NATIONAL OPEN UNIVERSITY OF NIGERIA

JLS 842

Introduction to web Publishing

Module 2

JLS 842 (Introduction to Web Publishing) Module 2
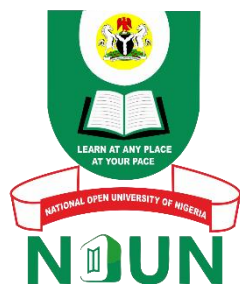
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Unit 1 E-Books

1.0 Introduction

E-books are becoming more popular as technology advances. While the younger generations are learning the ways of the e-book quicker than others, some members of older generations would rather stick to printed books. And while some authors are embracing the new technological world of authorship, others are repelled by it, refusing to publish electronically. Despite the opinions shared by some authors, e-books are popular phenomenon, not only for readers, but for writers as well. The meaning of e-book, history of e-book and types of e-book are going to be discussed in this unit.

2.0 Objectives

At the end of this unit, you should be able to:

- explain the nature of E-Books
- explain the advantages and disadvantages of E-Books
- identify the categories of E-Books
- identify the type of E-Books
- discuss the formats of E-Books
- explain how to create an E-Book.

3.0 Main Content

3.1 Meaning and Definitions of E-Books

There are quite a lot of discussions about what exactly can be called the E-Books, which is also called electronic book, online book or e-book, but for the purpose of this course, let us define electronic book as any book, which can be downloaded and read on a computer or special reader. The publishing world is in a state of flux at the moment concerning the future of books, although there is an almost universal agreement that the future of books involves the electronic format in one way or another.

An e-book is an abbreviation for electronic book, also often called a digital book. The text that forms the e-book is a digital version of a printed book and can be read on a computer, a handheld device such as an e-reader or an e-book device and can sometimes, be read on cell phones, depending on the brand or make. It is common, however, that people who invest in e-books use an e-reader or personal computer to read their electronic books (Jane, 2013). An e-book is therefore a book composed in or converted to digital format for display on a computer screen or handheld device.

An electronic book is an electronic version of a traditional print book that can be read by using a personal computer or by using an eBook reader. An eBook reader can be a software

application for use on a computer, such as Microsoft's free Reader application or a book-sized computer that is used solely as a reading device, such as Nuvomedia's Rocket eBook.

Users can purchase an eBook on diskette or CD, but the most popular method of getting an eBook is to purchase a downloadable file of the eBook or other reading material from a Web site to be read from the user's computer or reading device. Generally, an e-book can be downloaded in five minutes or less (Rouse, 2005). An e-book, as noted by Nomeh (2012) can be described as any book publication in digital form or any electronic or digital version of a written work like a book, document, pamphlet, etc. E-books or online books are written works like books or documents that can be readable on e-book readers, computer or any other electronic enable devices that can read digital version of a book.

Thus, an e-book is seen as a text and image-based publication in digital form produced on, published by and readable on computers or other digital devices. E-books are presented visually or aurally, with the audio book as a precursor to, and limited exemplum of, electronic publishing's potential.

The foregoing implies that an e-book is the electronic counterpart of a printed book, which can be viewed on a desktop computer, laptop, smartphone or e-book reader. When traveling, a large number of e-books can be stored in portable units, dramatically eliminating weight and volume compared to paper. Electronic bookmarks make referencing easier, and e-book readers may allow the user to annotate pages.

Although fiction and non-fiction books come in e-book formats, technical material is especially suited for e-book delivery because it can be searched (Encyclopedia, n.d.). The major problem with e-books is the many formats competing for prime time, including Adobe PDF, Microsoft Reader, eReader, Mobipocket Reader, EPUB, Kindle and iPad (Encyclopedia, n. d.). Although it is not necessary to use a reader application or device in order to read an e-book, most books can be read as PDF files, they are popular because they enable options similar to those of a paper book. Readers can bookmark pages, make notes, highlight passages and save selected text.

In addition to these familiar possibilities, e-book readers also include built-in dictionaries, and alterable font sizes and styles (Rouse, 2005). Some e-books can be downloaded for free or at reduced cost, however, prices for many e-books, especially bestsellers are similar to those of hardcover books, and are sometimes higher (Rouse, 2005).

3.2 History of E-Books

Historically, Van Dam is generally referred to have coined the term "electronic book." However, the first e-book can be traced back to 1940s with the index Thomisticus, a heavily annotated electronic index to the works of Thomas Aquinas and it was prepared by Roberto Busa (Nomeh, 2012). However, some writers had argued that electronic books started in the early 1960s and 1970s. Still, some claimed that e-books or electronic book was born with the first steps of project Gutenberg, a digital library for books from public domain.

According to the research done by E booksworldblog, history has it according to Wikipedia that early e-books were generally written for specialty areas and a limited audience, meant to be read only by small and devoted interested group. The scope of the subject matter of

these e-books included technical manual for hardware, manufacturing techniques and other subjects (Nomeh, 2012). Jane (2013) avers that the e-book was first developed in 1971 by Michael Hart. He was the founder of the Gutenberg of Illinois University, a public library of digital books.

The first e-book conference took place in Gaithersburg, Maryland, in 1998, in which a series of regulations were addressed in terms of standardizing e-books. It was not until 2001, however, when Stephen King published "Riding the Bullet" as an e-book that the phenomenon became a success. He sold numerous copies for a small fee and it was then that publishers and authors saw the potential of e-books (Jane, 2013).

With the quick wide spread of the Internet worldwide, booksellers began selling books online within and outside their home country, offering excerpts on their Web sites. Libraries began creating Web sites as a virtual window as well as digital libraries stemming from their print collections (Nomeh, 2012). Marie Lebert reported that other publications like the newspapers and magazines being available online, as well as their archives.

According to him, some journals became only electronic to skip the cost of print publishing, while offering print on demand. Some newsletters, magazines and journals started online from scratch, skipping a print version. Many authors began to create Web sites to self-publish their book or post it while waiting to find a publisher.

One early e-book implementation was the desktop prototype for a proposed notebook computer, the *Dynabook,* in the 1970s at PARC: a general-purpose portable personal computer capable of displaying books for reading.

In 1992, Sony launched the Data Discman, an electronic book reader that could read e-books that were stored on CDs. One of the electronic publications that could be played on the Data Discman was called *The Library of the Future* (Wikipedia, n. d.). Early e-books were generally written for specialty areas and a limited audience, meant to be read only by small and devoted interest groups. The scope of the subject matter of these e-books included technical manuals for hardware, manufacturing techniques and other subjects.

In the 1990s, the general availability of the Internet made transferring electronic files much easier, including e-books (Wikipedia, n. d.).

3.3 Advantage of E-Books

E-books have the following advantages:

Spatial Benefits: There are millions of e-books available on the Internet today. Mobile availability of e-books may be provided for users with a mobile data connection, so that these e-books need not be stored on the device. An e-book can be offered indefinitely, without ever going "out of print". In the space that a comparably sized print book takes up, an e-reader can potentially contain thousands of e-books, limited only by its memory capacity. If space is at a premium, such as in a backpack or at home, it can be an advantage that an e-book collection takes up little room and weight.

Mechanical and Multimedia Benefits: E-book Web sites can include the ability to translate books into many different languages, making the works available to speakers of languages not covered by printed translations. Depending on the device, an e-book may be readable in low light or even total darkness. Many newer readers have the ability to display

motion, enlarge or change fonts, use Text-to-speech software to read the text aloud for visually impaired, partially sighted, elderly or dyslectic people or just for convenience, search for key terms, find definitions or allow highlighting bookmarking and annotation.

Additionally, e-books allow for readers to look up words or find more information about the topic immediately. Material can be organized as the author prefers and is not limited to a linear path through the book as hyper-text can allow a number of paths through the material. Printed books use three times more raw materials and 78 times more water to produce than e-books.

Distributive and Access Benefits: While an e-book reader costs much more than one book, the electronic texts are at times cheaper. Moreover, great shares of e-books are available online for free, minus the minimal costs of the electronics required. For example, all fiction from before the year 1900 is in the public domain.

Also, libraries lend more current e-book titles for limited times, free samples are available of many publications and there are other lending models being piloted as well. E-books can be printed for less than the price of traditional new books using new on-demand book printers. An e-book can be purchased, downloaded and used immediately, whereas when one buys or borrows a book; one must go to a bookshop, a home library or public library during limited hours or wait for a delivery.

Control: The editor of electronic books has total control over his work; the person can be the publisher, distributor and bookshop owner at the same time; and this is hardly possible with traditional book publishing.

Delivery Cost: There are no delivery costs; no mailing, no postage, no handling, no printing costs, etc. Since the work is available on the net, the publisher does not spend any money supplying the work to the readers as the readers can easily access   the   work online.

3.4 Disadvantages of E-Books

Below are some of the advantages of e-books, as identified by Scott (2013):

1. Screen glare and eyestrain are a severe concern for numerous possible customers of e-book technologies. A major concern of reading from a good e-book reader could harm the eyes. The show resolution of computer screens and electronic devices is even less than the print quality produced by a publishing push.
2. Reading from a computer lacks the knowledge and comfort of reading from a book. A paper book can be opened and turned, while a good electronic text is much more difficult to navigate.
3. E-books have unreliable life span. Paper has a much longer life span compared to most digital forms of storage space. Simply because of the rapid development of new computer systems it is difficult to assess whether the software or even hardware will become out-of-date.

