S. (forth coming 2017). *Gender, Society and Culture*. Sage Publication.  
*Gender Society and Print Culture in Late-Stuart England: The cultural world of the Athenian Mercury*.  
Gough-Yates, A. *Understanding women's magazines*. London: Routledge.  
Malden, M. A. (1997). *In Capital Culture: Gender at Work in the City*. Blackwell Publishers.  
Lindsey, L (2011). *Gender Roles: A Sociological Perspective* (5th Edition). Upper Saddle River, N.J: Pearson.  
Schaefer, R. T. (2014). *Racial and Ethnic Groups*. USA: Pearson.  
Schaefer, R. T. (2015). *Sociology and Your Life With*. P.O.W.E.R. Learning. USA: McGraw-Hill Education.

হোসেন, সেলিনা। *ভাষা সাহিত্য সংস্কৃতি কথা*। ঢাকা: চন্দ্রাবতী একাডেমি।

### PPS 207: Finance and Economic Process

The course provides an introduction to the theory, the methods and the concerns of finance related to the printing and publishing houses. The course will emphasize capital budgeting techniques, uncertainty and the trade-off between risk and return, security market efficiency, optimal capital structure, financial challenges of a firm and tackling those challenges, etc.

The course will also discuss the basic concept of economics and the principles of economics such as consumer choice; determination of price, market condition; production theory and system, the basis of demand and supply etc.

At the end of the course students would be able to understand and analyze the fundamental financial and economic activities of production, distribution, exchange and consumption at both micro and macro level with special emphasis to the field of printing and publishing.

### Suggested Readings:

Dewett, K.K. & Chand, A. (1984). *Modern economic theory*. New Delhi: Darsh Shyamlal Charitable Trust.

Seth, M. L. (1974). *Principles of economics. Agra*: Educational Publishers.

Speight, H. (1970). *Economics and industrial efficiency: an introduction to managerial economics*. London: Macmillan.

মাহফুজ উইয়া (১৯৭৮)। *বাংলাদেশের অর্থনীতি ও সমাজ*। ঢাকা: ধানসিঁড়ি।

মাহবুব উল্লাহ (২০০৫)। *অর্থনীতি : চলতি প্রসঙ্গ*। ঢাকা: অ্যাডর্ন।

### PPS 208: Color, Ink and Paper

Color, ink and paper are integral parts of any act of printing and publishing. The students of the course will be able to know about the basic chemistry of color, practical application of color theories focusing on the interaction and relativity of color, and to explore the issues of color theory including local, optical, arbitrary and symbolic color system. Students will also gain a basic and practical understanding of mixing color, and will help them exploiting the psychological and emotional effects of color in human culture and society.

The course will also discuss classifications of dyes and pigments, ink mixing and matching, ink drying mechanism; properties and uses of natural and synthetic polymers in ink manufacture. The student has to develop a concrete understanding of different type of papers with different nomenclature, types, sizes and their usages making useful for any kind of printing.

### Suggested Readings:

Kipphan, H. (2001). *Handbook of Print Media Technologies and Production Methods*. Berlin: Springer.

Eldered, N.R. (2001). *What Printer Should Knew about ink*. Pittsburgh: GATF Press.

Norris, F.H. (1952). *Paper and paper making*. London: Oxford University Press.

Kuehni, R.G. (2012). *Color: An Introduction to Practice and Principles (Third Edition)*. New Jersey: John Wiley & Sons, Inc.

Arnold, E. C. (1963). *Ink on paper: A hand book of the graphic arts*. New York: Harper & Row.

Finley, C. (1998). *Printing Paper and Inks*. Thomson Learning.

Leach, R.H., & Pierce, R.J. (1999). *The Printing Ink Manual*. Springer.

## 5TH SEMESTER

### PPS 301: Graphic Design, Illustration and Photography

Design is the key subject to make any print material attractive to the intended audience. A beautifully designed printed material can attract more audience. This course, therefore, intends to make the students capable of doing various forms of designing using illustration and design software and tools. This course will also help students to learn the techniques of photography used for design and illustration process.

Areas to be covered in this course are: Concepts of design, illustration and photography, basic tools of illustration, design using illustration software, theories of photography, techniques of photography, uses of photography in designing products for printing and publication, etc.

