CHAPTER III

REVIEW OF LITERATURE

Research on the pattern of development of book publishing activities in a region is significant in these days of 'operation floodlight'. The several aspects relating to this field merit serious investigation. Aspects and issues relating to publishing indicate a positive spectrum that reflects cultural progress of the region. Certain excellent insights are made possible by them. Historically speaking, some systematic and continuous efforts have been made at the regional, national and international levels.

Books and libraries constitute key inputs in the expansion of literacy and knowledge. On the basis of this premise, a number of academic studies have been made and completed successfully. But research on book publishing has not received its due attention in South India.

Modern researchers, government departments and authors evince great interest in studying the problems and prospects of the book publishing industry. Some of the previous studies serve us
well in understanding the work done so far, and they also point out the work yet to be done and the scope for further investigation. The present research work is a unique and pioneering one as far as its scope, the methodology adopted and the region taken are concerned.

A number of research studies have appeared over the years. A review of previous studies and the past literature is presented below:

Clive Bingley\(^1\) published a book on 'Book Publishing Practice', which gave importance to the evolution and landmarks regarding the publishing practice particularly in North India when the industry was just in the infant stage. He had brought out the crucial contours in a clear manner. The problems, which confronted the industry, were also discussed. This work was significant to the publishing industry in the sense that it had systematically focused on vital points. At that time, it was a significant contribution in the field of book publication.

---

T.V.Kunhikrishnan\textsuperscript{2} brought out an edited work titled, 'Book Development: Some Current Problems'. In that book, the problems of the sixties were well dealt with. The contents had intellectual objectivity and commercial thoroughness. A few writings had been really scholarly as they could touch the roots of the problems and make proposals for accelerated advancement. The critical remarks made by the editor seemed to be a little discriminatory in tone.

M.N.Rao\textsuperscript{3} brought out a manual on book publication. The requirements of book publishing field, the levels of satisfaction, the inbuilt incentives and the open and hidden challenges relating to the publication work have been enumerated carefully. An honest effort to offer suitable solutions has been carried out by the author. A few case studies have been chosen for discussion. This work throws light on some of the comments and opinions commonly voiced on publication.


Philip G. Altbach\textsuperscript{4} made the first systematic study on the Indian publishing industry. That study was largely concerned with the publishing in the third world, with special reference to countries like India. In that work, the author has discussed the role of publishing in the intellectual system of the society, identified special problems and interviewed leading publishers to draw inferences.

The National Council of Applied Economic Research (NCAER)\textsuperscript{5} conducted a comprehensive work on the Indian publishing industry. The several facets of the book publishing industry in India were covered. The main facets were preparation of manuscripts, printing, publishing and distribution. The survey provided very useful information. Similarly the problems faced by the publishing industry were discussed.


Adavan Sundaram⁶ had edited a number of research papers presented in a seminar conducted in 1977 by the National Book Trust (NBT). That edited work contains expert papers which discussed a majority of the aspects of the Tamil publishing industry and highlighted much relevant information relating to Tamil publication. The authors of the papers were authorities in their own fields and they had come out with perspectives and parameters which can play a prominent role in promoting the publication pursuits.

K.S.Duggal⁷ had worked on book publishing in India with a stress on several requirements, problems and rewards pertaining to the publication activities. An extensive analysis of a wide variety of the books published formed the highlight of his work. A number of interesting quotations and comments were found in the work. To have a sample, a clever distributor remarked, "When people don't read authors in the original, how are they


going to read them in translation? It is a shadow of a shadow". Similar thought provoking and light throwing observations abound in this work. He had examined books on the bases of language; age of readers; nations and publishers. The role played by technology in promoting publication endeavours had been duly acknowledged by the learned author. The comprehensive nature of this work deserves special note and its assistance for transformation could easily be rated as excellent.

