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JLS 842



Introduction to web Publishing Course Guide

JLS 842 (Introduction to Web Publishing) Course Guide

Course Developer/Writer

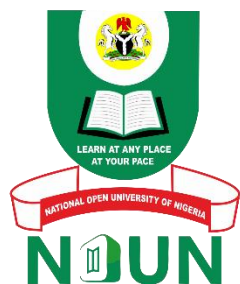
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Introduction

JLS 842: Introduction to Web Publishing is a 3-credit unit course for Master Students in Mass Communication. The course materials have been prepared in a very simple language for easy understanding. This Course Guide gives you an overview of the course contents. It also provides you with information, the organization and requirements of the course together with recommended texts.

Information technology has today reduced the world to a global village and this has also affected the production of reading materials. Thus, in the days of information society, traditional books, magazines, newspapers and journals are not the only sources of information any more. Electronic publications, which came with new technologies, create basis for fast and high quality information.

Convenient storage, search and copying possibilities decide the strength of this new media. Web publishing has become common in scientific publishing, where it has been argued that materials like books, journals, magazines, etc., are in the process of being replaced by electronic publishing. It is also becoming common to distribute books, magazines, and newspapers to consumers through the Internet, a market that is growing by millions each year (Tech Terms.Com, n.d).

It has therefore become imperative for students (especially mass communication students) to have knowledge of Web publishing. The needed education start here and you can now pursue it vigorously. Thus, every student should be ready to acquire the knowledge of online publishing.

Course Aims

The aims are to equip you with the knowledge and understanding of how to publish online materials (online newspapers, magazines, books and journals). These broad aims will be achieved by:

- introducing you to the basic concept of publishing
- introducing you to the meaning of Web
- explaining the characteristics of Web
- explaining the meaning of Web publishing
- bringing into focus the different online publications
- introducing to you the law and ethics of Web publishing.

Course Objectives

To achieve the aims set out above, **JLS 842** has an overall objective apart from the specific objectives of the various study units. The unit's objectives are spelt out at the beginning of each unit in the four modules. You are strongly advised to read them before you start working through the unit. You can as well consult them regularly as you progress with each unit.

Here are the wider objectives for the course as a whole. By meeting these objectives, you can count yourself as meeting the aim of the course.

- On successful completion of this course, you should be able to:
- understand the meaning of publishing
- understand the meaning of Web
- trace the history of Web
- identify the characteristics of Web
- understand the meaning of Internet
- understand what the Internet does
- explain how the Internet moves data
- differentiate between the Internet and World Wide Web
- explain how World Wide Web shows information from the Internet
- discuss the concept of Web publishing
- trace the history of Web publishing
- identify the advantages and disadvantages of Web publishing
- highlight Web design and development process
- describe the nature of e-books
- explain the advantages and disadvantages of e-books
- identify the categories of e-books
- identify the types of e-books
- describe the formats of e-books
- explain how to create an e-book
- discuss the meaning of e-journal
- trace the history of e-journal
- identify the type of e-journals
- enumerate how to create an e-journal
- differentiate between the meaning of e-newspapers and e-magazines
- discuss how e-newspapers and magazines work
- highlight how to create e-newspapers and magazines
- explain the functions of online publications
- explain the classification of law
- explain the characteristics of law
- define ethics
- explain the purpose of ethics
- trace the origin of ethics
- identify and discuss the ethical principles

- enumerate the ethical theories of Web publishing
- identify the ethical values in Web publishing.

Working through this Course

To complete this course, you are required to read the study units and other related materials. You will also need to undertake practical exercise under the supervision of your facilitator. The exercises are to aid you bridge the gap between what obtains in the classroom with what obtains in the publishing houses. At the end of the course, you will be required to write and pass the final examination.

Course Materials

The major materials you will need for this course are:

- Course Guide
- Study Units
- Assignment File
- Textbooks

Study Units

There are 11 Units divided into Four Modules in this course. They are:

Module 1 General Introduction

Unit 1 The Meaning and Definitions of Publishing/Web

Unit 2 The Internet and the Web

Unit 3 Understanding Web Publishing

Module 2 Materials Published On World Wide Web

Unit 1 E-Books

Unit 2 E-Journals

Unit 3 E-Newspapers and E-Magazines

Unit 4 Functions of Online Publications

Module 3 Laws of Web Publishing

Unit 1 Understanding the Meaning of Law

Unit 2 Various Web Publishing Laws

Module 4 Ethics of Web Publishing

Unit 1 Understanding the Concept of Ethics

Unit 2 Ethical Principles

Assessment

An assessment file and a marking scheme will be made available to you. In the assessment file, you will find details of the work you must submit to your tutor for marking. There are two aspects of the assessment of this course: the Tutor-Marked Assignment and the written examination. The marks you obtain in these two areas will make up your final marks, with the Tutor-Marked Assignment acting as your Continuous Assessment (CA). The assignment must be submitted to your tutor for final assessment in accordance with the deadline stated in the presentation schedule and the assignment file. The work you submit to your tutor for assessment will count for 30% of your total score.

Tutor-Marked Assignment

You will have to submit a specific number of the (TMAs). Every unit in this course has a Tutor-Marked Assignment. You will be assessed on four (4) of them, but the best three performances from the (TMAs) will be used for your 30% grading. When you have completed each assignment, send it together with the Tutor-Marked Assignment form to your tutor. Make sure each assignment reaches your tutor on or before the deadline for submission. If for any reason you cannot complete your work on time, contact your tutor for a discussion on the possibility of an extension. Extension will not be granted after the due date, unless under exceptional circumstances.