### Suggested Readings:

Arntson, A. E. (2007). *Graphic Design Basics*. Belmont, CA: Thomson-Wadsworth.

Lawler, B. P. (2006). *The Official Adobe Print Publishing Guide*. Berkeley, CA: Adobe Press.

DiMarco, J. (2010). *Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques*. New Jersey, USA: John Wiley & Sons, Inc.

Graham, L. (2005). *Basics of DESIGN: layout and typography for beginners* (2nd Edition). New York, USA: Delmar, Cengage Learning.

Lupton, E. (2010). *Thinking with type: a critical guide for designers, writers, editors, & students* (2nd Edition). New York, USA: Princeton Architectural Press.

Sassoon, R. (2002). *COMPUTERS AND TYPOGRAPHY 2*. Bristol, UK: Intellect Books.

Strizver, I. (2006). *Type rules! : The designer's guide to professional typography* (2nd Edition). New Jersey, USA: John Wiley & Sons, Inc.

Baines, P. & Heslam, A. (2002). *Type and Typography*. Hong Kong: Laurence King Publishing Ltd.

### PPS 302: Ethics and Laws of Printing and Publishing

The course is designed to provide the students a thorough knowledge and understanding on all legal instruments and ethical

guidance related to the discipline of printing and publication with special emphasis on copyright laws. It would make the learners very handy and competent how to address all legal bindings and conditions in the process of printing and publishing. The students have to gain clear concepts on ethics, ethical values and their application on social environment through printing materials.

The topics to be covered for the course include: Ethical principles and philosophical foundations of speech and expression, Fundamental rights of Constitution, Copyright laws, Copyright conventions, Plagiarism, Piracy, Rights selling, Intellectual property, Patent and Designs Act, Printing and Publication Acts, Defamation, Indecency, Morality, ICT Act, Contempt of Court, Trademark, Labor Law, etc.

#### Suggested Readings:

Johnston, D. F. *Copyright Handbook RR*. New York: USA Booker Co.

Sanders, K. *Ethics & Journalism*.

*The Patents and Designs Act*, 1911.

Bouchoux, D. E. (2013). *Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets*. Delhi: Cengage Learning.

Case, R. & Giovanella, F. (2015). *Balancing copyright law in the Digital Age: Comparative Perspectives*. Heidelberg, Germany: Springer.

রায়, ড. সুধাংশু শেখর (২০১২)। *সাংবাদিকতা: নীতি শৈলী ও শৈথিল্য*। ঢাকা: পলল প্রকাশনী।

রহমান, গাজী শামছুর। *বাংলাদেশের কপিরাইট আইন*। ঢাকা: বাংলা একাডেমি।

রহমান, গাজী শামছুর (২০১৫, পু:মু:)। *মৌলিক অধিকার, মানহানি, অশ্লীলতা ও দেশদ্রোহিতা আইন*। ঢাকা: পিআইবি।

হক, আবু নছর মো: গাজীউল (১৯৯৬)। *বাংলাদেশের গণমাধ্যম আইন ও বিধিমালা*। ইউনিভার্সিটি প্রেস লি:, ঢাকা ও অ্যামিক, সিঙ্গাপুর।

#### PPS 303: Academic Writing

The course is planned in such a way that the students can learn how to write a research article, book, seminar paper, symposium paper, annual statement, memorial speech, specialized article, edited book, etc.

The students will learn how to collect or generate data for academic pursuit, and use those data in a written paper. They will learn how to keep in mind the ethics of data collection and data usages. They will

also to learn about usages of all available referencing styles for writing research article or books.

#### Suggested Readings:

Swales, J. M. (2004). *Academic Writing for Graduate Students: Essential Tasks and Skills* (2nd Edition). University of Michigan Press.

Barzun, J. *Writing, Editing and Publishin*. Chicago, USA: University of Chicago Press.

Homes, I.. *Peer Review and Manuscript Management in Scientific Journals*. Malden, USA: Blackwell Publishing.

Myers, S. E. *Author and Editor at Work: Making a Better Book*. Canada: University of Toronto Press.