D.N. Malhotra and Narendra Kumar\textsuperscript{8} have studied the position and performance of the Indian publishing sectors since 1947. This work carries useful notes and valuable guidance for the newcomers. The problems relating to Indian publishing world also have been discussed and evaluated with a masterly objectivity. The recommendations made by the authors throughout the course of the book are remarkable in character. This was a well received one.

\textsuperscript{8}D.N. Malhotra and Narendra Kumar, \textit{Indian Publishing Since Independence}, (New Delhi: The Bookman's Club, 1980).
Ma. Su. Sambandan\(^9\) made a maiden attempt to explain and evaluate the several aspects connected with printing and publishing in Tamil with particular stress on the same. His much valued work, *Actchum Pathippum*, brought out many problems and issues pertaining to the field. It made a historical outline of the printing industry and left out no feature relevant for the correct understanding of the industry and also of the potential transition that had already set in. It was rated as a wonderful job by the author.

O.P.Ghai and Narendra Kumar\(^10\) brought out an edited volume as a festschrift in honour of a scholar. The expert contributors to this volume discussed significant issues which usually confronted the publishing industry then. Much light had been thrown on the freedom to publish, the role of the book in human development and the role of the publisher, problems of book piracy, availability of credit and technical facilities. Considerable importance had been given to a comparative


discussion of publication activities in developing and developed countries. The publisher, the author and the bookseller and the librarian nexus had been well treated by the authors in their papers. Many of the reflections should prove to be sources of solutions and even inspiration so far as this essential field is concerned. Above all, a few authors had devoted their attention to the aspects of advertisements also.

B.S.Kesavan\textsuperscript{11} has written a brilliant book on History of Printing and Publishing in India. The author has vividly traced the historical events and developments in the book printing and publishing sectors in India. He has made a thorough and extensive survey of the topic chosen. The bright and dark sides of the coin have been impartially analysed and interpreted. Necessary inferences have been drawn with a spirit of enquiry and exploration. A refreshing feature of this narrative work has been its excellent clarity. A critical evaluation of the evolving scenario has been modestly made.

Abul Hassan\(^{12}\) had written a book titled, “Promoting Books in India—Some Aspects”. He had thrown adequate light on the several aspects that can promote the book trade in India. He had made an in-depth study of the hurdles, problems and also the opportunities facing this sector. It can be rated as a very useful guide for the existing booksellers and also for those who have the aspirations with necessary perceptions. As the title has denoted, not all the aspects had been covered by the author. But nothing relevant had been left out.

Sitesh A. Aloke\(^{13}\) surveyed the role of small scale publishers and the problems faced by them. The author has selected 185 samples from the whole country representing all the Indian languages. This work did not include other components of the publishing industry like authors, booksellers and readers. A number of valuable suggestions were made by the researcher.


Beverly Elaine Schneller\textsuperscript{14} studied and annotated checklists with biography of a noted London publisher. Several sources have been tapped in the effort. Information relating to them is highly useful to any publisher or bookseller. Several forms of books sold by Cooper serve immensely the needs of any publisher or bookseller. The impact of advertisements has aptly been applauded.

D.Raghavan\textsuperscript{15} made a timely attempt to study the world of books, the publishing scene, publishing process, educational publications, publishing techniques and management problems in an exhaustive manner. Many vital issues of this area had been objectively analysed and interpretations advanced. The editorial process and development, designing printing and production, sales promotion and techniques had also been explained with adequate examples and literary charm. Illustrations relating to binding and


the physical get-up along with designs could easily draw the attention of the competitors. This book has become very valuable from the researchers point of view because of the critical evaluations made with clarity.

