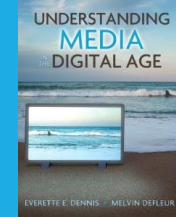


Computers and Media: Books & Newspapers

CSCI 1200
JAREK SZLICHTA

Goals

We will discuss the evolution of books and newspapers, and the impact of computer technology



Chapter 3

Books

DIGITAL MEDIA

Books as a Mass Medium

More timely than other media products (e.g., newspapers) – often take a year or two to produce

Bound and covered and are consecutive from the beginning to end (differ from newspapers and magazines)

Last longer than other forms of printed media

Not heavily supported by advertising – have to earn profits for their producers on the basis of their sale as content.

The Importance of Books

Source of entertainment

Repository of our culture

Guides to technical knowledge

Source of teaching on many subjects

References to religious doctrines

The Evolution of Books as a Written Medium

A **medium** is a device by which a sender can move information (graphic symbols, sound, light, radio waves, etc.) through time or space in such a way that one or more people can receive the information and decipher the sender's intended meanings.

Dennis & DeFleur

Graphic Symbols

Mnemonic devices serve as memory, e.g., cave paintings (the earliest attempts to represent ideas with pictures)

Writing (in all its forms) is a tool for preserving ideas that were expressed earlier, *information storage*

Writing permits people who did not record the idea originally to recover accurately the meanings and implications (*information exchange*)

Standardized Meanings with Cultural Connections

Ideographic system (pictographic writing) associates specific thought or meanings with pictures

A separate picture is needed for each idea

In a truly complex society, the number of characters required in a system of ideographic writing can become staggering..

Chinese highly educated literacy scholars today may need to know up to fifty thousand different characters!

Representing Sound in Written Form

A much simpler system of writing is to link graphic symbols not to ideas or thoughts, but to *sounds*

Such a graphical sound is called *phonogram*

English alphabet has 26 symbols, each linked to only a few variations of orally produces sounds.

Alpha and beta...the alphabet

Books as Scrolls: the First Transition

Religion – the Old Testament

Babylonian King Hammurabi

- Great empires (military conquest)
- How to stabilize the social order?
- 282 laws on huge *stellae* (huge stone)
- From regulation in military to practice of medicine.



Papyrus – developed by Egyptians, paper-like material made from thin layers of reeds that grew by the Nile river (*portable*)

Scrolls – Sheets of papyrus joined together

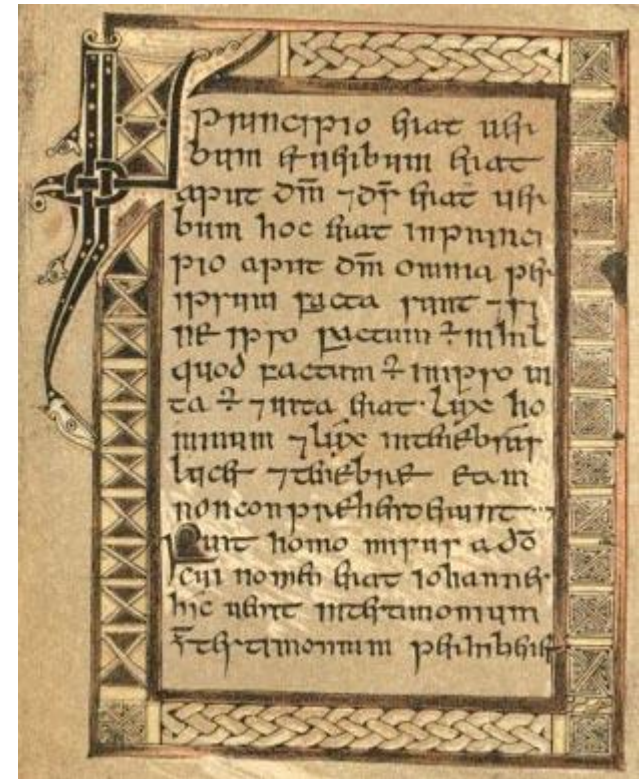
Books with Bound Pages: the Second Transition

The Romans introduced

- Bound book with cut pages of uniform size
- Grammatical Structures
- Paragraph
- Punctuation
- Upper and lower case

The Dark Ages (following collapse of the Western Roman Empire)

- Western writing almost lost
- Preserved by monks



Manu scripti =
hand-written book

Printed Books: the Third Transition

Johannes Gutenberg

- 1455
- Movable type and printing press
- Rapid adoption of printing

<50 years after invention the printing press

- 8 million to 20 million copies

36 years...more printed than during
1000 years since fall of Rome



Question to think about

Is there a modern type of media that you would compare to the printing press? Why or Why not?

Other Innovations

Printed books brought other ‘technologies’ to manage the information:

- Indices
- Annotations

“utility of lexica comes not from reading it from beginning to end, which would be more tedious than useful, but from consulting it from time to time”

Conrad Gesner, 1551
Historia Animalia

Abstinencia dicitur per uoluntatem

Reat. u. 1188.

Alphonsus Ethic. Th. V. 1106

Alphonsus M. u. u. / Th. V. 1164

Abstinencia Pythagorae

a ceteris iis. Reat. u.

1185.

Alphonsus quodammodo Th. V.

1105

Alphonsus Obsequium Th. V.

2222

ab Alphonsus p. u. Colonice.

Alphonsus Th. V. 532 Reat. u. 3012.

Alphonsus Th. V. 103

Alphonsus Th. V. 3104

Alphonsus Th. V. 2007

105

Alphonsus Bonaventura ab Alphonsus p. u.

Th. V. 3122

Alphonsus misalibet Th. V.

Plato, et cur. Reat. u. 1207

Alphonsus Madama tona

Reat. u. 106.

