Beyond traditional publishing models: An examination of the relationships between authors, readers, and publishers

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Abstract
Purpose
The purpose of this paper is to investigate the state of contemporary publishing, specifically the realms of fanfiction and self-publishing, for the ways in which readership is represented in conjunction with authors and publishers within the publication process. The structure of this process is then compared with Robert Darnton’s communications circuit in order to propose a new model for the publication. As the publication process has a profound impact on the teaching and practice of collection development and reader studies in LIS, the discipline must be aware of any changes to the publication process.

Design/methodology/approach
Using the case study approach, this research examines the cultural product, Fifty Shades of Grey (FSOG). Evidence included fanfiction and self-published manuscripts, reader reception of these texts, and a timeline of how the texts developed.

Findings
Evidence gathered from the case study illustrate a variety of players and infrastructure present in the development and trajectory of FSOG. Throughout the entire development of the cultural product, readers were found to be active agents in the publication process promoting strong connections between reader and author. Findings focus on the themes of textual development and their publicity.

Originality/value
Proposes a new model for the publication process that includes fanfiction and self-publishing.

Keywords
Communications circuit Cultural products Fanfiction Publication process Reader reception Self-publishing

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Citation

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Beyond Traditional media and print companies are looking for new revenue streams and have done so for Advertising some time. In the last decade, the number of subscribers has been declining and the market for Business advertisements has not performed much better. So what's beyond the known horizon? Model. Traditional media and print companies need to shift from a business model based on advertisers telling subscribers what to buy to a business model based on facilitating both customers and partners in trust building and on-demand interacting. The business model for m Book publishing industry insider Jane Friedman, author of The Business of Being an Author, provides details on changing book marketing, genres, and more. What about the future of book publishing? 2020 and beyond: Audiobooks set to soar to new heights. According to industry publication The Bookseller, audiobooks are not only on the rise; they're on their way to revolutionizing the book publishing industry. The models for the streaming and purchasing of audiobooks will merge. The impact of audiobooks on the industry was also discussed at length in the 2018 Book Industry Study Group post “Future of Publishing: Challenges and Opportunities for Publishers.” As the publication process has a profound impact on the teaching and practice of collection development and reader studies in LIS, the discipline must be aware of any changes to the publication process. – Using the case study approach, this research examines the cultural product, Fifty Shades of Grey (FSOG). Evidence included fanfiction and self-published manuscripts, reader reception of these texts, and a timeline of how the texts developed. – Evidence gathered from the case study illustrate a variety of players and infrastructure present in the development and trajectory of FSOG. The structure of this process is then compared with Robert Darnton's communications circuit in order to propose a new model for the publication. The model does not undermine the traditional publishing model in the way the OLH does, but it soon may. In recent years SciELO has been editing and publishing its own articles. The platform already has over half a million articles and about 1,100 active journals. Many funding bodies across and beyond Europe now have policies on OA to publications, and some on open research data. The EU now mandates open access to all scientific publications resulting from Horizon 2020, and is running a Pilot on Open Research Data which also concerns data underlying publications.