

BOOKS  
PUBLISHING  
LIBRARIES  
LITERACY  
LEARNING  
INFORMATION SOCIETY

20 - 22 OCTOBER 2006

the fourth  
international conference  
on

the book

EMERSON COLLEGE, BOSTON



[www.Book-Conference.com](http://www.Book-Conference.com)

## The Book Conference, 2006

The Fourth International Conference on the Book is to be held at Emerson College in Boston, Massachusetts, USA from 20-22 October 2006. The conference will address a range of critically important themes relating to the book and its surrounds — including the past, present and future of publishing, libraries, information, literacy and learning in the information society. Main speakers will include some of the world's leading thinkers and innovators in the areas of publishing, editing, librarianship, printing, authoring and information technologies, as well as numerous paper, colloquium and workshop presentations by researchers and practitioners.

This is a conference for any participant in the world of books — authors, publishers, printers, librarians, IT specialists, book retailers, editors, literacy educators and academic researchers. All are encouraged to register and attend this significant and timely conference. A range of travel, tour and accommodation options is also available.

Participants are also welcome to submit presentation proposals, either as 30 minute papers, 60 minute workshop, or jointly presented 90 minute colloquium sessions. Parallel sessions are loosely grouped into streams reflecting different perspectives or disciplines. Each stream also has its own talking circles a forum for focused discussion of issues.

Presenters may choose to submit written papers for publication before or after the conference in the International Journal of the Book, a fully refereed academic journal. Virtual participants can also submit papers for refereeing and publication in the Journal.

If you would like to know more about this conference, visit the Book Conference site — this site is regularly updated. You might also wish to subscribe to the Conference Newsletter through this site.

### BACKGROUND

#### The Fourth International Conference on the Book

In the context of today's rapid developments in information technologies, the book is indeed old medium of expression. Do the new media (the internet, multimedia texts and new delivery formats) represent a threat or an opportunity? What is the book's future, as a creature of and conduit for human creativity? These are the key questions that will be addressed at the Book Conference 2006.

This conference will address the provocative suggestion that, rather than being eclipsed by the new media, the book will thrive as a cultural and commercial artefact. More than this, the information architecture of the book, embodying as it does thousands of years' experience with recorded knowledge, may well prove critical to the success of the new media.

Following the success of our 2003 conference, held in Cairns, Australia, the 2004 Conference, held in Beijing, China and the 2005 Conference in Oxford, UK, the Book Conference 2006 will provide a forum for participants in the book publishing industry, librarians, researchers and teachers from around the world to discuss the past, present and future of the book, and with it, other key aspects of the information society, including publishing, libraries, information systems, literacy and education.

Our partner in this conference is Emerson College renowned for its undergraduate, graduate and continuing education programs in communication, communication sciences, journalism, visual and media arts, performing arts and writing, literature and publishing. The faculty includes nationally recognized scholars as well as professionals who work in these fields.

Boston is one of the great publishing cities of the world. It also has some of the world's greatest libraries, including Harvard's Widener Library, the Boston Public Library (one of the few public libraries listed as a major research library by the ALA); the J.F. Kennedy Library (which holds the Hemingway Papers) and the Boston Athenaeum, a private library founded in the 1830s, just ten minutes away from Emerson College by foot.

Emerson College is situated on Boston Common, on the famous Freedom Trail, an urban footpath that wanders through 'revolutionary' Boston.

## Conference Advisory Committee and Editorial Advisory Board of the International Journal of the Book

- Mary Kalantzis, RMIT University, Melbourne, Australia.
- Bill Cope, Common Ground Publishing, Melbourne, Australia.
- David Emblidge, Emerson College, Boston, USA.
- Angus Phillips, Oxford International Centre for Publishing Studies, Oxford Brookes University, Oxford, UK.
- Howard Dare, Collie Director, International Centre of Graphic Technologies, RMIT University, Melbourne.
- Jason Epstein, Chief Executive Officer, 3 Billion Books, New York, USA.
- Greg Bain, General Manager, University of Queensland Press, Brisbane, Australia.
- Jan Fullerton, Director General, National Library of Australia.
- José Borghino, Executive Director, Australian Society of Authors.
- Patrick Callioni, Australian Government Information Management Office.
- Susan Bridge, Chief Executive, Australian Publishers Association.
- Kathleen Mapperson, Chief Executive, Australian Booksellers Association.
- Norman Paskin, Director, International DOI Foundation, Oxford, UK.
- Michael Cairns, President, Bowker, USA.
- Alfred Rolington, Chief Executive Officer, Jane's Information Group.
- Oliver Freeman, Neville Freeman Agency, Sydney, Australia.
- Renato Iannella, Chief Scientist, IPR Systems Pty Ltd, Australia.
- John Man, Author, London, UK.
- Colin Steele, Director Scholarly Information Strategies, The Australian National University.
- Laurie Gerber, Director of Business Development, Language Weaver, San Diego, USA.
- Richard Vines, Enhanced Printing Industry Competitiveness Scheme/Printing Industries Association of Australia.