Alphonsus Th. V. 1106

Reat. u. 106.

Alphonsus Th. V. 1106

Reat. u. 106.

Alphonsus Th. V. 1106

105.

Alphonsus Th. V. 1106

Reat. u. 316.

Alphonsus Th. V. 1106

Alphonsus Th. V. 1106

1054

Alphonsus Th. V. 1106

2609.

Alphonsus Th. V. 1106

127

Alphonsus Th. V. 1106

Alphonsus Th. V. 1106

Alphonsus Th. V. 1106

2086.

Alphonsus Th. V. 1106

2667

Alphonsus Th. V. 1106

Reat. u. 2888

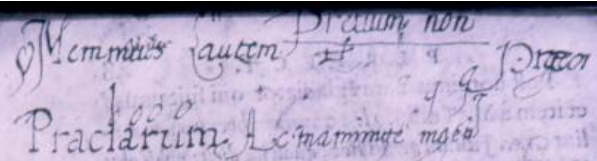
Alphonsus Th. V. 1106

2111

“The greatest secret is to make different marks for different kinds of passages: crosses, circles, half-circles, numbers, letters and other characters which had the various meanings one had assigned to them.”

Charles Sorel, 1673

Supplement des traitez de la connoissance des bons livres, p. 12



Question to think about

Gutenberg changed the world. Can we attribute more recent changes in book technology to a single person?

Digital Future of Books: The Fourth Transition

Changes in Bookselling: move from 'brick & mortar' stores to online sales

- Barnes & Noble
- Amazon.com
- Chapters

What about libraries?

Digital Future of Books: The Fourth Transition

Electronic Publishing & Reading

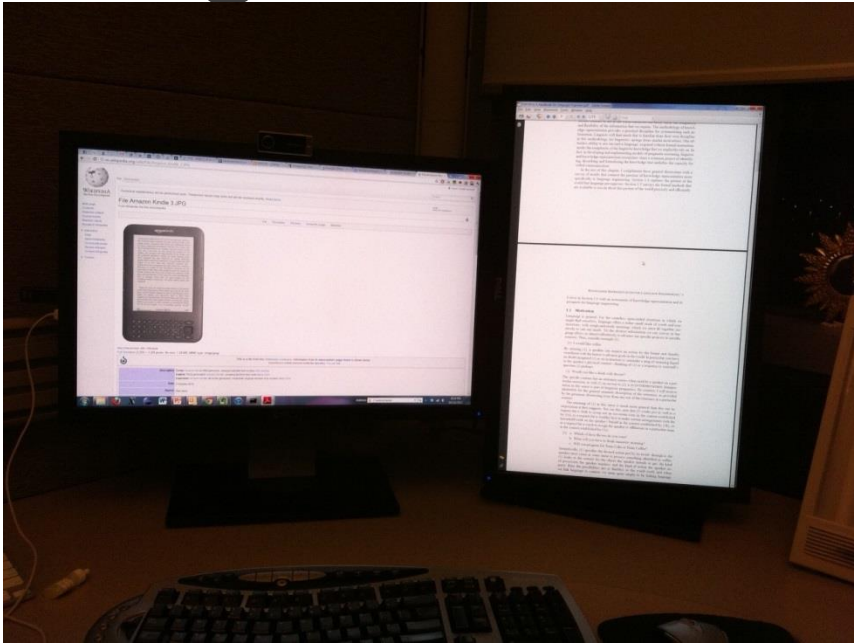
Books on Demand (printed on the spot)

- Reduction in Cost
- Reproduced on Paper at Site
- No returns

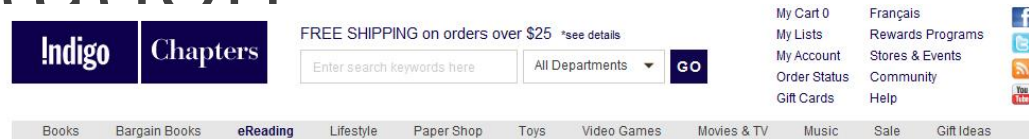
Direct Downloads from Internet

- Reading Online
- Download, read on computer
- Download, read on portable device (Kindle, Kobo, iPad)

Ergonomics Matter



Marketplace convergence and adaptation



"All in all, the new Kobo eReader Touch Edition looks sweet, and ties in with Kobo's free apps for pretty much every phone and tablet out there. It is also a bargain..."

~ Wired Gadget Blog
[read more media quotes](#)

The image is a promotional banner for eReading. It features a dark blue header with the word 'eREADING' in white. Below the header, there are two main sections. The left section is a blue box with white text that says 'Save \$200 on all BlackBerry PlayBook tablets*' and 'Instant rebate offer valid until Oct 13th', with a 'learn more »' link. The right section is a white box with a brick wall background. It has the text 'Start eReading Today!' in large white letters. Below this, there is a Kobo eReader Touch device displaying the 'BOOKS, BY TITLE' section of the app, with a list of books including 'THE BEST OF MICHAEL LEWIS' and 'THE BOOK OF AWESOME'. At the bottom right of the white box, the text 'The Kobo Touch is for those who' is visible.

Between the Past and Future: Book Publishing Today

1947: \$435 million

2007: \$23.6 billion

The Book Publishing Process

Publishing company: select, produce, advertise & distribute

Authors – key players in book publishing (ideas in the heads of authors)

Agents – contacts publishing houses, represents the author in negotiating the contract

Editors – conduct market research, work with authors to organize the book effectively, check the spelling and grammar

Production Staff – set the manuscript into type for printing, develop illustrations, design the print (style, cover, and format)

Sales – persuade independent booksellers to carry the company's book

Six Large Publishers

Random House, Inc.

Penguin Putnam, Inc.