#### PPS 304: Editing for Academic and Non-academic Writing

The objective of this course is to provide students clear understanding about advanced level of editing of comparatively difficult text. For that they need to enhance their techniques and skills of editing research books, articles, reports, etc. as well as fictions for target readers. They will have strong technical ideas of checking accuracy of information, accuracy of references and citations, maintaining house-style, style of spelling, etc. both for highly academic and non-academic publications.

They need to edit any sort of fictional writings such as short stories, poetries, essays, articles as well as research based reports, speech, translated books and classics. The course will also to cover of handling technically difficult texts or reviewing of any new book of international standard which hits the readers' stand.

#### Suggested Readings:

Gross, G. *Editors on Editing*. New York. USA: Harper & Row.

O'Connor, M. *How to Copyedit Scientific Books*. Philadelphia, USA: ISI Press.

Butcher, J. *Copy-Editing*. Cambridge, UK: Cambridge University Press.

Stainton, E. M. *Author and Editor at Work: Making a Better Book*. Canada: University of Toronto Press.

Huth, E. J. *Medical Style and Format: An International Manual for Authors, Editors and Publishers*. Philadelphia, USA: ISI Press.

Islam, M. (2016). *A Manual of Style and Standards in Academic Writing, Editing and Publishing*. Singapore: Partridge.

## 6TH SEMESTER

### PPS 305: Design and Make-up

Aesthetical beauty is very important for making a printed product attractive and acceptable to readers. A good cover design, for instance, of any publication gives a tantalising taste of its subject inside, which usually attracts readers. A book with very important and interesting contents may fail if it is poorly designed or ornamented. This course, therefore, intends to teach the students various techniques of book art and designing exploiting the concept of beauty of layout design, etc. They will also learn the aesthetical foundation of book-art and designing.

The topics to be covered in the course are: Basic concepts of book art, book design, tools of book art, tools of book design, aesthetics of book art and designing, etc. They will also know about page-make-up and layout, copy fitting, typography typeface design and special designs like information graphics, chart, tables, boxes, etc.

#### Suggested Readings:

- Dolin, S. & Lapidow, A. *Book Art Studio handbook*.  
Astroth, S. *Make Spectacular Books*.  
Sawyer, B. *DIY Bookbinding Bind Your Own Book by Hand*.  
Bertoli, G. R. *Technical Graphic Communication*.  
Adrian Bullock, *Types and Typography*.  
Turnbull, A. *The Graphics of Communication*.  
Lahiri, J. (2016). *The Clothing of Books*. New York: Vintage Books.  
Baines, P. & Heslam, A. (2002). *Type and Typography, Hong Kong*: Laurence King Publishing Ltd.  
রায়, ড. সুধাংশু শেখর (১৯৯৩)। *শিল্প ও যোগাযোগ*। ঢাকা: প্যারাগন পাবলিশার্স।  
ইসলাম, সৈয়দ মনজুরুল (১৯৮৬)। *নন্দনতত্ত্ব*। ঢাকা: বাংলা একাডেমি।  
কায়সার, মামুন (২০০৭)। *বাংলা বইয়ের প্রচ্ছদ*। ঢাকা: বাংলা একাডেমি।

### PPS 306: Children's Publication

Children's publications get the extra attention throughout the world for providing more specialized product applicable for the children who now-a-days are mostly confined in their houses and sometimes

in schools. The course, thus, provides the opportunity to the students to focus on this specialized publication with emphasis on specialized literature, illustration and other reading materials useful for children.

The students will be able to explore and analyze children's level of readability and understanding. Students will also learn about the set criteria of children's publication and will be able to evaluate them. They also learn how to make children's publication with more attractive look in design and with fascinating contents. The course will also discuss about psychological concerns that will suit this age-group of readers both in contents and its production.