   As new hardware is actually developed buildings should be put into location to permit for the migration of existing materials to the new platforms so that they can be utilized. Techniques of preserving the electronic documents should also end up being created. A high degree of dependability of the gear should be component of the electronic devices that manage the replacements for printed books.

4. It can end up being hard to distinguish yourself from "almost anyone.' for just about anyone can help to make a good e-book. To make your book equivalent to a "real" book, you should find and assess several e-book publishers prior to making a deal. A fancy website doesn't guarantee a excellent publisher. Look from their e-books and see in the event that your own suits in with that mix.

The electronic publishing industry, as noted by UNESCO (2010) can be divided into three basic categories: commercial, subsidy, and self-publishing:

Commercial e-publishing: Commercial e-publishers function like commercial print publishers. Manuscripts are accepted on the basis of quality and marketability and go through a process of review, editing and proofreading before publication. Most commercial e-publishers accept fewer than 10% of submissions. Writers pay no fee for publication and receive royalties. Commercially published e-books are sold primarily through the publisher's Website, but are also available on most online bookstores, including Amazon.com and Barnes and Noble. Distribution in traditional bookstores, however, is still limited. However, as all e-books have ISBNs, they can be ordered through any bookstore.

Subsidy e-publishing: Subsidy e-publishers produce and distribute books for a fee. Authors receive a royalty, which is usually comparable to that offered by commercial e-publishers. Unlike commercial e-publishers, subsidy publishers provide little screening, except for offensive content such as pornography or hate material and usually accept any manuscript, regardless of quality.

Most subsidy publishers provide no editorial services or proofreading (though some offer such services for an extra fee); books are posted exactly as submitted. Subsidy publishers also offer few promotional services; the responsibility for promoting a book rests primarily with the author.

Like commercially published e-books, subsidy-published e-books are available through most online bookstores, but very rarely found in traditional bookstores. However, like commercially published e-books, they have ISBNs and can be ordered from any bookstore.

Self-publishing: Self-publishing is a process in which the author is entirely responsible for producing his/her own book, from development to publication, to marketing. Most often, a self-published e-book will be posted upon the author's own site. In self-publishing, the author formats the text or arranges for formatting and is responsible for obtaining the ISBN and copyright registration. The author is directly responsible for publishing expenses and receives all revenues from book sales.

3.6 Types of E-Books

Nomeh (2012) classifies e-books into the following:

- Flat e-book
- Embedded media books
- Interactive books.

Flat E-books: Flat E books include e-books that have quite increase in colour and come with annotation features such as high lighten and text note taking. Common vendors that can do this include Amazon, Inkling, and Kno; although each of this is creeping into the next class of e-book. Vendors usually will do conversion for free and then charge a slice of the

proceeds. This can be a drawback, as can the fact that reading is done via a proprietary systems and most vendor do not share product analytics. But if you want to get started simply and quickly, flat e-books are a cost efficient way to get started (Gammon's blog, 2012).

Embedded Media Books: Embedded media books include the features of the flat e-books with audio, video and animations. This type, however, is referred to as semi-interactive. This class of e-book augments flat books with audio, video and animations. They are semi-interactive (Gammon's blog, 2012). There is a pretty wide range of vendors in this space. You can go into apps, for example with vendors like Hurix and YuDu. Terms vary across the gamut of work for hire and royalty agreements. In this class too, you need not necessarily expect a lot of upfront cost on software builds (Gammon's blog, 2012).

Interactive Books: Interactive books as the name connotes, is the type of e-book that is a 2-way performance, such as viewing a video and responding to it and the system should remember and often react to those responses. This class is what people really mean when they think of next generation textbooks. True interactivity is 2-way and persistent. Viewing video is not interactive, unless you can respond to it and the system should remember and often react to those responses. Of course, this is most important for disciplines like education (Gammon's blog, 2012).

Jaebi (2013) classifies e-books into the following:

Amazon Kindle: As of March 2011, the most popular type of e-book is the one used by Amazon's Kindle. The file format used by Kindle is .azw, and is proprietary software created specifically for use on Amazon's e-reader. The Kindle e-book uses Digital Rights Management (DRM), which prevents unauthorised copying or use of the Amazon-purchased e-books on non-Kindle software. Amazon has released Kindle applications for devices such as the iPhone/iPad and Google Android, allowing users to purchase and view Amazon e-books via Whispernet, a framework for delivering Kindle e-books.

E-Reader: The e-Reader e-book format is created by Palm Digital Media, a company currently owned by Barnes and Noble. E-Reader uses the .pdb file format and is a freeware programme, meaning it can be used by consumers and as a platform for development by software makers. This flexibility makes eReader e-books available for many popular digital devices and computers by installing eReader software. In addition, anyone can create eReader e-books using Drop book or eBook Studio. eReader books are sold on eReader.com.

EPUB: EPUB is the e-book format developed by the International Digital Publishing Forum. The format itself is based on the open standards of Open Publication Structure, a variant of HTML, XML and the ZIP compression format. Because these   technologies are widely used on the Internet and by computers, the EPUB file format can be used on Kobo eReaders, Apple's iBook app, Barnes and Noble's Nook eReader and   several   other software and devices.

Broadband E-Books: The Sony Corporation-developed Reader uses a type of e-book known as Broadband Ebooks, or BBEB for short. Broadband e-books use the. lrf file extension. All BBEB e-books are published with DRM encryption, which prevents the e-books from being accessed on non-Sony Reader equipment. According to Steve Haber, Sony Reader president, the company has sold millions of the eReader and was developing an app to work with Apple iOS (iPhone/iPad). In February 2011, the Sony Apple app met with compatibility complications, pushing back the project indefinitely.

Hirsh (2013) classifies E-Books into the following:

ePub: A cross-platform (Windows, Macintosh and Linux compatible) format based on XHTML programming, the ePub electronic book format can be created by and read on a variety of proprietary and non-proprietary software, making it a widely used format for creating accessible electronic books. It uses the same basic programming as Web pages, with special functions dependent on the skills of the programmer and the abilities of the reading device.

Amazon Kindle: Amazon's Kindle is a popular electronic book reading device that has its own type of electronic book file denoted by the file extension. azm. AZM files have restrictions on the way they can be used based on digital rights management (DRM) procedures. These files are intended to be read only on the Kindle. The Kindle is designed to read these files and may also be able to read other file types but it may corrupt their formatting.

Adobe Books: Sony's reader and the Barnes and Noble reader known as the Nook both read Adobe e-book and PDF files. Adobe e-books can also be read on Windows-based computers and Macintosh computers running OS X or newer systems. It offers bookmarking features but is considered less user-friendly than many other formats.

Mobile Pocket: MobiPocket is an electronic book format designed for Windows-based PCs, laptops and mobile devices. In addition to reading books on your device, it offers simple bookmarking and instant table of contents features.

Palm: The Palm electronic book format is similar to the MobiPocket format in features but can be used on mobile devices running Windows Mobile or iPhone and iPod Touch software as well as computers running Windows and Mac OSX.

Microsoft Reader: Designed specifically for Windows-based operating systems, whether on computers or mobile devices, the Microsoft Reader format focuses on presenting clear, easy-to-read text optimised for the computer or device's screen. Other features include the software remembering where you left off when the book last closed and bookmarking options.

iBook: Created for Apple's iPad, iBook format offers specialised touch-screen page flipping technology, aggregated bookmarking features, full color capabilities, last viewed page memory and a graphic user library interface. It is available only for specific Apple devices.

3.7 Formats of E-Books

Here are the most popular formats, along with the advantages and disadvantages of each:

E-mail: It is the simplest way to distribute your work electronically. All that needs to be done is just copy the text of your book into an e-mail message and send it whenever you get a request. If you do not want to be bothered with responding to individual requests, you can even set it up to go out on autoresponder, if that is a feature available through your

Web host. One of the advantages of e-book is that it is easy to create and send on demand. However, this format has limited text formatting and graphic capabilities. E-mail message can be large, unwieldy and hard to read. It requires reader to view on screen or print a paper copy (UNESCO, 2010).

HTML: If you know HTML or have a good Web authoring programme, you can publish your book as an attractive Web page or series of Web pages. You can also put your book online as a plain text file, although that is less attractive and eliminates your ability to use graphics, hyperlinks, etc. The major advantages are: available immediately to anyone who wants to view it. It allows for more attractive graphic design. It can include images, hyperlinks, audio, video, etc. However, it requires reader to view on screen or print a paper copy. Printouts are of unpredictable quality. Text and graphic appearance varies depending upon the browser used (UNESCO, 2010).

