Unit 4
ELECTRONIC PUBLISHING

Learning Outcomes:

By the end of the lesson, the students are expected to be able to use appropriate English to:

- explain the meaning of desktop publishing and kind of documents can be produced with a desktop publishing system
- identify steps in desktop publishing publication
- explain the meaning of electronic publishing and its considerations to publish online.
- identify the example of e-publishing in the text.
- identify opinions showing pro and con against electronic publishing.
- explain what features should be available on an electronic book reader.
- compare and explain two different electronic book readers on two different websites.
- design a mock-up of an electronic book reader and present it to the class.
- identify and make sentences using *infinitives* both with and without *to*

4.1. Desktop Publishing

Exercise 1: Work in pairs. What do you know about desktop publishing? What kind of documents can be produced with a desktop publishing system?

Exercise 2: Read the text and answer the following questions.

What is desktop publishing?

Desktop publishing (DTP) refers to the use of computers to design and publish books, brochures, newsletters, magazines and other printed pieces. DTP is really a combination of several different processes including word processing, graphic design, information design, output and pre-press technologies, and sometimes image manipulation.

DTP centers around a page layout program. Typically, a layout program is used to import texts created in word processing programs, charts, and graphs from spreadsheet programs drawings and illustrations created in CAD, drawing or paint programs and photographs. The program is then used to combine and arrange them all on a page. It is this ability to manipulate so many different items and control how they are used that makes layout software so popular and useful. However, modern word processors also have publishing capabilities, meaning the line separating such programs from DTP software is becoming less clear. In general, though powerful new publishing systems use high quality scalable fonts and give you control over typographic features such as **kerning** (adjusting the spaces between letters to achieve even consistent spacing). Another key feature of DTP software is **text flow** - the ability to put text around graphic objects in a variety of ways.

Once composed, DTP documents are printed on a laser printer or on a high-resolution imagesetter. For transfer to a commercial printer, the documents are generally saved in their native page layout format (such as Adobe InDesign or QuarkXPress) or as PDF files. PDF stands for Portable Document Format and allows people to view, search and print documents exactly as the publisher intended - you don't need to have the software and font size to create it. PDF files can be published and distributed anywhere in print, attached to email, posted on websites, or on DVD. To open a PDF file, only the Adobe Acrobat Reader (a free download) is required.

In modern commercial printing, DTP files are output as directly to the printing plates without using film as an intermediate step. This new technology is known as **Computer-To-Plate** (CTP) or direct to plate, and the machine that generates plates for a printing press is called a **platesetter**. CTP machines are expensive so most people take the files to **a service bureau**, a company that specializes in painting other people's files. Service bureaux offer a full range of scanning and printing solutions.

1. What type of software is used for the creation of DTP documents?
2. What are three differences between DTP software and word processors?
3. What is a PDF and what can it do?
4. Which program do you need to view a PDF document?
5. Why do people send their DTP files to service bureau?

Exercise 3: Look at the following extract from an online tutorial for DTP. Put the steps in the creation of DTP document (a-f) in to the correct order.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐

a. First, the DTP designer decides the basic form of the document (the type of document, general design, color, fonts, images required, etc.).	d. When the text has been edited, the designer imports the pictures and uses precise tools to position, scale, crop, and rotate all the items.
b. The last step is to take the files to a service bureau, which will print the publication.	e. The next step is to type the text directly or to import it from a word processing program like Word or WordPerfect.
c. To create the DTP document, the designer begins by selecting a template or by specifying the settings of a new document (the page size, margins, columns, paragraph styles, master pages, etc.)	f. Once the file is composed and saved, the designer has to prepare it for printing, which involves verifying the color specification, creating a Postscript or PDF file, exporting the file in HTML format for the Web, checking proofs, etc.

Exercise 5: Listen the audio file about the tutorial online to check your answer.

4.2. Electronic Publishing

Exercise 6: Work in pairs. What do you know about electronic publishing? What should to consider before publishing online?

Exercise 7: Read the following text about e-publishing. What examples of e-publishing can you find in the text?

Publishing has existed in its current form for centuries. Ever since paper was first invented, human beings have found ways of using it to pass on messages to each other. Books, magazines, and newspapers are now part of our everyday lives, but with the invention of the Internet and the speed of new technological advances, the world of publishing is changing. Online newspaper and magazines, blogs, and even e-book readers are changing the way we get information. But will we ever stop picking up a good old-fashioned newspaper?