#### Suggested Readings:

- Damon, W. & Richard, L. M. (2006). *Handbook of Child Psychology*. New Jersey: Holoken.  
Peter Hunt (1991). *Criticism, Theory and Children's Literature*. Oxford University Press.  
Arbuthnot & Hill, M. (1957). *Children and books*. Chicago: Scott.  
Thompson, G. G. (1969). *Child psychology : growth trends in psychological adjustment*. Bombay: The times of India.  
খান, মো. ফেরদাউস ও বেগম, খাতেমুন আরা (১৯৮৫)। *শিশু*। ঢাকা: বাংলা একাডেমি।  
রহমান, আতোয়ার (১৯৯৮)। *শিশু সাহিত্য : নানা প্রসঙ্গে*। ঢাকা: বাংলা একাডেমি।

### PPS 307: Acquisition and Editorial Management

An editor always represents a publishing house. He is the nucleus of a publishing house and works as a catalyst between authors and readers. In rendering services in a publishing house the editor has to oversee all editorial functions from record keeping to final proof of any printing material and also look for quality manuscript from authors, commissioning renowned authors to develop new ideas into marketable reality, as opposed to simply assessing unsolicited manuscripts.

They also will be equipped with all editorial functions, the role of an editor and the qualities of a good editor, etc. After completion of the course, the students will be well-versed about editorial responsibilities, and will be able to know how to collect writings from authors, how to rearrange those articles, how to edit, and how to distribute those easily to target audiences.

### Reference Books:

Butcher, J. (2006). *Copy-Editing*. Cambridge, UK: Cambridge University Press.  
Stainton, E. M. *Author and Editor at Work : Making a Better Book*. Ontario, Canada University of Toronto Press.  
Barzum, J. *On Writing, Editing and Publishing*. Chicago, USA: University of Chicago Press.  
Lee, M. *Book Making: The Illustrated Guide to Design, Production, Editing*. New York, USA: R.R. Bowker Co.

### PPS 308: Publishing House Management

This course will discuss the key concepts in printing and publishing management such as scope and functions of management; development of organizational theories/approaches; principles of management, cost in general, one-time costs and variable costs, ways of reducing production costs etc.

The students will also be able to build printing and publishing project, including business plan, plan of addressing the readers and communication with clients. Students will gain knowledge about company profiles, acquisitions and changes; production, distribution and marketing processes; scope and purposes of human resource management; work-force planning, reward and remuneration processes; project management; employment rules and professional ethics. They will also get a broad understanding of entire costing procedure in the process of any production of printing materials.

#### Suggested Readings:

Field, G.G. (1996). *Printing Production Management*. Livonia, New York: Graphic Arts Publishing Inc.  
Phillips, A. & Clark, G. (2008). *Inside Book Publishing*. USA: Routledge.  
Mahwah, B.A. (2006). *Handbook Of Media Management And Economics*. New Jersey, London.  
Greco, A. N. (2005). *The Book Publishing Industry*. New Jersey: Lawrence Erlbaum Associates.  
Ruggles, P. (1996). *Printing Estimating: Digital and Traditional costing methods for graphic imaging* (4th ed.). Thomson Learning.  
Baverstock A. (2008). *How to Market Books*. London and Philadelphia: Kogan Page.

## 7TH SEMESTER

### PPS 401: Library Management and Warehouse Control

The course covers the study on Library and warehouse management, evaluation of warehouse administration and library performance. The course will provide comprehensive discussion in analytical and methodological approaches on managerial function related to the library and warehouse establishment. The course will also discuss basic library management techniques such as coding, cataloging, indexing, and functions of warehouse personnel.

At the end of the course the students will be able to understand the basic theories and principles of library system and warehouse administration for effective management of publishing product materials.

#### Suggested Readings:

Kaula, P. N. (1965). *Library science today*. Bombay: Asia.  
Gates, J. K. (1976). *Introduction to Librarianship*. McGraw Hill.  
Warekar, W. (2010). *Library science research and database books*. New Delhi: Cyber Tech.  
Panda, B. D. (1993). *Library administration and management*. New Delhi: Anmol.  
Gillespie, A. & Wakelin, D. (eds.) (2013). *The Production of Books in England (1350-1500)*. Cambridge: Cambridge University Press.  
আলী, মো. সাঈদাত (২০০১)। *আধুনিক গ্রন্থাগার ও তথ্যবিজ্ঞান*। ঢাকা: কাকলী প্রকাশনী।  
কবীর, আবুল ফজল মো. ফজলে (২০০৭)। *বাংলার গ্রন্থাগার*। ঢাকা: বাংলা একাডেমি।

### PPS 402: Principles and Process of Printing

This course aims to equip the students with the know-how of machines and technologies used in the field of printing and publishing which is a pre-requisite to be a specialist in publishing area to make quality print production. Students will also know the principles of printing procedures.