PDF (portable document format): With PDF, you essentially create a digital photo of your final book design. Readers across various computer platforms see the text, layout and graphics just as you created them, as long as they have a copy of Acrobat Reader with which to view your book. Just upload the PDF file to your Web site and give readers a link or simply a file name they can access to download your book. It has its own advantages: This format allows print-quality text formatting/graphic design. It can look and "feel" more like a print book, with a fully designed cover, page numbers, index, etc. It can include hyperlinks, searchable features and bookmarking/note-making capabilities. Acrobat makes your e-book perfectly formatted on the customer's screen.

However, it requires reader to own or download Acrobat Reader (though it is free and can be obtained at Adobe's Website http://www.adobe.com). It requires reader to view on screen or print a paper copy. It requires the use of a separate software programme such as Adobe Acrobat or Adobe PageMaker to design your book. PDF can be a large file requiring long download time. The learning curve for the Adobe Acrobat is difficult to master for the graphically challenged (UNESCO, 2010).

Electronic Book Reader: Several companies now manufacture electronic book readers that are about the size of a traditional print book and weigh a couple of pounds. Powered by batteries with a life of several hours, these readers display a digital version of your book on a flat screen or pair of screens. Users can "turn" pages electronically, bookmark passages and even make notes as they read.

In the case of books formatted for hand-held e-readers, such as SoftBooks, RocketBooks, the LibriusMillenium E-Book Reader, etc.; books may be available through a retailer such as Barnes and Noble and downloaded directly to the e-reader. The advantages are: Immediately portable. Allows near-print-quality text formatting and graphic design. They usually have backlit to allow reading even in the dark. However, special reading equipment is indispensable (UNESCO, 2010).

3.8 General Characteristics of E-Books

Below are the general characteristics of e-books, as identified by UNESCO (2010):

- E-books promote reading. People are spending more time in front of screens and less time in front of printed books.

- E-books are good for the environment. E-books eliminate the need for filling up landfills with old books. E-books save transportation costs and the pollution associated with shipping books across the country and the world.

- E-books preserve books. The library of Alexandria was burned and the collection ruined. Richard Burton's wife, after his death and against his wishes, destroyed a book he had been working on for ten years. The original manuscript of Carlyle's *The French Revolution* was lost when a friend's servant tossed it into the fire. E-books are ageless; they do not burn, mildew, crumble, rot or fall apart. E-books ensure that literature will endure.

- E-books are faster to produce than paper books, allow readers to read books about current issues and events.

- E-books are easily updateable, for correcting errors and adding information.

- E-books are searchable. Quickly you can find anything inside the book. E-books are globally searchable: you can find information in many e-books.

- E-books are portable. You can carry an entire library on one DVD.

- E-books free you to do other activities while you are listening.

- E-books can be printable: and thereby give a reader most or all of the advantages of a paper-based book.

- E-books defy time; they can be delivered almost instantly. E-books are transported to you faster than overnight shipping: in minutes or in seconds.

- E-books defy space; e-books online can be read simultaneously by thousands of people at once.

- E-books are cheaper to produce. Thus, small presses can attempt to compete with media giants.

- E-books are cheaper to buy.

- E-books can be annotated without harming the original work.

- E-books make reading accessible to persons with disabilities. Text can be re-sized for the visually impaired. Screens can be lit for reading in the dark.

- E-books can be hyper-linked, for easier access to additional information.

- E-books with additional software and hardware can read aloud to you.

- E-books let you tweak the style. Many e-books allow readers to change the font style, font size, page size, margin size, colors and more.

- E-books may allow the option for the addition of multimedia: still images, moving images and sound.

- E-books, with their capacity for storage, encourage the publishing of books with many pages, books that might be too expensive to produce (and purchase) in paperback.

- E-books can be quickly duplicated, and then distributed to strangers or given to your friends. Worry no more about your loaned books that will never be returned.

- E-books empower individuals to write and to publish and in this way, help to challenge "the crushing power of big publishing" that excludes so many authors

- E-books allow authors to experiment in many themes and styles.

- E-books posted online encourage comments, corrections and feedback, which eliminates mistakes and improves accuracy, especially important when dealing with scientific and technological issues.
- E-books allow publishers to publish and readers to read works by a larger number of authors and works on a wider variety of topics.

3.9 Creating E-book

From this part, you will learn how to create e-book in HTML, PDF and electronic book reader formats.

HTML: One of the options is to create e-book as an HTML file. This method gives you the opportunity to make your e-book a multimedia production, with animation, audio, video, etc. Such e-books can be presented in two ways: as Web site or as executable file. We will discuss the creation of Web sites then we study production of e-journals, so now we will learn to create e-books as executable files. Two basic steps are:

- To create a book as a Web page or series of Web pages;
- To transform these Web pages into executable (EXE) files.

At first, you have to transform the text of your book into HTML format. There are lots of different HTML editors; some of them are free, and some are very expensive and professional. If you have a working knowledge of HTML – it means, if you can create a simple Web page using only a text editor and a browser, you know what software you would prefer for creating HTML files. If not, you can try a "What You See Is What You Get", or WYSIWYG HTML editors, such as Microsoft FrontPage or Netscape Composer for creating HTML files. There is a good chance that you already have one of these programmes installed on your computer. Both of these HTML editors are easy to use as a word processor.

There are a lot of different HTML editors, and we will talk more about that in the section about production of electronic journals or you can use Microsoft Word programme. Most modern Word processors possess the ability to export a document to HTML format, just by saving the file as type "HTML document".

Once you have your HTML pages ready, you can transform them into e-book. This process is called "compiling" (compiling is the process when a computer translates code written in a computer language into an executable form) and is quite easy to do with special software. The HTML compiler software compresses normal HTML files into a self-extracting executable file (EXE). Anyone can download and view e-books produced with any compiler software using any Internet browser. There are many programmes for compiling HTML files into EXE files. For example:

- *HyperMaker HTML* (http://www.bersoft.com/compilers.htm)
- *Neobook*(http://www.neosoftware.com)
- *E-ditor*(http://www.e-ditorial.com/software.html)
- *E-book Wizard* (http://www.ebook-wizard.com)
- And many others at http://www.ebookcompilers.com.

Once your book has been created, the next thing you may need to do is to make it "download ready". This means that you will have to shrink e-book's file size, so that it downloads quickly onto the customer's computer. WinZip (http://www.winzip.com) is a popular compression programme, which makes this task easy. You choose the files you want to compress, and the software does the rest. The file then will have a name like "myebook.zip"

Now you need a way for readers without WinZip to be able to decompress the file. For this, you right-click the zipped e-book file and choose option "create self-extractor" to transform it to executable file. The only thing left to do is to "upload" it to your Web server. It is the same process as uploading a Web page (UNESCO, 2010).

PDF: The Adobe Portable Document Format or PDF is one of formats that preserve formatting of the text regardless of the type of machine being used, and it has become an industry standard for the distribution of documents in electronic format. With a free viewer application, like Adobe Acrobat Reader, anyone can display and print PDF files from his or her computer. Documents in PDF format look just like the printed page. The easiest way to create Adobe PDF files is to use the Adobe Acrobat programme.

Acrobat lets you to convert any document - including entire Web sites - into an Adobe Portable Document Format (PDF) file, with its original appearance preserved, and then distribute it for viewing and printing on any system. Adobe PDF files can have hyperlinks and indexes, making them a convenient way of reading for those that choose not to print the publication. There are also new security features being introduced by Adobe, to help protect document rights and unauthorized distribution. PDF files can be published and distributed anywhere: in print, attached to e-mail, on corporate servers, posted on Web sites, or on CD-ROM. If you have *Adobe Acrobat 4.0* software installed on your computer, you can create Adobe PDF files from many popular authoring applications. Here are steps on how to create Adobe PDF file from Microsoft Word file:

- Open the document in Microsoft Word.
- Click the Create Adobe PDF button in the task bar or choose File > Create Adobe PDF.
- In the General panel, select Use Acrobat Distiller, and then select Print via Distiller's Printer. Then choose eBookOptimised from the Distiller Settings pull-down menu.
- Click Create. The PDF document is generated, placed in the same folder as the original document, and then opened in Acrobat. The *Adobe Acrobat* software can be obtained at Adobe's Web site athttp://www.adobe.com/products/acrobat/ (UNESCO, 2010).

Rocket E-book: The Rocket E-Book is one of new hand-held book readers, which provides an easy and portable way to read e-books. Rocket E-Book is lightweight, and includes good backlighting for night-time reading. With a long battery life and large amounts of storage, it can store thousands of pages of text at once.

Rocket E-Book supports hypertext navigation and the playback of small sound files. Rocket E-Book includes software that will convert a text document, or HTML Web page, into RocketEdition format. You simply convert it using the *Rocket Writer* software (you can get it at http://www.rocket-ebook.com/RocketWriter/index.html). Then you can place a hyperlink to your electronic books, and allow them to be downloaded from your Web site or publish them in the RocketLibrary (http://www.rocket-library.com).

The RocketLibrary is a collection of freely downloadable RocketEditions, covering a wide range of topics and subject matter. It's free to register, and you can submit as much content as you choose. Converting a document to RocketEdition format:

- Convert document to HTML: as it was mentioned before, you can do it with different software, but the simplest way would be using Microsoft Word processor and "save as" the file to the HTML file.