HarperCollins

Holtzbrinck Publishing Holdings

Time Warner

Simon & Schuster

Book Publishing as a Business

Consolidation of Ownership

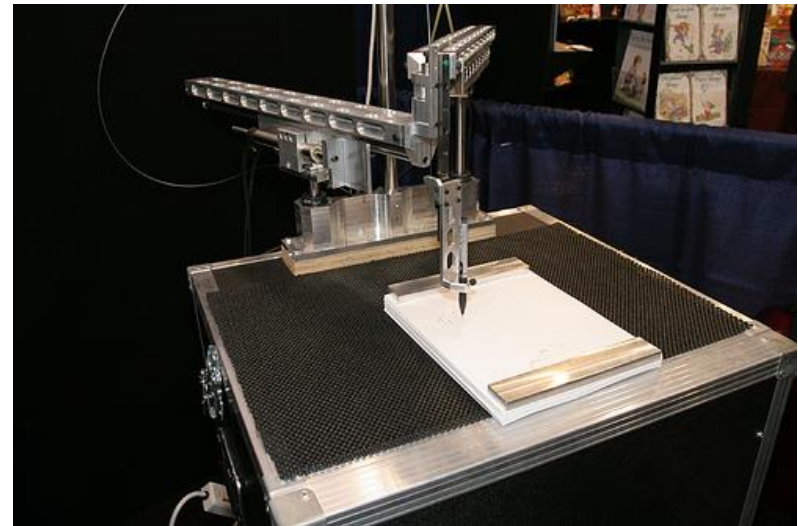
- 2% of publishers = 75% of book sales
- 6 large publishers (many are global multi-media companies, e.g. Time Warner)

Marketing and Selling Books

- Reviews
- Book Tours
- Media appearances

1999: 70,000 titles sold; 2006: 290,000 titles sold

Remote Book Tours - LongPen



<http://www.photojunkie.ca/archive/2006/06/margaret-atwoods-long-pen/>

The Institute for the Future of the Book

about us

We're a small think-and-do tank investigating the evolution of intellectual discourse as it shifts from printed pages to networked screens. There are independent branches of Institute in New York, London and Brisbane. The New York branch is affiliated with the Libraries of New York University.

[people »](#)

[contact »](#)

[press »](#)

our partner organisations are

[if:book uk - futureofthebook.org.uk »](#)

[if:book au - futureofthebook.org.au »](#)

read our mission statement »

projects

A list of our projects (roughly chronological)

[Expressive Processing »](#)

[The Googlization of Everything »](#)

[Sophie »](#)

[CommentPress »](#)

[Gamer Theory »](#)

[MediaCommons »](#)

[In Media Res »](#)

[HASTAC digital learning report »](#)

[Operation Iraqi Quagmire »](#)

[The Holy of Holies »](#)

[Without Gods »](#)

[IT IN place »](#)

[The Gates Memory Project »](#)

[if:book »](#)

if:book

[if:book](#) is our blog, the daily record of our inquiry into a wide range of topics, all in some way fitting into the techno-cultural puzzle that is the future of reading and writing.

[read if:book »](#)

recently

[Mobility Shifts Conference at The New School »](#)

[in honor of the centenary of marshall mcluhan's birth »](#)

[an observer worth paying attention to »](#)
[add this to the list of future\(s\) of the book »](#)

[IDPF meeting in may »](#)

[Persistence: A Rich-Media Fiction »](#)
[shift happened »](#)

[read in order to live »](#)

[the future of marginalia is bright \(not dim\) »](#)

[wikileaks as a harbinger of strange times »](#)

What is gained
through new
computer technology?

Implications of Technology: Gains

Collaborative Writing

Customize book – language / parental controls

Read without light

Bookmarking is implicit (just turn off)

Companies can collect statistics about reading (possibly negative – privacy concerns)

Implications of Technology: Gains

Download for free (or partially, e.g., first Chapter)

More information available

- Interactivity, e.g. quizzes, videos
- Nonlinear storytelling
- Linked content

Search in books

Immediate purchase anywhere

With technological expertise, could circumvent censorship (e.g. books not available in a country)

Implications of Technology: Gains

Remixing/rewriting (e.g. Cory Doctorow)

@doctorow "No book or script is ever really finished. You constantly see changes or corrections or repairs. It is a never ending battle. "

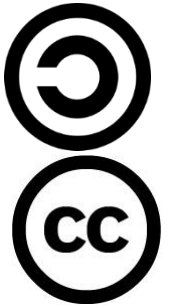
Portable – carry 200 books in your pocket..

Open publishing / low cost

Damages less likely (pages won't tear/become sticky)

Flexible presentation (change font size/style)

Libraries can purchase many copies for a short period then reduce their ownership



Implications of Technology: Gains

Fast production

More people can produce and publish

Same book and bookmark sync'ed across many devices

Environmentally friendly

Security – lock your books

Networked Fiction



Founded in September 2006, booktwo.org was initialised in order to investigate, analyse, catalogue and debate the future of literature and the publishing industry.

Run by James Bridle

<http://booktwo.org/notebook/network-realism/>



TED talk

<https://www.youtube.com/watch?v=z84EDsnpb4U>

<http://talentsearch.ted.com/video/James-Bridle-A-new-aesthetic-fo>

*What is lost through
new computer
technology?*

Implications of Technology: Losses

Loss of author control once published

Lack of creative capabilities of paper (e.g. popups)

Needs power

Potential loss of many books from one incident (e.g. break e-reader)

DRM issues: e-reader company closes, lose access (do not own your books)

Eye strain, sleep disruption

Implications of Technology: Losses

Security concerns/hacking

Less satisfying to give as a gift

Lack of feeling of community – shopping together, reading together

Lack of value of having a copy from first printing

Volatility of technology – change technology, lose books?