Taken from Infotech English for Computer Users, pp.109

Exercise 8: Work in pairs. Which of these should be published in electronic form and which in traditional paper versions? Give reasons for your decisions.

a. a national newspaper

b. a textbook on information technology

c. a laser printer manual

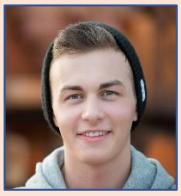
d. a detective story

e. a traveler's guide to South Korea

f. schoolbooks

g. an encyclopedia

Exercise 9: Read the following opinions of three different speakers about electronic publishing. Decide what points each of them say about it. Identify the expressions and put them on either “points for” column or “points against” column.

telecommunication engineer	author	keen reader
		
I need information quickly; it’s a vital part of my life. Every technology book in my specialism is out of date before it gets printed so I don’t buy technical books. I go straight to the research groups who publish on the web. Electronic books make good sense for me. Publishing something like a laser printer manual is just a waste of paper. What we need is an electronic version available everywhere and updated regularly.	What I like about it is my books are available all over the world. They’re available in countries where English language books are hard to get. It doesn’t matter if you live in Beijing or Buenos Aires, people can read anywhere.	I’ve tried it, it’s complicated. I paid a dollar for the first chapter of Stephen King’s book and another dollar because I wanted to read the next chapter. But then, I thought. there’s the time on the internet trying to get to the site, there’s time taken to download it and all the time I’m paying just for being on the internet. Then there’s printing costs because I don’t like reading off computer screen. It’s not cheap. Besides, I like the look and the feel of the book and the fact that you can take them anywhere and who’s going to steal a paperback? And another thing. Paper lasts from 50 t0 500 years. Magnetic tape stretches, CDs delaminate. Printed books are still the best way to preserve knowledge.

Taken from Oxford English for Information Technology

Speakers	Points for	Points against
telecommunication engineer		
author		
keen reader		

Exercise 10: Work in a group of three. Discuss these questions:

1. What features should an electronic book reader have?
2. Compare two different electronic book readers in terms of its features. For instance, you may compare that on http://www.amazon.com/gp/product/B00AWH595M?&tag=ttr_ebook-reader-20 and http://www.barnesandnoble.com/p/nook-glowlight-barnes-noble/.

   Which do you think is more interesting than the others?
3. Will we still need them printed in the future or it is enough to have their digitalized version?

Exercise 11: Work in a group of three. Create a mock-up of an electronic publishing application of your own. Describe the main features that you think will be in your application. They should be *unique*, different from any application available at Google Play Store or others. Make sure it is *applicable*, *sellable*, and *friendly user*.

4.3. Grammar Study

The infinitive

The infinitive *with* **to** (to + V1) is used in the following ways:

- **to express purpose**
  *We use symbolic language **to communicate** instructions to the computer.*
- **after adjectives**
  *BASIC was widely used in the past because it was **easy to learn**.*
  *Machine code is too **difficult to write**.*
- **after certain verbs** (for example: afford, demand, plan, agree, expect, promise, appear, hope, refuse, arrange, learn, try, decide, manage).
  *A lot of companies are now **trying to develop** voice applications for web access.*
- **after the object of certain verbs** (for example: advice, encourage, allow, expect, tell, ask, invite, want, enable, order, warn)
  *HTML **allows us to describe** how information will be displayed on web pages.*

The infinitive *without* **to** (V1) is used in the following ways:

- **after modal verbs** (for example: can, could, may, might, will, would, must, should).
  *Unfortunately, computers **can't understand** spoken English.*
  *High-level languages **must be** translated into machine codes.*
- **after the object with the verbs make and let.**
  Programs **make computers perform** specific tasks.

Exercise 12: Make sentences using the prompts.

Example: not easy/instructions → It is not easy to write instructions in COBOL.

1. expensive/set up a data-processing area
2. advisable/test the programs under different conditions
3. unusual/write a program that works correctly the first time it's tested
4. important/use a good debugger to fix errors
5. easy/learn Visual BASIC

Exercise 13: Choose the best option.

1. We use high-level languages because machine code is too difficult _____, understand and debug.

   A. read B. reading C. to read

2. I went on the course _____ how to be a better programmer.

   A. learn B. learning C. to learn

3. I'm not interested in _____ that computer language.

   A. learn B. learning C. to learn

4. He refuses _____ the project with me.

   A. do B. doing C. to do

5. The engineers warned the employees not _____ the cables.

   A. touch B. touching C. to touch

6. They may not _____ to the conference.

   A. come B. coming C. to come

7. Spyware can make your PC _____.

   A. perform B. performing C. to perform

8. This program is too slow _____ the simulation.

   A. do B. doing C. to do

9. You promised not _____ anybody my secret.

   A. tell B. telling C. to tell

10. I can't get used to _____ a voice recognition system.

    A. use B. using C. to use