- Covert titles using the RocketWriter, which part of RocketLibrarian software. RocketWriterallows converting text or HTML documents into RocketEditions. It is available as a free download from the Rocket E-book site (http://www.rocketebook.com). Start by running the RocketLibrarian software. Move your mouse cursor to the RocketWriterglyph, and click once. This brings up a file selection dialog box. Simply select an HTML document or TXT file, and then click OK; then enter publication details. Once you've converted the document, the software will offer to transfer it to your Rocket eBook.

- Publishing your title: You can right-click on any title, and export it as a '.RB' RocketEdition file. This can be placed on your Web site, emailed to others, placed on an FTP site or contributed to the RocketLibrary (UNESCO, 2010).

3.10 Tips for Creating Your E-Book

Given below are the tips for creating an e-book:

- Create a directory on your computer to include all the files for your e-book. These files will include HTML, graphics, backgrounds, etc.

- E-books should contain mainly text. Try to limit your banners to one per page. To keep your file size down, you may want to use only non-animated banners.

- E-books are generally formatted at a small screen resolution so make sure your pages are viewable through any screen size.

- Include good navigational links throughout your pages.

- For massive distribution, make sure you include a short paragraph on your main page in regard to your copyrights and distribution.

- Register your e-book with ISBN agency.

- If you are really interested in e-publishing, join EPIC (Electronically Published Internet Connection) - you will need all the support you can get (UNESCO, 2010).

Self-Assessment Exercise
1. What is your understanding of an e-book?
2. How is an e-book different from a traditional book?
3. Discuss the advantages and disadvantages of e-books?

4.0 Conclusion

We have discussed the meaning, definitions and background of e-books. Also discussed are the advantages and disadvantages of e-books, categories and types, as well as the format of

e-books. E-books are either published as versions of traditional books or published purely electronically.

5.0 Summary

In this unit, we appraised the historical development of e-books. As well, we examined the advantages and disadvantages of e-books. We also examined the processes involved in creating an e-book. E-books are changing the way book readers enjoy literature. At their most basic incarnation, e-books are viewable as plain text files or as PDF documents. Several other formats were developed specifically for e-book implementation with the goal to digitize the experience of reading books while taking advantage of the benefits of information technology, such as Wi-Fi. This has led to the development of a variety of e-book types and features.

6.0 Self-Assessment Exercise

1. Trace the historical development of e-books.
2. Identify and discuss the categories of e-books.
3. What are the types of e-books?
4. Elaborately discuss the formats of e-books.
5. What ate the general characteristics of e-books?
6. Vividly discuss how to create an e-book.

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Unit 2E-Journals

1.0Introduction

We can find several types of journals on the Internet today, and their number is increasing constantly. Technology increasingly offers the possibility of using computers and communication networks to create alternative electronic forms of the conventional paper journal. It is possible that these new forms of computer-based communication will transform the scholarly communication system. There is much debate and discussion concerning how the roles of the various participants in the scholarly communication process, including libraries, may be redefined in the process.

Despite its benefits to science and scholarship, the paper journal system has been subject to much criticism. Deficiencies noted by some authors include perceived problems with the peer review process; that it suppresses new ideas, favours authors from prestigious institutions and causes undue delays in the publication process; high costs that are escalating faster than the rate of inflation and lack of selectivity. Spiraling costs and long publication delays are perhaps the most serious of these criticisms.

At the same time that the costs of producing the paper journal have increased sharply, developments in computer and communications technology have accelerated. And of course, we now have the dramatic explosion of the World Wide Web (Harter &Joon, 1996). This unit is therefore devoted to the explanation of the processes involved in publishing an electronic journal.

2.0 Objectives

At the end of this unit, you should be able to:

- explain the meaning of e-journal
- trace the history of e-journal
- identify the type of e-journals
- discuss how to create an e-journal.

3.0 Main Content

3.1 Conceptualization of E-Journal

A journal is a publication in any medium issued in successive parts, bearing numerical or chronological designations and intended to be continued indefinitely. E-journals are accessible through Web. E-Journal has various names, such as online journals, electronic serials, and electronic periodicals.

Wikipedia (n.d.) avers that electronic journals, also known as ejournals, e-journals and electronic serials are scholarly journals or intellectual magazines that can be accessed via electronic transmission. In practice, this means that they are usually published on the Web.

They are a specialized form of electronic document; they have the purpose of providing material for academic research and study and they are formatted approximately like journal articles in traditional printed journals. Being in electronic form, articles sometimes contain metadata that can be entered into specialized databases, such as DOAJ or OACI, as well as, the databases and search-engines for the academic discipline concerned.

Some electronic journals are online-only journals; some are online versions of printed journals and some consist of the online equivalent of a printed journal, but with additional online-only, sometimes video and interactive media material. Most commercial journals are subscription-based or allow pay-per-view access.

Many universities subscribe in bulk to packages of electronic journals, so as to provide access to them to their students and faculty. It is generally also possible for individuals to purchase an annual subscription to a journal, via the original publisher. An increasing number of e-journals are now available as open access journals, requiring no subscription and offering free full-text articles and reviews to all.

Individual articles from electronic journals will also be found online for free in an ad-hoc manner: in working paper archives; on personal homepages; and in the collections held in institutional repositories and subject repositories. Some commercial journals do find ways to offer free materials. They may offer their initial issue or issues free and then charge thereafter (Wikipedia, n.d.).

3.2 History of E-Journal

Although e-journals have been under development since 1976, e-journals in their non-experimental phase did not begin until the 1990s, with a few exceptions (Harter &Joon, 1996). The first peer-reviewed electronic, full-text e-journal, including graphics was Online Journal of Current Clinical Trials (OJCCT) (Keyhani, 1993, cited in Harter &Joon, 1996).

In the most recently published list and one of the few research projects involving e-journals, Hitchcock, Carr, and Hall (1996), cited in Harter and Kim (1996) identified 115 scholarly, peer-reviewed e-journals in science and technology and there are many more in the social science and humanities. These constitute the first wave of what are likely to be many more scholarly e-journals to come. Narasimha (2005) avers that the history of electronic publishing is very short if compared with traditional forms of publishing, but full of important events. After many changes, finally in the years 1994-95 appeared the very first e-journals (Narasimha, 2005).

The first e-journal to be distributed was Electronics Letters online by IEE (Institution of Electrical Engineers). When the Web was young, a common complaint was that it was full of junk. Today a marvelous assortment of high-quality information is also available online, often with open access. Because electronic information can be collated, processed, and presented in multiple ways, it can become a scholarly information system, the central core of the technical-information, scientific-information and technical-information packages of the future (Narasimha, 2005).

3.3 Basic Types of E-Journals

There are two basic types of e-journal, namely: the parallel publish journal and the electronic journals only.

Parallel Published Journals: They have both printed and electronic versions available to the public; these can be divided in two more types: electronic clones of "published on paper" journals and electronic journals with "published on paper" copies.

Electronic Journals Only: Where there is an electronic version, the print option being available on demand.

3.4 The Salient Features of Electronic Journals

- They can be delivered to the desktop.
- They can be read by more than one person at a time.
- Their text can be searched.
- They can include multimedia and graphics, in colour, at marginal   cost.
- They can be published more quickly than paper publications.
- They can be interactive; that is, they can foster an online   exchange of ideas by e-mail, forums, chat rooms, etc.
- They can take advantage of the ability to make hyperlinks, both internally and to other publications. This means that readers can link directly to references cited in an article and also, with additional effort on the part of publishers and indexers, to later articles that cite the article they are reading.
- Articles can be retrieved directly through links from abstracting   and   indexing databases.
- The content can be reproduced, forwarded, modified, and leading to possible problems with copyright protection and preserving authenticity.

3.5 Identifiers of E-Journals

The library and publishing worlds have always maintained identification schemes for locating and tracking titles, including ISBN and ISSN. Identifying individual print items, such as journal issues or articles, has been more difficult, but the identifier can still be linked to a physical piece. In the online world, identifying items becomes more difficult because the items are no longer physically tied together. Individual journal articles need to be identified as "digital objects"; in fact, the article itself may consist of a number of digital objects (text, images, sound bites, links to citations, etc.).

 Today, information is not discrete physical units like books or articles, but Web of objects without clear boundaries, not necessarily stored in the same location. Relevant recent standards for identifying objects, digital and otherwise, are the SICI (Serial Item and Contribution Identifier) code and the DOI (Digital Object Identifier). Schemes for persistent names for Internet addresses have also been developed, most notably OCLC's PURL (Persistent URL) system, and CNRI's Handles (UNESCO, 2010).

3.6 Creating E-Journal

Creating electronic journal as periodical publication means creating Web site, this will be regularly renewed. Before we turn to the process of creating an e-journal available on WWW, we have to dedicate some time for the basic concepts of the World Wide Web.

The World Wide Web

Structure of a Web site: Web sites are at the heart of the World Wide Web. A Web site is a location managed by an individual, group, organization or company that provides information about specific areas of interest, products, services, general knowledge and so on. The Web has millions of Web sites, each of which contains many Web pages. These pages use text, graphics, animations, and sometimes multimedia elements like video options and sounds. Web sites often contain links to other Web sites. Connecting between Web sites by clicking on these links is known as 'surfing' the Web (UNESCO, 2010).