## Who Should Attend

- Publishers: trade, educational, academic/reference.
- Librarians.
- Academics, research students and teachers with an interest in creative and technical writing, literacy, publishing and editing, printing, e-publishing, e-learning etc.
- Academics in the fields of management, social sciences and education/training.
- IT professionals with an interest in e-publishing.
- Authors who seek to have their craft and creativity firmly positioned in the complementary worlds of books and new media.
- Educators with an interest in educational publishing and e-learning.

## Location

Emerson College  
120 Boylston Street  
Boston, MA 02116  
USA

## Supported and Sponsored by

- Emerson College, Boston, USA.  
<http://www.emerson.edu>



- The Globalism Institute, RMIT, Melbourne, Australia.

## Conference Organisers



- Common Ground

# OVERALL THEME 2006: ACCESS, DIVERSITY AND DEMOCRACY

## THEME 1: Authors' Ways with Words

- Narratives and their representation: past, present and future.
- Academic publishing at the crossroads: journals, monographs and eprints.
- Professional and technical writing: new media and new messages.
- Creative writing: so what's creativity, and how is it taught?
- Writing for children in an era of competing pleasures.
- Language and cultural revival: new authors finding old voices.
- Word processing, html and the digital tools of the contemporary author's trade.

## THEME 2: Publishers' Ways with Words

- The long and short of publishing: mass markets versus niche markets; long run versus short-run publishing.
- The work of the editor: past traditions and new roles.
- Marketing the book: meeting the consumer amidst an overload of retail commodities.
- Publishing ebooks.
- Small presses and specialist presses: prospects and opportunities.
- Digital rights management: The electronic future of copyright.
- Publishing as a tool of knowledge management.
- Publishing as a means of capacity development.
- Managing the content workflow: from desktop publishing to open standards.
- The history and sociology of publishing.

## THEME 3: Typesetters' and Printers' Ways with Words

- Perspectives on the history of book production, printing and typography.
- Fonts and typography: the challenge of open source.
- The changing role of the designer.
- Unicode and typesetting in an era of multilingual internationalism.
- Multilingual publishing processes, human translation and machine translation.
- Printers adopt electronic standards: the Job Definition Format.
- Print-on-demand and digital print: new ways of making the old product.

## THEME 4: Electronic Ways with Words

- Electronic reading devices: what works and what doesn't.
- Reading the phone: content delivery on 3G devices.
- Standards for digital rights management.
- Repurposing content and multipurpose publishing.
- Digital supply chain management—the journey of the cultural content, from the creator to the consumer.
- Barriers and possibilities for disability access to electronic and other published material.

## THEME 5: Librarians' Ways with Words

- Librarians' work today.
- eBooks in libraries
- MARC and MODS and METS—and other electronic cataloguing acronyms.
- Metadata and resource discovery.
- Indexing and cataloguing in the electronic age.

## THEME 6: Booksellers' Ways with Words

- Retailing realities—the bookstore of the past meets the bookstore of the future.
- Bookstores online: creating new local and global markets.
- B-2-B ecommerce: the rise and rise of the ONIX standard.
- Book data: expanding access.

## THEME 7: Learners' Ways with Words

- The textbook as a medium of instruction.
- 'Learning objects' and elearning.
- Print-on-demand in the new learning environment.
- Distance learning: old challenges and new opportunities.
- The place of text in a multimedia learning environment.
- Educational electronic publishing standards: IMS, SCORM and others.

## THEME 8: Readers' Ways with Words

- The past, present and future of reading.
- Print literacy in an era of multimodal communications.
- Readers' experiences of electronic reading devices.
- From reader to user: how does the screen change the role of the reader?

## SCOPE AND CONCERNS

### The Book Conference and The International Journal of the Book

#### *Futures of the Book*

Whether by the measure of the East or the West, the book is an old medium of representation. In China, paper was invented in the year 105, wood block printing in the late sixth century, book binding in about 1000, and moveable type by Bi Sheng in 1041. In Western Europe, the codex, or bound manuscript, emerged in the fourth century, and metal type and the printing press were invented by Johannes Gutenberg in 1450. Within fifty years of Gutenberg's creation, print shops were to be found in every major city and town in Europe, and 23,000 titles and eight million volumes had been printed.