Access requires technology skills

Implications of Technology: Losses

Loss of bookshelf as a decoration / personal expression

Replacing the reader is expensive

Slow to turn pages, difficult to 'flip through' the book

Customization could lose author's intent

Difficult to annotate

Reading: the loss of marginalia?

NY Times reading on

http://www.nytimes.com/2011/02/21/books/21margin.html?_r=0

nytimes.com

Book Lovers Fear Dim Future for Notes in the Margins

by DIRK JOHNSON • FEB. 20, 2011



Paul F. Gehl, a curator at the Newberry Library in Chicago, oversees its books and correspondence related to marginalia.

CHICAGO — Locked in a climate-controlled vault at the Newberry Library here, a volume titled “The Pen and the Book” can be studied only under the watch of security cameras.

The book, about making a profit in publishing, scarcely qualifies as a literary masterpiece. It is highly valuable, instead, because a reader has scribbled in the margins of its pages.

The scribbler was Mark Twain, who had penciled, among other observations, a one-way argument with the author, Walter Besant, that “nothing could be stupider” than using advertising to sell books as if they were “essential goods” like “salt” or “tobacco.” On another page, Twain made some snide remarks about the big sums being paid to another author of his era, Mary Baker Eddy, the founder of Christian Science.

Kobo Pulse

Community reading statistics

Shared annotations and bookmarks

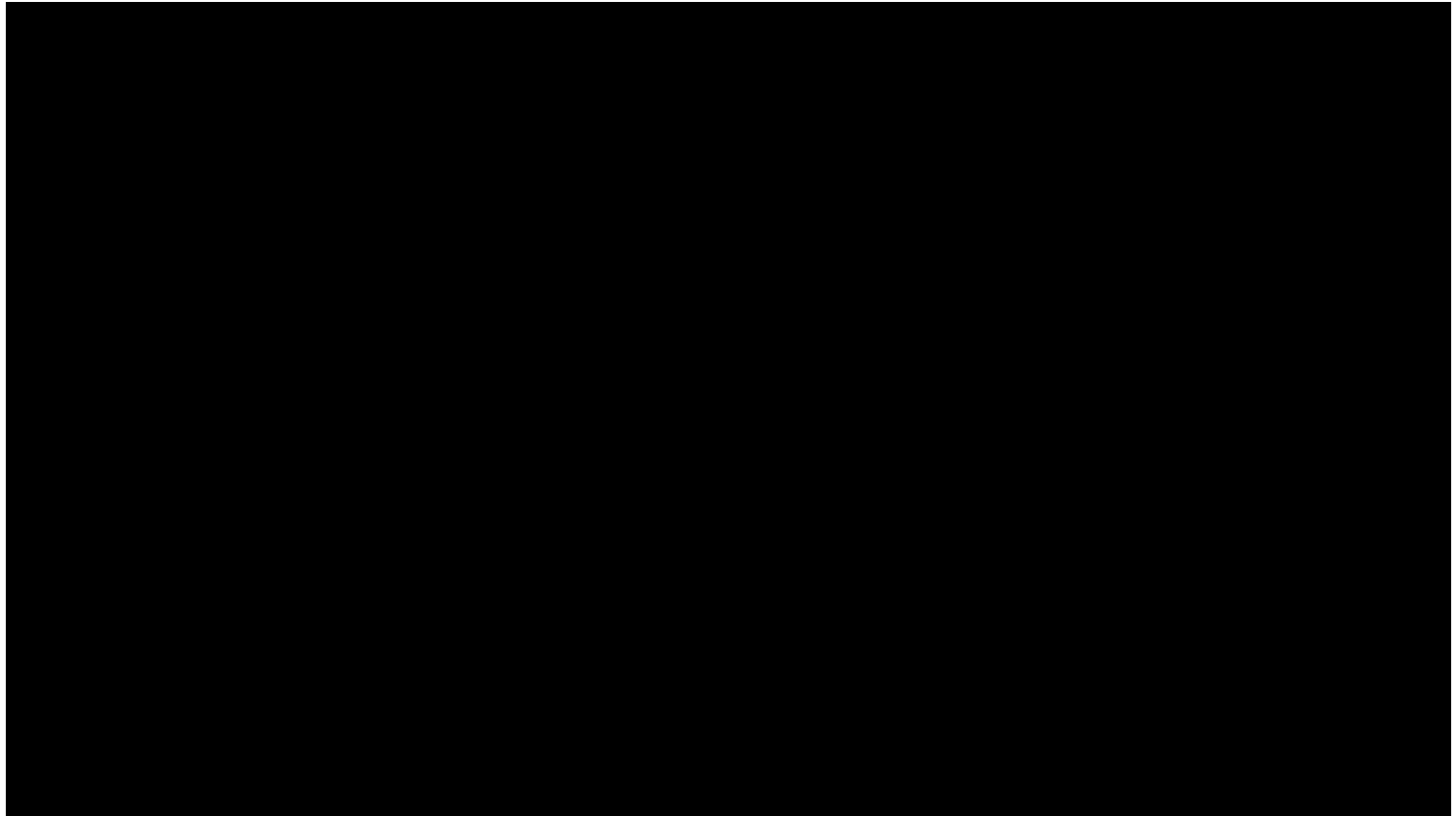


Open Bookmarks

Social reading support *across platforms*

- Sharing notes
- Sharing bookmarks
- Sharing your progress through the book

The Future of the Book



Merging Paper and Digital

Anoto

- Pen tip has a camera which reads the pattern
- Writing is captured by the pen camera