The Web site: Web pages are collected together in Web sites. Web sites contain all the pages developed by an individual or company about a certain topic. Each Web site has an opening, or homepage. Often the homepage will provide a site map or Web site content listing. By clicking on entries within this listing, you will be connected with pages relating to each entry. You will usually be provided with an option to return to the homepage from each of these pages (UNESCO, 2010).

The Web page: Web sites contain Web pages. They vary in size from just a few interlinked pages to corporate sites containing hundreds of elaborately constructed pages. A Web page will often appear the same size and dimensions as the full-screen browser window on which you view it. It can also be a different size and shape. If the Web page is bigger than your full-screen browser window, or the viewable area of the browser window on your screen, you can use scroll-bars found at the right-hand side and sometimes at the base of the screen to bring the information into view. Clicking on the arrows on the scroll-bars will move the information up and down, or left and right, to enable you to view it (UNESCO, 2010).

3.6.1 The Basic Stages

Now that we understand the basic concepts about what the WWW, Web site, Web page and URL means, we can turn to the creation of the e-journal. The basic stages of the process are the following:

1. **Planning:** Before you start the work with HTML editor, you have to spend some time on planning your future e-journal. You have to prepare the project of it – it is one of the most important stages of your work. You have to plan project's aims, resources and creative potential, and to make a schedule of works, too. The more details and possible mistakes you foresee at this stage, the easier it will be for you to make your publication a reality. For this, you will have to answer some questions like:

2. **What will be the type of this e-journal?** As it was mentioned before, e-journals can be "parallel published" or "purely electronic" editions. If the aim of your efforts

is to create an electronic clone of your print publication, then the easiest way is to put information from your print edition to the Web site of e-journal (here you will have to decide, if you are putting the whole material from print publication or only the most important or maybe only abstracts of articles). Of course, you can expand the material and possibilities of print version by adding some multimedia or chat room to your electronic version, for example.

If you are beginning absolutely new and purely electronic journal, your possibilities are much broader: you can use various multimedia, make your own volume-release schedule, etc. In this case you will have to spend more time on preparation of the project for your edition, as you have to make important decisions about the structure and regularity of your e-journal.

- **What will be the style of your Web site**? You have to think about it in order to find suitable design, graphics, planning, etc. This will help you to make the form suitable for the content.

- **What will be the hierarchical structure of the files in your Web site?** You have to foresee it in order to create hierarchical "tree of folders" there you will be placing your documents. This will help you to create site with easy and understandable navigation, convenient for your readers.

- **What will be the hierarchy of separate documents?** How will you organise ties between documents of the site; which pages will be basic and which will be dependable? Think about making simple navigation between various documents and their parts.

- **How frequently will you release new volume of e-journal**? You need to make a schedule of new volume releasing and follow it. Remember that maybe not all the parts of your e-journal have to be renewed every time; some can be stable.

3. **Creating Content**: This has to do with the message you are to pass across to your readers. Thus, the content is the essential part of your e-journal. Content is the text or information provided on a webpage. Content is the most critical element of a Web site. Content should be engaging, relevant and appropriate to the target audience.

4. **Design:** Your Web site should look not only informative, but attractive as well. You need to layout the flow of your site on paper before attempting to put it on the Web. Try to create a framework of your future e-journal. Try to make a model of folders and documents of your Web site on paper, thinking what kind of information you will put in one folder or another and what will be the ties of certain folders and subfolders. You can draw on paper the structure of your e-journal. This will help you a lot making the navigation of your e-journal comfortable and that is very important for the user.

5. **Realization I (Composing Web site):** Web pages are created, using simple personal computer by two stages: Creation and checking the pages on the computer; and publication of pages on the Web. You will need two kinds of programmes for creating e-journal:

6. HTML editor, which is used to create Web pages.

7. Browser, which is used to see how created Web pages look on the screen.

A browser allows you to enter and find your way around the Internet. While you are on the Internet, the browser, like the operating system**,** will always be functioning in the

background, providing the framework in which you work. It enables you to retrieve and display pages from the Web, save page locations for future reference, link to search facilities and save information from the Web permanently.

There are two main browsers; namely: Microsoft's Internet Explorer and Netscape's Navigator. Although, there are others available such as Neo-Planet and Opera.Internet Explorer and Navigator work in much the same way and generally have similar, but not identical, commands and layouts. At the moment the most popular browser is Microsoft Internet Explorer; it is used by about 80 per cent of Internet users all around the world (UNESCO, 2010).

HTML and Its Editors

HTML

The Web pages are prepared, using HTML language. To understand the idea of what it really means, we have to look through the basic principles and examples of HTML. HTML - Hypertext Markup Language is based on the principle of using tags, which is markers, to indicate the formatting and structure of text, placing of images and so on. This approach gives access to the information whatever the browser used, unlike a word processed file or spreadsheet, which is accessible only to users with compatible software. The layout that others will see is totally dependent on the tags and how the browser interprets them, not on how you lay out the page when you create it.

Thus, text will flow continuously until told otherwise, and heading styles start where indicated and continue until the corresponding end-of-heading tag is reached. Different browsers will display the text in different ways, for example where line breaks occur or in the amount of space above or below headings.

The file in HTML format will look very different from what is displayed, though it is helpful to you to put in plenty of spaces to see where the commands are. Tags are normally used in matched pairs, one to indicate the beginning of a particular feature and the other the end. They begin with a less-than sign: < and end with a greater than sign: >. What goes inside the < and > is the command. Learning HTML is learning the tags to perform whatever command you want to do. Here is an example:

HTML editors

There are two most important types of software for Web pages: text-only editors and WYSIWYG editors. Web pages are files of simple text, so they can be created using primitive programmes like Notepad of Windows 95, but in order to make Web pages from textual files, you have to know a bit of programming HTML. If you are not a programmer, it can cost you a lot of time. Thus you can use so-called WYSIWYG editor, which enables you to see the Web page exactly as you are creating it.

One of popular editors of this kind is Netscape Composer; it is free and simple. This programme is part of software called Netscape Communicator, which can be obtained at http://www.netscape.com. Editor *Microsoft FrontPage* has much more possibilities, but it is much bigger and more complicated, too. There are a lot of really good HTML editors you can find on the Internet. All these editors are good and popular:

8. HotDogProfessional(http://www.sausage.com/hotdog6)
9. Homesite(http://www.allaire.com/Products/Homesite/)
10. HoTMetal PRO (http://www.hotmetalpro.com/)
11. LiquidFX Professional (http://www.psylon.com/)
12. WEB-ED (http://www.jsware.net/jsware/webed.html)
13.

5. **Realization II (Publication on the Web):** In order to make your e-journal available over the Net, you need a host. This will take the form of a computer that is permanently connected to the Web, which will act as the host server for your Web site. Many ISPs provide free Web space to those who are registered with them, and there are a number of free online content and host communities that provide help with constructing and uploading sites, and hosting them. For example:

14. Virtual Avenue (http://www.virtualave.net/index.gsp)
15. Atmosphere Community (http://www.atmosphere.be/)
16. NBCi My Website (http://wwwx.nbci.com/mywebsite/)
17. PiterWeb (http://www.piterweb.net/)
18. Escalix-Freepage (http://www.escalix.com/freepage/)
19. Phrantic'sTralerpark (http://dpec.webserve.net/dpec/webpromo/)

Using one of the community sites means that your Web site URL may be rather convoluted and will probably include the name of the community site. Similarly, if you use your ISP as the host, the URL for your Web site will probably include the name of the ISP. However, they may be able to host your site with a unique domain name of your choosing, but they may charge an additional fee for this service. The domain name can be important if you are trying to attract the maximum number of visitors to your site.

Many people prefer to use a separate domain name because it makes the site seem more professional than if it is preceded by an ISP or Web host service name. It will also make the site easier to find. In order to have the right to use a domain name you have to lease it from one of the domain name registration companies such as NetNames. You will need special software to put your e-journal on a web server. You could use Netscape Navigator to do this, but you do not have a lot control that way. The best way to go is using special FTP software. FTP stands for File Transfer Protocol. This software makes it possible to put files in your own directory, and to take them off again.

Most FTP software has two windows: the left showing your computer, the right the web server. It looks a lot like Norton Commander or Windows Commander. You can see exactly what is on your computer and at the server. One of the most used programme is WS_FTP. The process then consists of three quite simple steps:

20. Connecting to the server
21. Transferring files
22. Checking.

After that, your e-journal will be accessible to visitor from the whole world (UNESCO, 2010).

3.6.2 Practical Advices

Here are several practical advises that you should bear in mind while creating your e-journal:

23.   Minimize time of documents download; make your Web pages simple but impressive.

24.   Use colours carefully; colourful or mixed background can "choke" the text.

25.   Keep your paragraphs at 2-3 sentences each.
  Use headings.

26.   Use lists.

27.   Use bolding for highlighting important information. Watch out for too many fonts and their font sizes. A good rule in traditional print design is two font styles and two font sizes, one for headlines and one for the body copy.