Final Examination and Grading

The final examination will be a test of three hours. All areas of the course will be examined. Find time to read the units all over before your examination. The final examination will attract 70% of the total course grade. The examination will consist of questions which reflect the kinds of Self-Assessment Exercises and Tutor-Marked Assignment you have previously encountered. And all aspects of the course will be assessed. You should use your time between completing the last unit and taking the examination to revise the entire course.

Course Marking Scheme

The following table lays out how the actual course mark allocation is broken down:

| Assessment | Marks |
|---|-------|
| Assignment: Best three out of four marked | 30% |
| Final Examination | 70% |
| Total | 100% |

Presentation Schedule

The dates for submission of all assignments will be communicated to you.

Course Overview

| Unit | Title of Work | Weeks Activity | Assignments |
|--|---|----------------|--------------|
| Module 1: General Introduction | | | |
| 1. | Meaning and Definitions of Publishing/Web | Week 1 | Assignment 1 |
| 2. | The Internet and the Web | Week 2 | Assignment 2 |
| 3. | Understanding Web Publishing | Week 3 | Assignment 3 |
| Module 2: Materials Published on World Wide Web | | | |
| 1. | E-Books | Week 1 | Assignment 1 |
| 2. | E-Journals | Week 2 | Assignment 2 |
| 3. | Online Newspapers and Magazines | Week 3 | Assignment 3 |
| 4. | Functions of Online Publications | Week 4 | Assignment 4 |
| | | | |
| Module 3: Laws of Web Publishing | | | |
| 1. | Understanding the Meaning of Law | Week 1 | Assignment 1 |
| 2. | Various Web Publishing Laws | Week 2 | Assignment 2 |
| | | | |
| | | | |
| | | | |
| Module 4: Ethics of Web Publishing | | | |
| 1. | Understanding the Concept of Ethics | Week 1 | Assignment 1 |
| 2. | Ethical Principles | Week 2 | Assignment 2 |
| 3. | Ethical Values | Week 3 | Assignment 3 |
| | | | |
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HOW TO GET THE MOST FROM THIS COURSE

In distance learning programmes, the study units replace the university lecture. That means you can read and work through specially designed study materials at your own pace. This is one of the advantages of distance learning as long as you did not take things for granted. Let your mind-set when you are reading the lecture to be the same with that of a listener to the lecturer in the classroom. In the same way a lecturer might give you some reading to do,

the study unit tells you where to read in your materials. The only difference is that the lecturer is not physically with you.

You are provided exercises to do at the appropriate points, just as a lecturer might give you an in-class exercise. Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit, and how a particular unit is integrated with the other units and the course as a whole.

Next to this is a set of learning objectives. These objectives let you know what you should be able to do by the time you have completed the unit. These learning objectives are meant to guide your study. The moment a unit is finished, you must go back and check whether you have achieved the objectives.

If this is made a habit, then you will significantly prove your chances of passing the course. The main body of the unit guides you through the required reading from other sources. This will usually be from the set books or from the reading section.

The following is a practical strategy for working through the course. If you run into any trouble, telephone your tutor right away. Remember that your tutor's job is to help you. When you need assistance, do not hesitate to call and ask your tutor to provide it.

- Read this Course Guide thoroughly, it is your first assignment.
- Organize a study schedule: Design a course overview to guide you through the course. Note the time you are expected to spend on each unit, and how the assignment relate to the units.
- Once you have created your own study schedule, do everything to stay faithful to it. The major reason why students fail is that they get behind with their work. If you get into difficulties with your schedule, please, let your tutor know before it is too late to help.
- Turn to Unit I and read the introduction and the objectives for the unit.
- Assemble the study materials: you will need your set of books and the unit you are studying at any point in time. As you work through the units, you will know what source to consult for further information.
- Always keep in touch with your centre for up-to-date course information carefully.
- Before the relevant dates of submission, strive to do your assignment carefully. They have been designed to help you meet the objectives of the course and, therefore, will help you pass the examination. Submit all assignments not later than the dates they are due.
- Regularly review the objectives for each study unit to confirm that you have achieved them.
- Design a study plan and be sure to follow it strictly.
- When you are confident that you have achieved a unit's objective, you can move to the next unit. It is advisable to precede unit-by-unit through the course and try to pace your study so that you keep yourself on target.
- When you have submitted an assignment to your tutor for marking, do not wait for its return before starting on the next unit. And when the assignment is returned, pay

attention to your tutor's comments, both on Tutor-Marked Assignment form and also the written comments on the ordinary assignment.

- After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved both the unit objectives and course objectives.

Facilitators/Tutors and Tutorials

Information relating to the tutorials will be provided at the appropriate time. Your tutor will mark and comment on your assignments, keep a close watch on your progress and on any difficulties you might encounter and provide assistance to yourself during the course. You must take your Tutor-Marked Assignment to the study centre before the due date (at least two working days are required). They will be marked by your tutor and returned to you as soon as possible. On your own, you can constitute a private tutorial with your mates to enable you share ideas. Do not hesitate to contact your tutor. If you need help, contact your tutor if you:

- do not understand any part of the study units or the assigned reading
- have difficulty with the exercises
- have a question or problem with an assignment or with your tutor's comments on an assignment or with the grading of an assignment
- are not sure of up-to-date information or development in your centre.

You should try your best to attend the tutorials. This is the only chance to have a face-to-face contact with your tutor and your classmates. It enables you to have instant answers to questions and share opinion. You can raise any problem encountered in the course of your study. To gain the maximum benefit from course tutorials, prepare a question list before attending them. You will learn a lot from participating in the discussion actively.

Summary

This Course Guide gives you an overview of what to expect and what to do in the course of this study. The course teaches you the principles of Web publishing. Web publishing requires certain procedures which you need to understand. More so, there are legal and ethical issues in Web publishing; you have to understand them. Wishing you success in this course, we hope that you will find it both interesting and rewarding.