<https://www.youtube.com/watch?v=jwOZvcXBvN4>



Pencasts



<http://www.livescribe.com/en-us/pencasts/>

<http://store.livescribe.com/moleskine>

A digital version of your notes and audio come to life as an interactive document



Sacramento Town Hall Meeting
[Download Pencast PDF* >](#)



The Facebook Effect by David Kirkpatrick
[Download Pencast PDF* >](#)



Darrell Hammond's Big Idea
[Download Pencast PDF* >](#)



Ariana Huffington's Big Idea
[Download Pencast PDF* >](#)

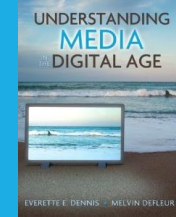
Evernote Smart Notebook



<http://blog.evernote.com/2012/08/24/the-new-evernote-smart-notebook-by-moleskine/>

Evernote recognizes handwritten

<https://www.youtube.com/watch?v=Ueyiw6gv04U>



Chapter 4

Newspapers

DIGITAL MEDIA

Newspaper are...

Portable

Predictable

Accessible

Cost Effective

Perishable

Difficult to store

Impossible to update

Appeal to older adults

Ink smudge

The Premier Place of Newspapers in the News Media

News

“is current or fresh information about an event or subject that is gathered, processed, and disseminated via a medium to a significant number of people.”

Newspapers and News in a Digital Era

Notable losses: Rocky Mountain News, Seattle Post-Intelligencer

- *Future of The National Post?*

Changing business model from print to online

What are your thoughts about newspapers? Do you subscribe? Why or why not?

Newspapers: The First Medium for the Mass Society

The First Newspapers

- 1500s: Venice, *gazetta* newssheets about the war in Dalmatia.
- 1600s: brief printed newssheets called *corantos* originated in Holland, and soon appeared in other countries.

True Newspaper

Published weekly (at least)

Produced by a mechanical printing process

Available (for a price) to people of all walks of life

Prints news of general interest (not specialty)

Readable by people of ordinary literacy

Is timely

Is stable over time

The First “True Newspaper”

Oxford Gazette, 1665

- Published in Latin
- Authority of King Charles II
- „authorized newspaper” – published and controlled by royal government
- Published twice per week

First Daily English Newspaper

Daily Courant

- 1702
- London
- High quality, integrity primarily to an affluent and educated elite (not mass)
- Supported by advertising

The Press in the American Colonies

Publick Occurrences Both Foreign and Domestick

- Criticism of the “Crown” policies (taxes and control of trade grew)
- September 25, 1690
- ... only one issue – not really a newspaper
- Important because it spoke against the government

Establishing Traditions in American Journalism

The Principle of Freedom of the Press

John Zenger v. Governor of New York

- Trial 1735
- *Sedition: promoting dissatisfaction with the government*
- *Libel: printing untruths*
- Outcome: No one should be punished for printing the truth (sedition ok, libel not ok)
- Press should be able to criticize government

Characteristics of Colonial Press

News seldom up to date

Published infrequently – no daily newspaper until 1783

Slow to reach subscribers – delivered by mail: horses, trains or sailing vessels.

Partisan – only one point of view

Newspapers for the Ordinary People

New York Sun – “It Shines for All”

- 1833, Benjamin Day
- For the less-sophisticated
- Sold for a penny

New York Herald

- 1835
- James Gordon Bennett

Impact of Society on the Growth of Newspapers

Rapid expansion of the population, leading to larger amount of newspapers readers

Revolution in technology, increased ability to gather, transmit, print and distribute the news

The Civil War, simulated a great demand for news and development of technology for getting it into newspapers

Era of Yellow Journalism

Attract readers, at any cost?

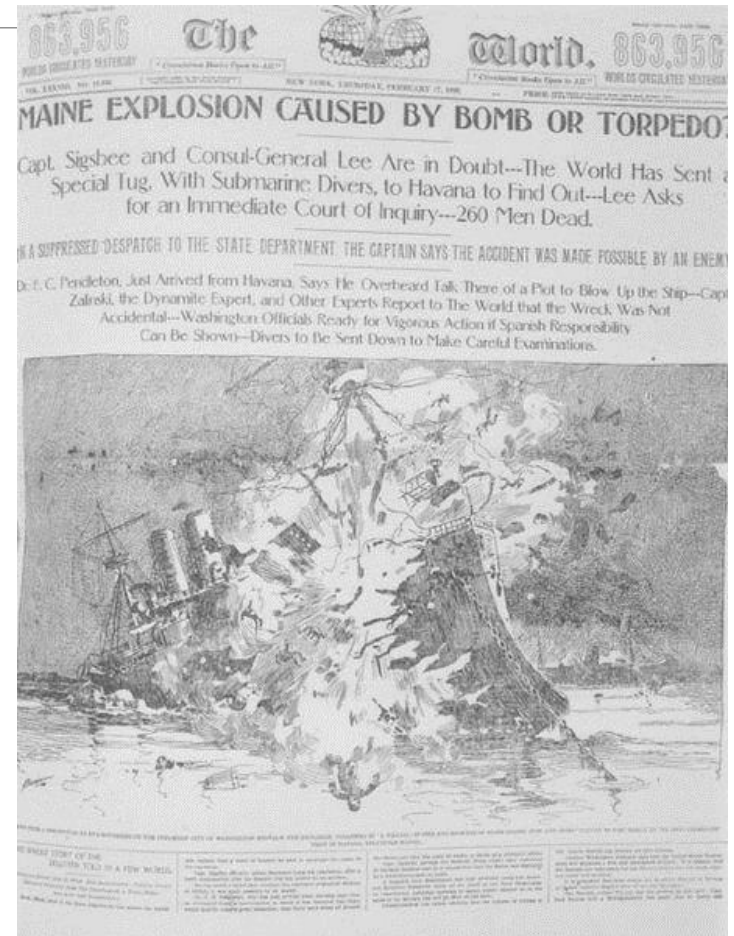
Readers = money (easier to convince for advertisement)

Joseph Pulitzer v. William Randolph Hearst

New York World v. New York Journal

Sensational Journalism

Sensationalism is a type of editorial bias (events and topics are overhyped)



http://en.wikipedia.org/wiki/Yellow_journalism

Which newspapers in
Canada are
sensationalist?