The consequence was a new way of representing the world. Contents pages and indexes ordered textual and visual content analytically. A tradition of bibliography and citation arose in which a distinction was made between the author's voice and ideas and the voice and ideas of other authors. Copyright and intellectual property were invented. And the widely used modern written languages we know today rose to dominance and stabilised, along with their standardised spellings and alphabetically ordered dictionaries, displacing a myriad of small spoken languages and local dialects. (although the main language that dominated Europe for centuries was Latin...)

The impact was enormous: modern education and mass literacy; the rationalism of scientific knowledge; the idea that there could be factual knowledge of the social and historical world; the nation state of interchangeable individuals; the persona of the creative individual author. All these are in part consequences of the rise of book culture, and give modern consciousness much of its characteristic shape.

We are today on the cusp of another revolutionary transition, or at least the numbers tell us that we are. In December 1995, sixteen million people were connected to the Internet. By December 1997, the figure had risen to 101 million; by December 1999, 201 million; by September 2001, 516 million; and by September 2002, 606 million. At the end of 2001, 29 million Chinese citizens were connected to the Internet; by June 2002, this figure had risen to 46 million. By the end of 2002, there were 275,000 Internet users in Uzbekistan, compared to 137,000 a year previously. Within a decade of its invention, ten per cent of the world's population has become connected to the Internet, and almost no place remains untouched.

And so we find ourselves thrust into a new universe of textual media. In one moment, the commentators supply us with utopian readings; in the next, apocalyptic. Leaving behind the linear world of the book, they speak of hypertext and non-linear readings, of formerly passive book readers whose wilful navigation choices have turned them into active users of texts; and of the representation of virtual worlds in which the distant is brought so close, instantly and palpably. In moments of gloom, they also speak of a new inequality—the information inequality that is the result of the 'digital divide'. And they speak of a world of reduced human interaction, as sedentary persons increasingly find themselves tethered to machines.

Do the new electronic media foretell the death of the book? This is one of the key questions addressed by The Book Conference and the International Journal of the Book. To answer this question, we need to reflect on the history and form of the book, as well as the electronic texts which, it is alleged, pose a threat. And our conclusion may well be that, rather than being eclipsed by the new media, the book will thrive as a cultural and commercial artefact.

Here are three possibilities for the book in the digital age:

#### ACCESS

As well as the conventional printed book (and there is little doubt that people will always be taking that old printed and bound artefact to the beach or to bed, for the foreseeable future at least), the same text may also be available in a range of alternative media. It could also be available on computer screen or printed to paper on the spot, as there is hardly a computer without a printer. It could be something that is read on an ebook reading device. It could be rendered to audio via speech synthesis. Or it could find itself coming to life through new electronic media currently in development, such as the paper-like plastic substrates that can be read from reflected light. The result will be greater and easier access to books, and new markets: the student who needs to have a chapter of a book tonight for an assignment due in tomorrow; the person who is visually impaired and wants the voice synthesised version, or another person who wants to listen to the text while driving their car; the traveller who instantly needs just one piece of information from a travel guide and for whom a small piece of text on their mobile phone, about a particular monument or the nearby restaurant, is sufficient; or the teacher who wants to use some textual material as a 'learning object' in an electronic learning environment.

## DIVERSITY

The traditional book business ran on economies of scale. There was a magic number, somewhere around the 3000 mark, that made a book viable—worth the trouble to write, print and distribute. Of course, the longer the print run, the better it was, according to the underlying logic of mass production. Costs reduced the longer the run, and access was at the cost of diversity. Mass production made for mass culture. Supporting this was a cumbersome infrastructure of slow moving inventory, large scale warehousing, expensive distribution systems and heavily stocked retail outlets—bad business in every respect, and providing little return for anyone who made books their livelihood, and least of all authors.

It's not only the electronic reading devices that change the economies of manufacturing scale. Variable digital print does the same thing. One thousand different books can be printed in one run, and this entails no more cost than printing one thousand copies of the same book. Small communities with niche markets now play on the same field as large communities with mass markets. Book printing machines the size of a one hour photo lab will be located in schools, in libraries and in bookstores, all of which will now be able to 'stock' any or even every book in the world.