28.   Navigation should be easy. Navigation bars, which are a simple set of buttons or text, should be repeated on every page in the site, usually at the top, left, or bottom. Make sure you locate them in the same place on every page.

29.   It is also a good idea to let people know exactly where they are at the given moment. You can accomplish this by having the button for the page they are on slightly altered in appearance, for example dimmed or highlighted or another colour.

30.   Every navigation bar should include a home page button, contact information and if your site is large; an index page or site map. A site map will show a complete outline of the site. Search capabilities are another good idea and allow people to conduct a one or two word search of your site and get back a possible list of pages (UNESCO, 2010).

31.

Self-Assessment Exercise
  1. What do you understand by e-journals?
  2. What are the advantages and disadvantages of e-journals?
  3. Identify the two major types of e-journals.

4.0 Conclusion

Building on the tradition of print journals, the e-journals can be a forum where scholars articulate their needs, by writing, editing and refereeing articles that evaluate and contextualize important resources. Scholars do these in print journals as well, but in an electronic format the resources can be hyperlinked and thus immediately integrated for the readers. With the help of Internet technology and Web site management, users can easily get the paper by searching by author, keyword, title, journal, year, and publication format.

5.0 Summary

Compared to the print journals, the main disadvantage of online journals is the perceived quality of paper. As they often have a short history and have not had many years to publish

famous papers, people may give online journals of less credibility. The only solution is the paper with peer-review. Peer-review, which is often considered the gold standard of scholarly publishing.

6.0 Self-Assessment Exercise

1. Differentiate between traditional journal and e-journals.
2. Trace the historical development of e-journals.
3. Elaborately discuss how to create an e-journal.
4. Identify and discuss the identifiers of e-journals.

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Unit 3E-Newspapers and E-Magazines

1.0 Introduction

Virtually all printed newspapers and magazines have online editions distributed over the Internet which, depending on the country may be regulated by journalism organisations, but as some publishers find their print-based models increasingly unsustainable, Web-based "newspapers and magazines" have also started to appear on the Internet. Customised newspapers and magazines online have been offered by *MyYahoo*, *I-Google, CRAYON, ICurrent.com, Kibboko.com, Twitter.times* and many others.

The shift from receiving information via paper to computer and mobile applications has created a proliferation of online communications, including magazines and newspapers. Online magazines originally began as lower-cost alternatives to print publications, eliminating the printing and mailing expenses associated with traditional magazines.

Today, they have evolved into purposeful revenue-generation tools. Online publications still follow many of the principles of traditional communications, delivering high-quality messages to tech-savvy audiences (Edmunds, n.d.). Thus, in this unit we will treat online newspapers and magazines. Reenen (n.d) notes that the newspaper industry has taken a substantial hit in recent years.

Despite the companies' best efforts, sales of print edition news are dropping every year. The only way for newspapers to survive is for them to adapt to the changing times. They have to move into the era of the downloadable newspaper, so called the e-newspaper. Thus, in this unit, we shall be looking at e–newspapers and e-magazines.

2.0 Objectives

At the end of this unit, you should be able to:

32. explain the meaning of e-newspapers and e-magazines
33. enumerate how e-newspapers and magazines work
34. discuss how to create e-newspapers and magazines.
35.

3.0 Main Content

3.1 Meaning of Electronic Newspaper

E-Newspaper is also referred to as online newspaper or Web newspaper. It is the type of newspaper which exists on the World Wide Web or Internet, either separately or as an online version of a printed periodical. Going online create more opportunities for newspapers, for instance, e-newspaper competing with broadcast journalism in presenting breaking news in a moretimely manner. The credibility and strong brand recognition of well-established newspapers and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival (Wikipedia, n.d.).

Giavedoni (n.d.) says it can be an individual daily that is available online only or it could be an online version of a printed periodical. The Internet has allowed the printed daily newspapers to compete with television, radio and other means of broadcast journalism in presenting their news timely. Previously, you had to wait till the morning to read about an event which had happened the evening before. Online newspapers are updated several times a day, so you come to know about an event the moment it happens.

Basically, an online newspaper is quite similar to the hard-copy newspapers; they have to comply by the same legal boundaries, such as laws pertaining to libel, privacy and copyright. A daily newspaper contains literature of various types to suit the interests of different readers (Giavedoni, n.d.). An online newspaper contains a detailed coverage of political news, sports events and information on entertainment, health and lifestyle. Most papers have separate sections dedicated to business and economics.

Besides, there are special pages that have editor's columns, features that give subjective views of the top journalists about various events. Daily newspapers also have pages for advertisements of various types of products. They also have classified pages for jobs and many more. Sunday edition of a daily newspaper may have coupons and comics (Giavedoni, n.d.).

Online newspapers also have similar sections; they also contain editorial opinions, persuasion, obituaries, entertainment and criticism. They also have pieces of games like crosswords, *sudoku* and many more. They also have reports of astrology and horoscopes. They contain weather news and forecasts. They also have gossip, food recipes and other columns. You can read about critical reviews of movies, plays, shops and restaurants. They contain cartoon strips and classified ads (Giavedoni, n.d.).

3.2 Meaning of E-Magazine

By definition, an online magazine is a publication that is published on the Internet. A lot of popular magazines also have online versions of their issues available to customers. An online magazine is a magazine published on the Internet, through bulletin board systems and other forms of public computer networks (Wikipedia, n.d.). Some online magazines distributed through the World Wide Web are called webzines.

An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors or editorial boards that review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership.

Many large print-publishers now provide digital reproduction of their print magazine titles through various online services for a fee. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines. Some online publishers have begun publishing in multiple digital formats or dual digital formats that may include both HTML versions that look like traditional web pages and Flash versions that appear more like traditional magazines with digital flipping of pages.

Online magazines representing matters of interest to specialists in or societies for academic subjects, science, trade or industry are typically referred to as online journals (Wikipedia, (n.d).

3.3 How E-Newspapers and Magazine Works

The following points must be considered before publishing an online magazine:

Goals: The aims of an online magazine differ, depending on the organisation publishing it. Profit-oriented publishers want to generate revenues and create content for the specific purpose of establishing audiences, gearing articles toward particular demographics, such as women, seniors or parents.

Creating a large, specific audience helps businesses attract advertisers who want to get in front of those groups. Nonprofit organisations want to increase membership or awareness about an issue or seek donations. Trade associations publish practical information that helps readers in their professional pursuits, encouraging membership in the organisation. The online magazines of charities appeal to a visitor's social conscience (Edmunds, n.d).

Advertising Development: A for-profit publisher must know where its revenue is coming from before it starts to develop editorial for its e-magazine. To that end, the publisher creates a list of potential advertisers and researches them, determining which have shown an interest in online advertising. It also researches its competitors to know what they are charging (Edmunds, n.d.).

Audience Development: Before an online magazine is launched, its publisher determines what type of reader it wants. This is necessary to serve the mission of a nonprofit or to help a for-profit company create a readership that attracts advertisers. The publisher decides on a set of demographics that includes age, gender, ethnicity, income and education level (Edmunds, 2013).

Once a publisher knows who its audience is, it can create an editorial calendar to ensure it can deliver attractive articles in every issue. Each issue may have a specific theme, or it might be divided into sections. For example, an online tennis magazine could include sections such as instruction, equipment, fitness and pro tournaments (Edmunds, 2013).

Format: A computer screen is smaller than a printed magazine and users of technology may have less time or a shorter attention span than someone who sits down to read a paper magazine. For that reason, online magazines rely on short articles and slide shows to quickly deliver content.

Web pages are laid out to keep readers from leaving the site. Ads often are placed on the outside of pages with content placed in the middle of the screen. Some ads may appear inside the main text blocks, with links to revenue-generating affiliate sites highlighted within the text. Readers are more likely to scroll down a page after they have begun reading an article and determine it contains valuable content than to wade past many ads and graphics to determine whether there is anything of value on the page.

Some online magazines come in PDF formats, laid out in a more traditional magazine style that readers can download, open and read later without the clutter of ads, videos and links. Many online publishers use magazine software that allows them to create the pages of their e-magazine with the same typeface, graphics, layout and other features (Edmunds, 2013).

Online publications generate revenue through banner ads, click-per-pay programmes, links, affiliate programmes, mailing lists and editorial opportunities. The publisher can sell its own banner ads directly to advertisers or use a programme such as Google's AdSense, allowing the programme to place ads on e-magazine pages. The publisher can sell links to advertisers' Web sites, the opportunity for the advertiser to write an article or be quoted, or email blasts on behalf of the advertiser (Edmunds, 2013).

3.4 How to Create Online Magazine and Newspaper

Establish a Budget: Determine how much money you will need to start your online magazine. When forecasting your magazine, consider your rate of return, note the current economy, allocate money for advertising, establish a savings account for any unforeseeable events and determine your staff needs. In determining your staff needs, consider freelance writers, interns and volunteers.

Create a Business Plan: Create a strategy to publish the magazine and produce an income. Your business plan should include goals for the magazine. For example, the magazine's mission, the type of content and how you plan to get and keep subscribers. In developing your marketing strategy, note your target audience, how often the magazine will be published, and your ability to produce an online magazine and research the competition. Use social network sites to promote your online magazine and specific articles.