[illegible]

Yellow Journalism Alive Today?

Does the internet encourage yellow journalism?

Trends That Shaped Today's Newspapers

Newspaper purchases follow adoption curve – number of households in the country during each decade

Development of auxiliary services such as news wires

Changing patterns of ownership

Trends That Shaped Today's Newspapers

Newspaper Adoption Curve

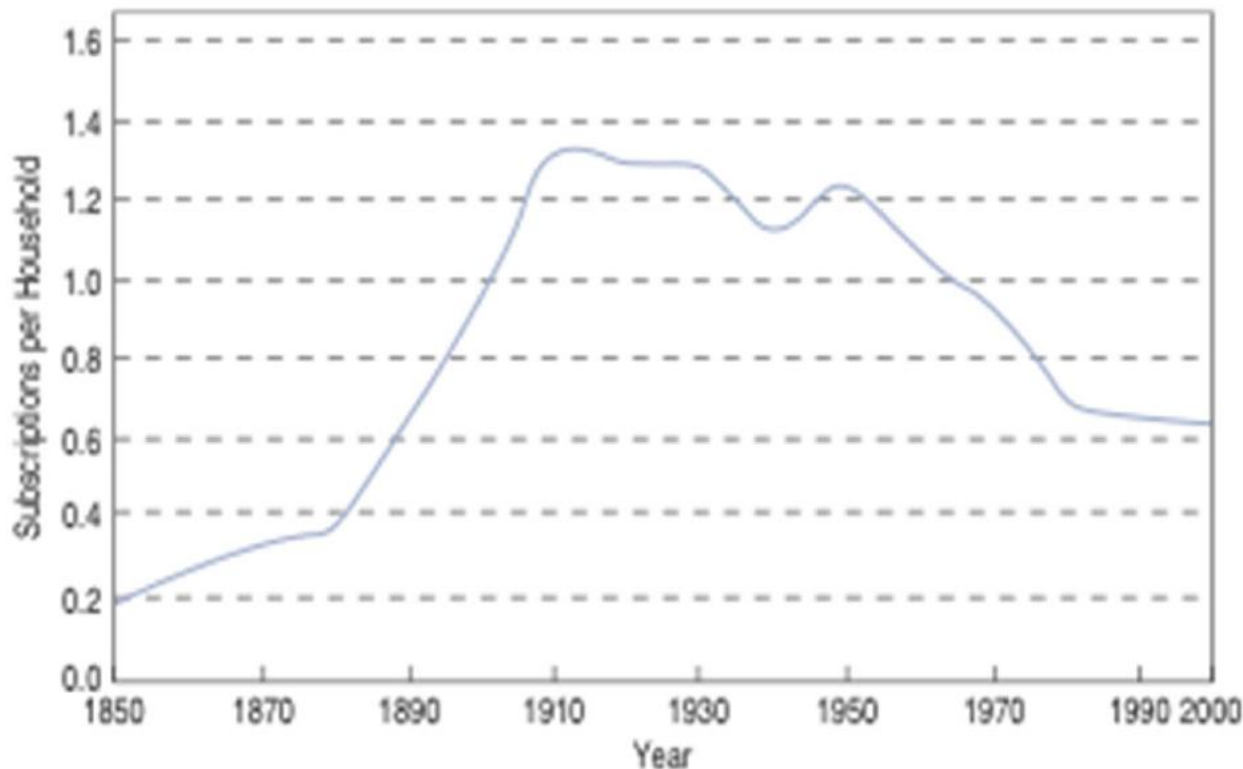


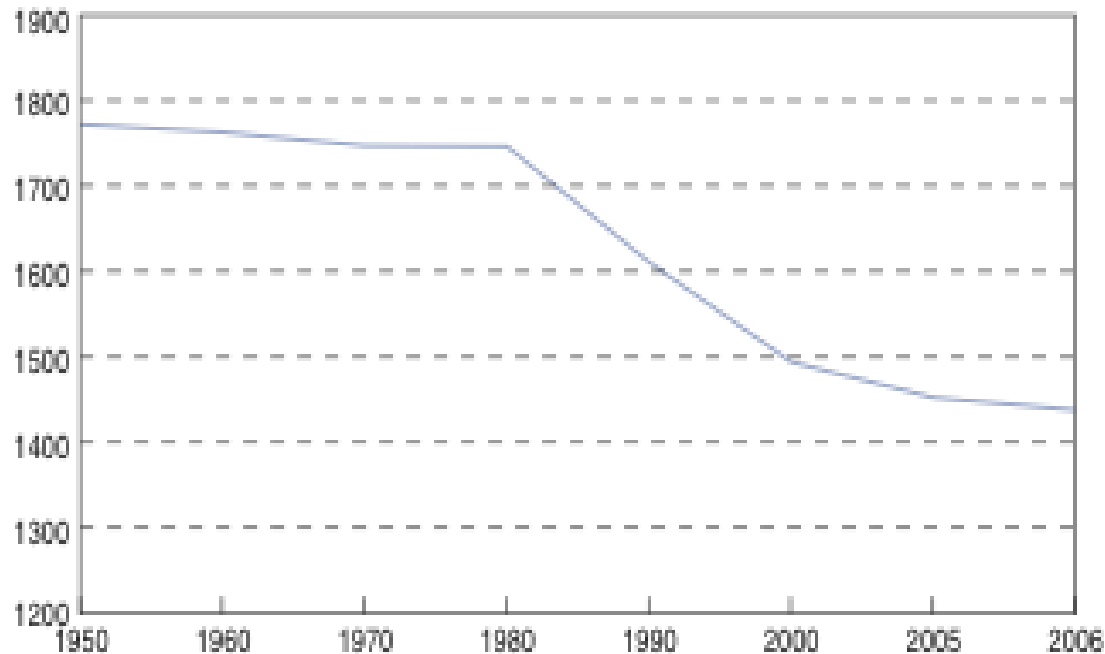
FIGURE 4.1

The Curve of Adoption of Daily Newspapers in the U.S., 1850–2000

Subscriptions to daily newspapers rose at an increasing pace during the last half of the nineteenth century. Newspaper usage peaked around the time of World War I. It was the medium's golden age. Later, radio, magazines, and television offered competition and subscriptions declined steadily.

Trends That Shaped Today's Newspapers

Number of Newspapers



Source: Editor and Publisher; NAA

Adoption of Newspapers

growth in 1800s

peak during First world War

slow, then rapid decline

1920: 2,042 newspapers (USA)

2006: 1,452 newspapers (USA)

Growth of Wire Services and Feature Syndicates

Wire Services:

news-gathering organization
supplying news stories

Feature Syndicates:

Commercial groups contracting
with newspapers to provide a great
content (e.g., comic strips, movie
critics)

THE CANADIAN PRESS 

Changing Patterns of Ownership

Growth of chains

- 1920: 31 chains, <5 newspapers each
 - 1960: 109 chains, 5 newspapers each
 - 1986: 127 chains, 9 newspapers each
 - 1990: 153 chains, 9 newspapers each
 - Today: 75% of newspapers owned by a “chain”
-
- The independently owned newspapers are nearby close to extinction

Changing Patterns of Ownership

Concentration of Ownership

- Absentee owners with diverse economic interests, are likely to have little commitment to local communities
- Corporations might not have commitment to critical watchdog role
- Conglomerate focused on profit, not necessarily news (news as one many products)

NEWS OF THE WORLD

THE WORLD'S GREATEST NEWSPAPER 1843-2011



The Newspaper as a Contemporary Medium

1,422 newspapers

51 million copies...daily

69 million visits to newspaper websites

general newspapers

specialized newspapers

‘national’ newspapers: Globe & Mail, The National Post, USA Today, Wall Street Journal, New York Times

Metropolitan Dailies

serve metro areas

7 days a week

full size

news

features

entertainment

sports

opinion

Tabloids

12 X 16 inches

5 columns

Glossy, splashy headlines

Medium-Size Daily Newspaper

50,000 to 100,000 circulation

Wire services

Feature Syndicates

Local content

Non-Daily Newspapers

Community, rural, (some suburban) press

Urban arts/local issues/grassroots press:

- Village Voice, New York
- Snap Oshawa
- Now Toronto

Ethnic Press

growth in immigrant communities

growth in Spanish, Farsi, Mandarin-language publications

urban, regional audiences