Datus C. Smith\textsuperscript{16} produced a brilliant handbook on book publishing. The author had discussed the strategies, objectives and patterns of partnership in the world of books. The economics of book publication and the market morphology available for books of different varieties had been illustrated convincingly. The several kinds of books, availabilities of libraries, literacy rates, the development of reading habits and the co-operation among the publishers had been codified interestingly. The legal aspects of book publishing, the need for training and the problem of piracy drew necessary attention from the author. A few wonderful suggestions had also been added to the advantages of future entrepreneurs. This work could be regarded as one with a research bend of mind and clear insight into the intricacies of the print world.

\begin{flushright}
\end{flushright}
Fawzi A. Abdul Razak\textsuperscript{17} has concentrated on the printing technology and its impact on the publishing trade. In his pioneering work, the contributions of experts like technicians, scholars, publishers and sellers have been analysed and interpreted in an effective manner. The functions of the scribal class have been well classified and explained in this research study. The preservation and wider dissemination of knowledge have been much influenced by relevant factors. Independent and creative ideas breed rewarding developments. The traditional link should be properly designed towards the generation and promotion of knowledge. These vital ideas have been accorded the necessary importance by the researcher in this study.

P.A..Mohanrajan\textsuperscript{18} brought out a monograph consisting of facts pertaining to the origin of early printing and publishing in India and the subsequent contribution to the democratisation of

\textsuperscript{17}Fawzi A. Abdul Razak, \textit{The Kingdom of the Book: The History of Printing as an Agency of Change in Morocco between 1865 and 1912}, (Boston: Boston University, 1990).

knowledge. The author had traced vividly the missionary activities and their contribution towards a good start of printing in several parts of India in their respective languages. The analytical section of the work was well coordinated and coherently comprehensive in character. The leading lights in the field were given due weightage. This work was pioneering in character as it boldly showed the lapses of potential entrepreneurs and inspired those who were willing to venture. The value of the book got enhanced with certain appropriate quotes from world renowned book publishers and book lovers too.

Rosalind Remer19 has analysed the characteristic features of Philadelphia publishing and book trade sector a little extensively. A brilliant examination of the traditional publishing houses and the modern ones is a noteworthy feature of the study. The process of transformation that had taken place in the book trade was treated well. The history of books and book trade have been a lengthy and laudable one. A number of landmarks could be easily identified.

Much useful light has been thrown on the issues pertaining to the different forms of information carriers and certain so-far-not touched economic effects have also been pointed out well.

Kevin Mark Stevans\textsuperscript{20} examines the book industry and the lives of the member-printers, publishers and booksellers in Counter-Reformation Milan. This work fills a gap in the literature of the publishing industry in the sixteenth century Italy. A comparison is made between the printed sources (books) and archival documents. This study offers an integrated sketch of the technical and commercial aspects of the industry. The popularity of the book industry, its steady rise, unique position and salutary benefits of the book trade have been brought out brilliantly. Sufficient light has been thrown on printing types and business affairs in this work.

Margareta Bjorkman\textsuperscript{21} in the dissertation discusses problems

\textsuperscript{20}Kevin Mark Stevans, \textit{Printers, Publishers and Booksellers in Counter-Reformation Milan: A Documentary Study (Italy)}, (Madison: University of Wisconsin, 1992).

and benefits relating to libraries, particularly to circulating libraries. The distribution of circulating libraries has been studied with respect to the different forms of literature. The researcher has highlighted the commercial aspects of libraries and the book trade. Though the problems of the book trade have not been directly dealt with, an indirect analysis of the impact of publications on the book business has been carried out.

Steven Russell Brandt\textsuperscript{22} has studied the formation of the French Protestant publishing in the sixteenth century Geneva. Jean Gerard was the hero of the study. As a publisher, he was able to differentiate from the traditional path and he had innovated in several ways. The interrelationship between religious ideas the publication side has been well brought out. The opinions of the cross section of the readers also have found a prominent place.