Choose a Name: Brainstorm a name for the magazine that will compliment the niche and content for the magazine. Try selecting a name that will draw customers to explore the magazine. Make sure you trademark your title to protect the name. Once you have selected a name for the magazine, research the availability with WHO IS, a query based research tool. If the name is available, register the name. Hire a graphic artist or create your own magazine logo that is succinct and represents what the magazine is about.

Outline the Online Magazine Content: Outline topics you want to include in the magazine. For example, if your niche is food or travel, choose related topics and interviews with experts in that industry. Develop a table of contents to let the readers know what the magazine entails. Keep articles short, communicative and to the point.

Write headlines, using keywords so that readers can find your magazine. To engage your readers and allow them to comment on the magazine and articles, include blog page. Create a subscription link. This will build your relationship with the magazine readers. You can use email service to get subscriptions and remind customers when new issues are available.

Self-Assessment Exercise
1. What is online newspaper?
2. What is online magazine?
3. Identify and discuss the advantages and disadvantages of online newspapers and magazines.

4.0 Conclusion

The popularity and ease of use of the Internet have made online magazines and newspapers a much more affordable alternative to traditional magazines and newspaper publishing. An online magazine/newspaper is essentially a Web site that contains articles, information and advertisements, just like a traditional print magazine/newspaper. Many publishers have been able to create and run highly successful magazines/newspaper on the Internet, because technology has significantly reduced the barriers to entry of this industry.

5.0 Summary

In this unit, we have examined the meaning and definitions of online magazines and newspapers; as well as how electronic newspapers and magazines work and how to create online newspapers and magazines. An online magazine/newspaper starts with a domain name and a Web site hosting account. The publisher then either designs the look of the Web site or hires a Web designer to create an attractive layout.

Often, a Web designer may install what is known as a content management system, which allows the publisher to add new content to the Web site without having to have Web design and coding skills. If this type of system is not installed, the magazine publisher may have a Web designer on staff or on a contract basis that is responsible for uploading articles and other content to the Web site.

6.0 Self-Assessment Exercise

1. Differentiate between online newspapers and online magazines.
2. Elaborately discuss how online newspapers and magazines work.
3. Elaborately discuss how to create online newspapers and   magazines.

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Unit 4 Functions of Online Publications

1.0 Introduction

It is an irrefutable fact that Web publishing is one of the means of disseminating information in the society. Just like traditional publishing and traditional means of disseminating information in the society. Thus in this unit, we are going to examine functions of online publications.

2.0 Objective

At the end of this unit you should be able to:

36. explain the functions of online publications.

3.0 Main Content

3.1 Functions of Online Publications

Online publishing plays the following functions:

37. Socialization
38. Agenda setting
39. Gate keeping
40. Status Conferral
41. Watchdog
42. Education
43. Advertising
44. Motivation, mobilisation and campaigns
45. Correlation
46. Entertainment.
47.

Socialization Function

Socialization is seen as the process by which persons acquire the knowledge, skills and dispositions that make them more or less integrated members of the society. It is through the process of socialization that members learn certain habits, knowledge, skills, norms and values, which the society considers important.

Socialization continues throughout one's life. It entails the transmission of the socio-cultural heritage and the development of personality. In the absence of socialization, society would not be able to exist beyond a single generation and also, culture will be non-existent. The media are capable of socializing the members of the society through their different programmes and features. Television programmes, radio programmes, features in magazines and newspapers go a long way in socializing the audience members.

Although, the media generally are not a formal agent of socialization, they can be used in most cases as powerful instruments of socialization. Online publications often transmit messages of all sorts. Such messages among others are direct information, entertainment, propaganda, persuasion, etc. These messages transmitted by the mass media affect people's orientations, values and experiences in no small measure. Thus, online publications, especially online newspapers and magazines can be used to socialize the readers. Socialization is very important in our society because it:

48.   provides the foundation for the individual's effective participation in society

49.   inculcates basic discipline in the individual such as respect for elders, toilet habits, behaviour, etc.

50.   instills aspiration in societal members

51.   provides individuals with identities largely through the aspirations it encourages or discourages

52.   provides for the stability, persistence and continuity of society by communicating the contents of the culture from one generation to the other

53.   makes minimum, initial communication and interaction possible by providing for members to possess specific skills and values (Asemah, 2011).

The media generally are one of the socializing institutions in the society that can facilitate the promotion of culture. Ebo, cited in Sambe (2008) says socialization through the media can be used to standardize culture throughout all social levels of society. The mass media therefore, have dominant roles to play in the society.

The foregoing implies that online publications can inculcate certain attitudes and behaviours into the members of the society, which thereafter, make them to behave in an acceptable way in the society. Every society has its own values, norms and ways of doing things.

According to Ineji (2003), socialization basically refers to the adaptation of behavioural norms and values by a social system, a group of people. These online publications can be used to describe cultural industries where all sorts of cultural portrayals have been displayed for creative impressions, imitations and adaptation by society. The mass media, including online publications, constitute themselves into veritable tools where a plethora of cultural gratifications thrive. This implies that the mass media generally are a storehouse of behavioural norms, cultural values and beliefs.

When the audience-members expose themselves to online publications, they consciously and unconsciously learn how to act in certain ways and appreciate certain values. The audiences who are exposed to the contents of the online publications are likely to grow up and accept values portrayed by the online publications. This explains why social value is transmitted from one generation to another. This is what Harold described as the transmission of cultural heritage from one generation to another.

Agenda Setting Function

The word agenda means a list, plan or outline of things to be considered. It is generally agreed that the media set agenda for the public to follow. How do they do this? They do this by raising salient issues in our society thereby making people to think along that line. The concept implies the ability of the media to mentally order the world for us. Thus, agenda setting is seen as the way the media set the order or importance of current issues, especially in the reportage of news. When we say that the media set agenda for the public,

we simply mean that the media, whether electronic or print, have the ability to choose and emphasise certain topics, thereby causing the public to perceive these issues as important (Asemah, 2011).

According to Orewere (2006), agenda setting refers to the ability of the mass media to influence the level of the public's awareness of issues as opposed to their knowledge about those issues. This implies that the media provide information to the members of the public and through this provision of information, people learn about important issues of the day.

Langs and Langs, cited in Yaroson and Asemah (2008) posit that the media build up public images of public figures. The media constantly present objects and suggesting what individuals in the society should think about, know about and have feelings about. Research has shown that most of the pictures people store in their heads is based on what they come across in the media.

If for example, online newspapers and magazines devote most of their space to the spread of HIV/AIDS, the issue of HIV/AIDS will likely remain topmost on the minds of the audiences. It is however worthy to note that the agenda they set changes with time. This is because; the society is dynamic; meaning that it changes with time. Events unfold on daily basis. As events unfold, the media shift their attention. The agenda that is set today is not what will be set tomorrow. An issue may be burning today but will not be burning tomorrow.

Gate Keeping Function

This is another media performance. The sociological term was coined in 1947 by Kurt Lewin who used it to describe the fact that news must travel through a series of check points (gates) before reaching the public. It is the process of deciding what should be made known to the audience and what should not be made known to them. A gatekeeper is anyone or group that has control over what material eventually reaches the public. Gatekeepers are the media people who influence the message.

Yaroson and Asemah (2008) observe that any media person who can stop or alter any message enroute to the audience is a gatekeeper because he decides what is aired or published and what is not. Bittner (1989) describes a gatekeeper as any person or formally organized group directly involved in the relay or transfer of information from one individual to another through a mass medium. Bittner further explains that a gatekeeper can be a film producer who cuts a scene from the original script or any other individual in the processing or control of messages disseminated to the public through the mass media.

Gate keeping entails the media men making decisions on what should be emphasised and what should be de-emphasised. Gatekeepers have tremendous responsibility because they shape the message that reaches us. They even decide which messages should reach us and should not reach us. According to Wilson, cited in Yaroson and Asemah (2008), the media control our access to news, entertainment, and information through gate keeping.

The process of gate keeping begins with the journalist who goes out to gather news items. He is the one who decides on what event to cover and what event not to cover. The journalist covers what he wishes to cover and submits it to the editor who will now select the important items, which will be reported. Thus, news goes through many gates before reaching the audience. This therefore implies that web publishers, equally act as gate keepers

Status Conferral Function

Online publications create prominence for issues and people by giving them coverage. These publications enhance attention to people, subject and issues. The media generally in an attempt to make public certain issues inadvertently or deliberately make heroes out of ordinary people or issues. This is what sociologist call status conferral. This is based on the fact that when individuals and issues receive media attention, they achieve a degree of prominence which may sometime be undue. The danger is that other issues and personalities, which are not focused on by the media; suffer to the detriment of others.

Some people identify with the mass media in order to strengthen their positions in the society. Perhaps the proliferation of mass media houses during political era is as a result of the power of the media to confer prestige on their owners and associations. According to Lazarsfeld and Merton, cited in Sambe (2008), mass media confer status on persons, organisations, and ideas. Those whose deeds are reported by the media are instantly elevated to prominence more than they previously enjoyed.