Free Dailies

Europe, 50% of market

US, 6% of market

Metro embraces Internet

<http://blog.scanlife.com/2009/09/metro-news-canada-scanlife/>

Content can be updated during the day!



Changing Functions and Content

Only 16% of young adults read newspapers, and 9% of teenagers.

Functions:

- Persuading
- Informing
- Entertaining
- Providing In-Depth Coverage and Analysis
- The Official Communicator
- Appealing to Specialized Interests

How Newspaper Work is Organized

Publisher: owner or owner's representative

Editor: responsible for the content

Managing editor: day-to-day operation of news department

Specialized editors: section editors (city, metro)

News Editor and Copy Editors: edit stories

Wire Editor: selects wire stories from the news services such as Associated Press

Reporters: journalist who seek out news

Photojournalists

Online staff – some newspapers have a parallel website

Interactive Media and Online Newspapers

2009: all U.S. and international papers have digital or interactive editions

Threats: 55% report not wanting to pay for content

Challenges:

- Embrace the Internet
- Work on new business models

Online Subscription Model

http://money.cnn.com/2010/02/09/technology/tablet_ebooks_media.fortune/index.htm

Would you buy an online subscription? Mobile?

How could an online newspaper be *better* than a print paper?

Types of Digital Newspapers

Traditional newspaper with free online edition

Traditional newspaper with subscription-based online edition

Traditional newspaper with enhanced content online

Online only

Collaborative (crowd-sourced) news

Comparison

TRADITIONAL

Physical (+ experience, - storage, fragile)

Audited subscription numbers, geography known (+ advertiser value)

Supports a wide industry (logging to delivery)

DIGITAL

Business model evolving

- People are not used to paying for online content

Stories can be updated 24/7

Global reach

Interactive

Comments and community participation

where any site visitor can add or edit stories..



Main Page
Newsroom
Recent changes
Random article
Archives
Free use media upload

▼ Wikinews
Help
Write an article
Water cooler
Style guide
Live chat
World News Quiz
Donate
Contact us
► Regions
▼ In other languages
العربية
Български
Bosanski
Català
Česky

Article Collaboration

Don't forget, Wikinews is written by people like you! If you find a topic you want to see Wikinews cover, why not [create an account](#)?

Welcome to Wikinews

The free news source [you can write!](#)



 ORIGINAL REPORT

'Fascinating' and 'provocative' research examines genetic elements of bipolar, schizophrenia

Last week, *Nature Genetics* carried twin studies into the genetics of bipolar disorder and schizophrenia. This special report examines the month's research into the illnesses in detail, with *Wikinews* obtaining comment from experts based in Australia, the United States and the United Kingdom.