At the end of the course, the students will learn about type-setting

methods, the operation of various types of printing machines, plate making process, laminations process, cutting process, folding process, binding process, packaging process, and operation of machines used in the process of printing. They will also be able to understand the process of production of any printed product using different class and generation of machines and technologies.

#### **Suggested Readings:**

Kipphan, H. (2001). *Handbook of Print Media Technologies and Production Methods*. Berlin: Springer.

Edited. *Development of Post-press technology*. Pira International.

*Printing Office Procedure*. London, UK: British Printing Industries Federation.

Gutherie, R. (2011). *Principles and Practice*. London: Sage Publishing Ltd.

#### **PPS 403: Research Methodology**

The course structure is designed in a way that the learning of Research Methodology can move from Mugging up syndrome to fun-practical method; from a teaching process to an experimental process, from memorizing to brainstorming, from clearing the examination to feedback learning, from knowledge transfer to knowledge creation, from competitive learning to collaborative learning. The course will focus to identify the problem of a research project, formulating the statement of the research, research methods, techniques, approach, theory, tools, data collection process, data analyses, findings presentation, using of references, etc.

The core objective of the course is to impart research skills to the beginners and help them to improve the quality of carrying any research project independently and to prepare research proposal or report in a structured manner.

#### **Suggested Readings:**

Kothari, C. R. *Research Methodology: Methods and Techniques*. India.

*Council of Biologes Editors Style Manual: Council of Biology Editors*, MD, USA: Bethescla.

*A Book of Research Mythology*. IER, DU.

Wimmer, R. D. & Dominick, J. R. (2011). *Mass Media Research* (9th Ed.). Boston, USA: Wadsworth.

Neuman, William. N. (1997). *Social Research Methods: Qualitative and Quantitative Approaches*. Boston: Allyn & Baccon Publishers.

#### **PPS 404: Art of Binding**

Binding is considered as the wrap-up stage of any project of publishing. It is not mere collating of printing sheets together and sewing them in bound-form, it is something an art of presenting publications to public in an attractive form. Some printing materials, however, can be delivered without binding like posters, stationary items, etc.

This course, thus, will focus on the necessity and the art of binding, and will discuss on various kinds of bindings like case binding, perfect binding, mechanical binding, saddle stitching etc. Students will also get clear idea about binding procedures- folding, collating, trimming, embossing, laminating, etc.

#### **Suggested Readings:**

Cockerell, D. *Book Binding and the Care of Books*. New York, USA: Taplinger Publishing Co.

*The Chicago Manual of Style*. Chicago, USA: University of Chicago Press.

*Pocket Pal: A Graphic Arts Production Hand book*. New York, USA: International Paper Company.

*Printing Office Procedures*. London, UK: British Printing Industries Federation.

Lahiri, J. (2016). *The Clothing of Books*. New York: Vintage Books.

### **8TH SEMESTER**

#### **PPS 405: Market Research and Business Promotion**

The course covers the concepts and tools that one learner needs to successfully develop a marketing strategy for a business, product or services. Starting with understanding consumers and the market research techniques, students will be able to learn how to correctly assess market, putting focus on target groups, position the product and to implement suitable marketing programs that will aid to achieve success.

Besides, the course will cover how the research and promotion will work with the printing and publication ends. For that the students will have some understanding of using the techniques of advertising and public relations for selling or promoting the products, services and goodwill.

#### **Suggested Readings:**

- D'Alessandro, Z., Winzar, L. B., & Babin (2014). *Marketing Research* (3rd Asia-Pacific Edition). Melbourne: Cengage Learning.
- Malhotra, N. *Marketing Research: an Applied Orientation* (Sixth Edition). USA: Pearson Prentice Hall.
- Chakrapani, C. and Deal, K (2010). *Modern Marketing Research: Step-by-Step*.
- Robinson, H. (1991). *Promotional marketing: Ideas and Techniques for success in sales promotion*. USA: NTC Business Books.
- Kotler, A. *Principles of Marketing* (15th Edition).
- Bovee, A. (1992). *Contemporary Advertising*. USA: Irwin.
- Clark, G. (2001). *Inside Book Publishing*. New York, NY: Routledge.
- Brown, S. (2006). *Consuming Books: The Marketing and Consumption of Obtevalure*. Oxford: Routledge.
- Williams, K. (2017). *Book Marketing Made Simple*. Portsmouth, Hampshire: Librotas Books.
- Smith, K. (2012). *The Publishing Business: From p-books to e-books* Switzerland: AVA Publishing.
- Cole, D. (2003). *The Completed Guide to Book Marketing*. New York: Allworth Press.