The import is that, the media carve out certain images for people in the society. This is often as a result of their regular coverage of such people. In most cases, the media promote only those who have something in common with them. As the media continue to feature an individual, the individual will continue to gain prominence in the society. The media can therefore elevate an individual to a certain position to the extent that the members of the public will begin to look at such an individual as very important.

According to Okunna (1999), in every society, the mass media can play important political roles in the social system. The media in addition to providing information about the political process can confer status and legitimacy on political leaders and issues making them appearing more important and right.

Watch Dog and Surveillance Function

The media generally are the eyes and ears of the public. Online publications provide information and alert us of the changes that take place around us. The newspaper has long been called the watchdog of a free society. Surveillance is described by the New Standard Encyclopaedia Dictionary as a careful watching of someone or something usually carried out in secret or discreetly. The surveillance function of the publications (online newspapers and magazines) is its basic responsibility. Journalists survey the environment and report to the people in order to reduce uncertainties and increase the probability that the audience will react to conflicts and changes in a rational way.

The media in their surveillance activities scout round their environment and bring news of development, danger, threats to national stability, and threats to public welfare and so on, to the people. News about happenings at home and far-away land is also brought to the people. The media are the watchdog of the society. They watch over the society so as to know what is happening in order to report to audience - members. The media are saddled with the responsibility of finding out about relevant events and conditions in immediate surroundings. The information function of the media is the most important.

Every day of our lives, we are witnesses to the incredible power of the mass media to provide us with all sorts of incredible information. This is what news and many other

contents of the mass media are all about. The information function of the mass media according to Okunna (1999), is all-embracing and indispensable for the meaningful existence of members of the public.

Through their various contents, the mass media collect, store, process and disseminate messages, opinions and comments which members of the public require in order to react knowledgeably to personal, environmental, national and international conditions as well as to be in a position to take appropriate decisions. The media have the marvelous ability to reach millions, to raise issues, to create awareness on topics and to disseminate information with great efficiency. Yaroson and Asemah (2008), cited in Asemah (2011) say:

Surveillance is the collection and distribution of information concerning events in the environment both within a particular society and outside it. The journalist surveys the environment so as to know what is taking place so that he can gather news items and in turn, report to the public. The journalists are the watchdog of the society. One positive consequence of surveillance is that it provides warning about imminent threats or dangers. Another social consequence of communication is that it contributes to the everyday institutional operations of a society.

The import of the above is that the online journalist owes it as a point of responsibility to continuously monitor the environment so as to gather news and report to the public. Who else could report transpiring in the society to its members if not the journalist? He gathers news items and informs the audiences. This is done through news, which may be soft, hard, investigative, interpretative or in-depth. This explains why Dominick (2008) says that surveillance refers to what we popularly call the news and information role of the media. Dominick classifies surveillance function into:

Warning or Beware Surveillance: This happens when the media inform us about threats from terrorism, hurricanes, accidents, crises, wars, etc. These are reports that are negative. The report can be about immediate threats. These are stories that people do not like to hear but, because we cannot control or stop such event from happening, we hear them.

Instrumental Surveillance: This entails the media organisation transmitting information that is useful and helpful in our everyday life. Thus, news about stock market prices, wedding, coronation, etc, is instrumental surveillance. The media inform us about what is happening in the society and that is what surveillance is all about.

Education Function

The term education has been described as the process of acquiring knowledge, skills, values and positive attitudes so as to make the individual to be a better member of the society. Mallum and Haggai (2004) describe education as the process by which an individual acquires knowledge, attitudes, skills and values. Education is not just confined to the classroom, but all the experiences an individual acquires outside and inside the classroom.

In other words, the task of the educator is to create or influence desirable changes in behaviour of an individual. Online publications (online books, magazines, newspaper and journals) through their various contents educate the audience- members. Through the contents of these various online publications, we get to be educated. Online publications, especially newspapers and magazines have messages that are meant for instruction and teaching. They broaden and deepen one's perspectives. They give knowledge and skills.

Sambe (2008) observes that the rapid growth in communication technology and the expansion of various forms of communication have opened up new horizons and multiplied the connections between education and communication. The advancement in communication has led to the loss of monopoly of the educational system. The school according to Sambe is no longer the only avenue for learning. These online publications serve learning environment. Learning takes place through the various contents purveyed by online publications. This may be through news, features, etc.

Okunna (1999) says that the mass media play an important role in the educating the members of the society. Education according to Okunna, comprises intellectual development, acquisition of skills and capabilities and the formation of character. Thus, online publications are involved in the passing of the character necessary to achieve all three aspects of education. Education can be formal and informal (or incidental), online publications are involved in both types of education. Thus, skills and knowledge could be acquired from reading online newspapers, books, magazines and journals.

Advertising Function

Advertising is seen as the communication that is aimed at creating awareness about goods and services. Asemah (2010) sees advertising as any form of communication that is paid for, identified by a sponsor, directed at a target audience through the mass media like radio, television, newspaper, magazine and billboard with the aim of creating awareness about goods and services. All online publications are used for selling goods and services of organizations.

Most companies use online publications to advertise their products and services because they believe that they are reach large audience and that they are persuasive in nature. Thus, messages are designed to induce readers to buy a particular product or idea. Online publications perform advertising function by bringing buyers and sellers together through advertisements. What the media sell through advertising may be a product, service, idea or a cause.

Motivation/Mobilization of the Citizens

Online publications can stimulate the members of the public to take steps to achieve the aims and objectives of the society. Online publications, especially newspapers and magazines encourage and ginger up people to achieve the aims and goals of the society. These goals can be promoted through electronic newspapers and magazines which then stimulate and foster the aspirations and activities of individuals and communities to achieve such goals.

When electronic magazines and newspapers are properly positioned, they can be an effective way for mobilizing the populace towards political, educational, cultural and economic aspirations of the people. They can galvanize the people to support government policies and act as watchdog on political system. The media generally are used for promoting national interests and certain behaviours especially during times of national crisis. Online publications can therefore be used to advance national interests in the spheres of politics, war, economic development, work, religion and sports.

Correlation Function

It is the interpretation of the information presented about the environment, prescription on what to do about it and attempts to influence such interpretations, attitudes and conducts.

These operations are usually seen as editorial activity, propaganda or attempts at persuasion. Opinion correlation entails the selection, evaluation and interpretation of events; it involves explaining, interpreting and communicating the meaning of events and information providing support for established authority and norms socializing, consensus building and agenda setting. This function is synonymous with editorial opinion. Electronic newspapers and magazines do this a lot. Correlation has to do with the interpretation of the messages presented about the environment, prescriptions on what to do about it and attempts to influence such interpretations, attitudes and conducts. According to Orewere (2006):

Correlation refers to the process of going beyond mere gathering and distribution of information to include reasoned interpretation of what is given out as news about the environment, including at times, the prescription for conduct in reactions to the events reported. This is what is often referred to as editorial or an attempt to present "news behind the news" such as going beyond facts to situate the events. This is also called news analysis or news communication which of course, could accommodate some forms of propaganda.

The import of Orewere's assertion is that electronic newspapers and magazines help in interpreting events in the society as they unfold so that the audience- members will understand such happenings. Thus, correlation functions of the electronic publications (newspapers and magazines) include editorial, comment and opinion that can afford the reader a particular perspective. This explains why Dominick (2008) posits that the mass media do not only provide or supply facts and data; they also provide information on the ultimate meaning and significance of events. The media explain, interpret and comment on the meaning of events and information.

Entertainment Function

Online publications can be used to entertain the audience - members. They entertain us through their contents, thereby leading to relaxation. Mass entertainment through online publications can offer some diversion and amusement for everybody. Relaxation and respite can be functional for people and beneficial to the society. The mass media generally are means of escapism for the audiences. Through features, cartoons etc., people are entertained.

The media, according to Asemah (2009), can be wonderful entertainers bringing together huge audiences not otherwise possible. Almost all the media have an entertainment component. Hanxy and Maxcy, cited in Asemah (2009), say that entertainment refers to communication activities primarily considered as amusement irrespective of any other feature they seem to have. Thus, online publications are capable of providing amusement, diversion and means of relaxation. McQuail (1979) summarises entertainment thus:

The provision of escape or release from anxiety, loneliness, tension, personal troubles usually into a fantasy world, the assurance and increase in self-esteem, help given in social interactions as a topic of conversation, the provision of ritualistic accomplishment to daily activities which bracket the day, sets the mood and maintains a familiar environment.

Self-Assessment Exercise
Are online publications important in our society?

4.0 Conclusion

In this unit, we have been able to look at the various functions of online publications like online newspapers, online magazines, online books, and online journals. You should therefore understand that the traditional media play the same function as the online publications.

5.0 Summary

This unit elaborately examined the functions of electronic publications also known as online publications. It explained the various functions of online publications. Although there are several functions of online publications, only ten of the functions were treated. They, among others include: agenda setting, education, integration, entertainment, correlation, advertising and surveillance function.

6.0 Self-Assessment Exercise

List and discuss the functions of online publications

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