## DEMOCRACY

These developments will favour small communities of interest and practice. They will lower the entry point to the world of publishing. Museums, research centres, libraries, professional associations and schools might all become publishers. They'll be more than happy if a title sells a few hundred copies, or is even provided to the world for free—options that were not previously possible. As for quality, publishing decisions will be made by communities who feel deeply for their domain of content, for that is their domain of interest and expertise. It has never been the case that quantity, the traditional mass market measure of success, equates with quality. This equation will prove even less tenable in the future.

Thousands of publishers and millions of new titles need not add up to information overload. There is already more than any one person can digest, yet we manage to find ways to locate what suits our particular needs and interests. The result of expanded publishing opportunities can only be good—a more healthy democracy, a place of genuine diversity. Digital print will also provide a means to cross the digital divide. If you can't afford a computer for every person in a readership (a school in a developing country, for instance, or a new literature in a small, historically oral language), proximity to computers and digital print will still allow cheap printed materials to be produced locally. There will be no need to buy someone else's language and culture to fill a local knowledge gap. This could be a world where small languages and cultures could flourish, and even, as machine translation improves, find that smallness does not mean isolation.

So what is the book's future, as a creature of and conduit for human invention? The digital media represent an opportunity for the book more than a threat.

For that matter, on closer examination, what's supposed to be new in the digital media is not so new at all. Hypertext's contribution is mechanical: it automates the information apparatuses that the printed book managed by page numbering, contents pages, indexing, citation and bibliography. And as for the virtual, what more did the written word and the printed image do than refer, often with striking verisimilitude, to things that are not immediately present. Indeed, the information architecture of the book, embodying as it does thousands of years' experience with recorded knowledge, provides a solid grounding for every adventure we might take in the new world of digital media.

These are just a few of the principal concerns of The Book Conference and the International Journal of the Book. They provide a forum for participants in the book publishing industry, librarians, researchers and educators to discuss the book—its past, present and future. Discussions range from the reflective (history, theory and reporting on research) to the highly practical (examining technologies, business models and new practices of writing, publishing and reading).

The digital media have arrived. Let's hold them to their promise of access, diversity and democracy. Long live the book!

## STREAMS

The conference is divided into streams. These are very loosely grouped, approximating perspectives, knowledge-bases, professional practices or disciplines. As much as possible, we try to program parallel sessions relating to each stream into the same room. This means that it would be possible, if one wished, to follow the same stream for the whole conference. Each stream also has its own talking circle, a forum for focused discussion of issues.

You will be asked to select one or more streams when you submit a presentation proposal. If you select more than one stream or 'other', the conference organisers will choose a stream based on a reading of your title and abstract, or which seems to fit best with other presentation proposals that have been submitted.

### Book Conference 2006: Conference Streams

- Books, Writing and Reading
- Publishing
- Libraries
- Literacy
- Educational Resources and Learning
- Information Society, and Print and Electronic Texts
- Other



## The International Journal of the Book

Registration in the Book Conference allows participants the opportunity to publish in an academic journal. Presenters have the option to submit their papers for refereeing and publication in the International Journal of the Book, before the conference and up to one month after the conference. Papers submitted for publication will be fully refereed. To submit, at least one author of each paper must be registered to attend the Book Conference (to a maximum of one paper per registered author - which means, for instance, that two registered authors may submit two jointly authored papers).

For those unable to attend the conference in person, virtual registrations are available. This provides participants access to the electronic version of the Journal, and also the option to submit papers for refereeing and publication in the International Journal of the Book.

All registered participants will be given access to the full electronic version of that year's International Journal of the Book.

Papers are published continuously to the Journal's online bookstore, as soon as the publication process is completed for each paper (and that can be any time before the conference, and continues after the conference as papers are refereed). The full volume of the Journal is published annually.

If full refereeing of your final paper is required before the conference in order to attend in-person, papers should be submitted more than three calendar months before the opening date of the conference.

It is possible to attend and present at the conference without submitting or publishing a formal written paper if you choose not to do so.

## REGISTRATION OPTIONS

Early Registration Discount  
(by 20 December 2005)  
\$AU750.00 (\$US583.43 | €474.82)

Full Conference Registration  
\$AU850.00 (\$US661.22 | €538.13)

One Day Registration  
\$AU500.00 (\$US388.95 | €316.55)

Student Registration  
\$AU500.00 (\$US388.95 | €316.55)

Virtual Registration  
\$AU300.00 (\$US233.37 | €189.93)

Registration Fee Waiver  
(For further information,  
visit the conference website)

## CONTACT

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