#### **PPS 406: e-Publishing**

E-publishing basically produces digital content. The course, thus, focuses on some basics of electronic publishing including e-publishing workflow, file formats, metadata, digital assets management, eMedia specifications and publishing tools. The students will be able to achieve the skills in using appropriate digital software to create interactive pdfs, e-books, electronic journals and magazines.

Students will also have to use publishing contents exploiting new media and will have to create a functional website, blog and other

online content. Core objective of this course is to develop the skill and expertise of the students to prepare online books and other digital publications.

#### **Suggested Readings:**

- Andrew (2005). *Build Your Own Standards Compliant Website Using Dreamweaver 8: A Practical Step-by-Step Guide to Mastering Dreamweaver 8*. USA: Sitepoint.
- Cohen, S. and Burns, D. (2014). *Digital Publishing with Adobe InDesign CC: Moving Beyond Print to Digital* (1st Edition). USA: Adobe Press.
- McKesson, N. and Witwer, A. *Publishing with eBooks: An Introduction to Creating Ebooks for the iPad*. USA: O'Reilly Media.
- Thompson (2012). *Books in the digital age*. USA: Wiley.
- Smith, K. (2012). *The Publishing Business: From p-books to e-books*. SA, Switzerland: AVA Publishing.
- Gutherie, R. (2011). *Publishing: Principles and Practice*. London: Sage Publishing Ltd.

#### **PPS 407: Monograph**

The objective of this course is to equip the students of writing a monograph in the area of printing or publishing. A student needs to go for rigorous study under supervision of a teacher throughout the semester, and the regular meeting with the supervisor for proper guidance is obligatory. The student will select an area for the monograph that defines scope, plans for documentation and reporting, anticipated activities, schedule, and conclusion. The outline of the planned project of the monograph must be approved by the assigned supervisor to bring it to a conceptual form.

#### **Suggested Readings:**

- Gunter, B. *Media Research Methods*.
- Wimmer, R. D. & Dominick, J. R. (2011). *Mass Media Research* (9th Ed.). Boston, USA: Wadsworth.
- Urbanik, G. C. & S. Plous (2015). *Research Randomizer (Version 4.0) [Computer software]*. Could be retrieved from <http://www.randomizer.org>.
- Glaser, Barney G. & Anselm L. Strauss (1967). *The Discovery of grounded Theory: Strategies for qualitative research*. Chicago: Aldine Publishing Company.

আলম, ড. খুরশীদ (২০০৯)। সমাজ গবেষণা পদ্ধতি। ঢাকা: কবির পাবলিকেশন্স।



Or,

**PPS 408: Internship**

This course will provide passage to every student under supervision of a teacher for under going an internship programme in any printing, publishing, packaging or binding industry/house to have hands-on and practical knowledge and will submit a report that appraises students work experience. She or he will be under guidance of a responsible person in the place of internship too.

After completion of the course, students will have developed ideas on working characteristics of printing, publishing or any concerned houses. They will be able to master sufficient skills in practical areas such as editing, designing, production position, sales and marketing, communication patterns, organizational pattern, editorial management, etc. to become an expert in publishing or printing field.

**PPS 409: Comprehensive and Oral**

The students under this course are required to sit for a comprehensive exam which covers all the obligatory basic courses they completed through all the semesters of the discipline of the Printing and Publication Studies. The exam focuses on overall conception or comprehensive vision, basic theories, analysis and basic practical orientation with the printing and publication industry. The aim of this course is to assess the students' overall understanding and fundamental knowledge about the vast academic area of Printing and Publication studies in their four year academic pursuit.