[Image credit](#) - [Read more...](#)



Australian columnist 'offended, insulted, humiliated' fair-skinned Aborigines

Conservative commentator Andrew Bolt has been found in breach of the Racial Discrimination Act, following a pair of newspaper articles in 2009 in which Bolt criticised fair-skinned people identifying as Aborigines.

[Image credit](#) - [Read more...](#)



Apple Inc. co-founder Steve Jobs dies aged 56

The co-founder and former chief executive officer of technology company Apple Inc. has died.

[Image credit](#) - [Read more...](#)



Afghan employee kills U.S. citizen at Kabul CIA base

A U.S. citizen working for the U.S. Embassy in Afghanistan was killed by an Afghan also working there.

[Image credit](#) - [Read more...](#)



Australian news network under investigation over pokie reform comments

The Australian Communications and Media Authority (ACMA) has launched an investigation into the Nine Network over comments by its football commentators regarding the government's planned poker machine reform.

[Image credit](#) - [Read more...](#)

Magazines: Making a Profit

2007: \$35 billion

- Circulation: \$10 billion
- Advertising: \$25 billion

Advertising

- The old: circulation figures and pass-along rates
- The new metrics: usage patterns, transactions, site performance

The Future of Magazines

Involves the Internet

“e-zines” – distributed by any electronic method

New business models

www.newslink.org

Magazines in the Digital Era

Social Media

Portability: the Kindle

Newsweek going “all digital”

MEDIA

CHANGE TEXT SIZE ⌵ ⌶ ⌷

AUTHOR


Tina Brown

Blocked by Family

In Newsweek Magazine

Tina Brown: Newsweek's All-Digital Future

Oct 22, 2012 1:00 AM EDT

Newsweek embraces the digital future.

[Print](#) [Email](#) [Comments \(1\)](#) [+1](#) [Tweet](#) [Like](#) (13)

This is a bittersweet moment in Newsweek's immensely proud history. As we have announced—and as has been widely and passionately reported by the media in the U.S. and abroad—the magazine will go all digital in 2013. The Dec. 31 issue of Newsweek will be its last as a print magazine.



Bittersweet, I say. Bitter, because I'd be lying if I didn't confess to a bruised heart. I love print: always have, always will do. Sweet, because we are rising spiritedly to a challenge, not wringing our hands in impotent despair over the way modern life—and modern reading habits—have rendered our print edition unviable.

Our decision is driven by our optimism, our belief in ourselves—and our belief, above all, in our readers. You have increasingly adopted digital and, in effect,


THIS WEEK'S ISSUE

High Times in America

The Truth Behind the Benghazi Attack

The Girl Who Changed Pakistan

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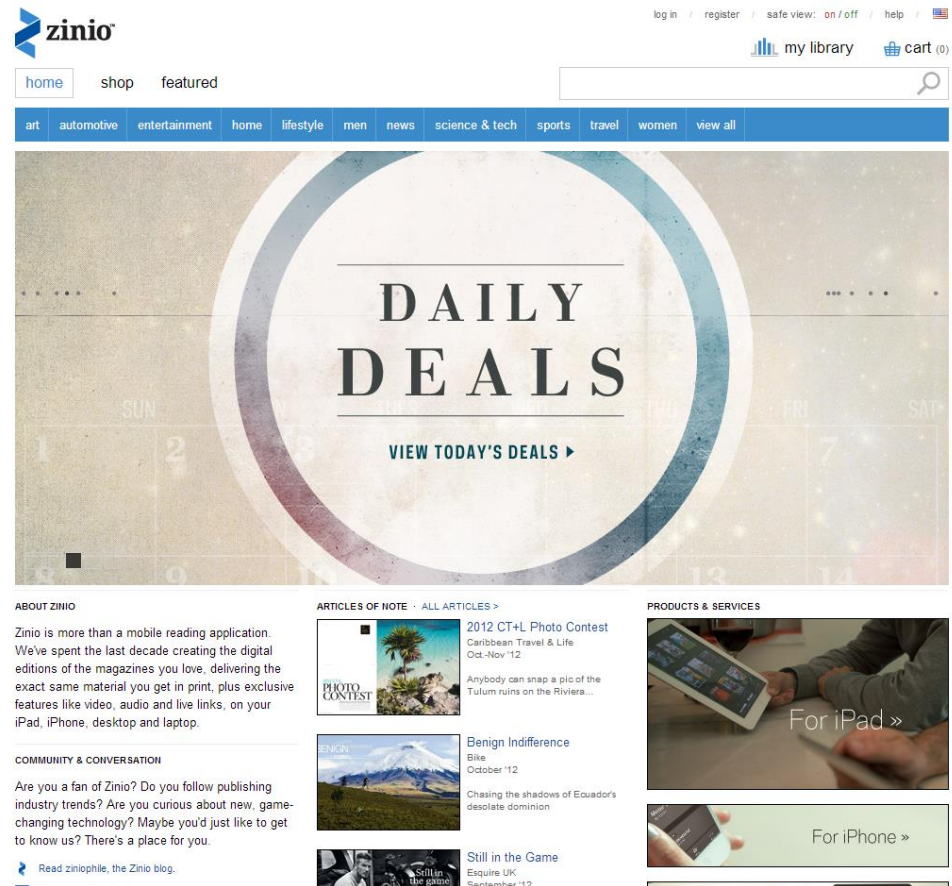
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Shared Distribution Model

Digital 'newsstand'

Production and distribution
across devices



Summary

We reviewed:

- Printed media
 - Books
 - Newspapers
 - Magazines

Actions

Read Chapter 3 and 4 from course book.

Review slides.