S.Ganesan\textsuperscript{23} in his Ph.D. research publication has studied the significant traits, trends and tests pertaining to the book publishing

\textsuperscript{22} Stevan Russell Brandt, \textit{Jean Girard: Genevan, Publisher}, (Berkeley: University of California, 1992).

industry in India in a commendable manner. He has carried out an in-depth analysis of several vital issues. Lack of professional touch among many publishers has been analysed thoroughly. The absence of technical mastering on par with international titans has been regretted by the author. The possible good effects from the three language formula on regional language publishing activities have also been clearly mentioned by the author. In this comprehensive work with a sceptical outlook, the book publishing activity was regarded as an intellectual and economic one. After analysing the Indian publishing scene, the author presents a detailed account of the Tamil publishing industry. The main focus has been on the educational publishing in Tamil. The author has examined the scope for co-operatives in the publication industry. A well written summary of several findings and useful recommendations is a sure merit of this research study. Another merit of the work has been the high degree of clarity and lucid presentation. In summation, this is a path-breaking work with the strength to guide further.
Andrew Walter Harzucha\textsuperscript{24} investigated the uneasy relations Sterne had with the book trade in the eighteenth century England. The types of negotiations that Sterne had with the printers and booksellers have been discussed in details. The shortcomings of the author as viewed from the technological and commercial changes have also been pointed out. The possibilities of avoiding certain confrontations have been narrated.

Rosemary Ntumnyuy Mokia\textsuperscript{25} has studied the United States National Policy on International Book and Library Activities (NPIBLA) and its adoption and implementation in the areas concerned. The roles played by President John F. Kennedy, Robert Kennedy and their associates in giving a meaningful thrust to policy formulations and executions have been duly highlighted. This study has been regarded very valuable as it has interpreted the


various sections of the policies relating to printing and publishing of books.

Alain Veilit\textsuperscript{26} made an in-depth study of the revolutionary effects of the bibliographical information on book awareness. The importance of the printed short titled catalogues has rightly been assessed by the researcher. A number of statistical data and the interpretations based on them have been clearly presented in this work. Statistics on the eighteenth century publishing activities help better appreciation of the changes which have taken place.

Lucille Chia\textsuperscript{27} has studied the social history of the printed book in China. The exploration has been carried out by focusing on three families of Commercial Printers in the Jianyang area of North Western Fugian during the Song, Yuan and Ming dynasties. The study includes an analysis of the topical distribution of known Jianyang imprints. A detailed examination of the social and

\textsuperscript{26}Alain Veilit, \textit{A Statistical Survey and Evaluation of the Eighteenth Century Short Title Catalogue}, (Riverside: University of California, 1994).

\textsuperscript{27}Lucille Chia, \textit{Printing for Profit: The Commercial Printers of Jianyang}, (Columbia ; Columbia University, 1996).
cultural features of the printers has been carried out. This scholarly work throws light on knowledge creation and expansion.

Sheryl Ann Englund\textsuperscript{28} has surveyed the response of the American book trade and the growing national market for print materials. The correlation between the individuality of the author and the publication process has been highlighted. The problems faced by publishing firms in Philadelphia have been presented. A few measures towards promotion of publication activities have been discussed by the researcher. Relevant analysis related to women writers and their literary celebrity are also interestingly presented.

Albert N. Greco\textsuperscript{29} presented a descriptive account of contemporary American book-publishing industry. The theories, stories and impressions given in the work are found to be most useful for further debate, discussion and decision making.

\textsuperscript{28}Sheryl Ann Englund, \textit{An Excellent Likeness of the Author: Gender and personality in the Nineteenth Century Literary Market Place}, (Austin: University of Texas, 1997).

problems of mass communication are also given. The job of editors, managers and marketers has also been illustrated effectively. The changing national and international regimes were looked into with authenticity and suitable solutions offered.

Gennifer Mary Ellen Alison\(^{30}\) has studied the publishing activities of Angus and Robertson, Australia’s most successful publishing firm. The researcher has investigated the reasons for the success of the publishers. Several favourable conditions also have been discussed. The different types of books published by them have been described. The relationship with authors and readers maintained by the firm has been explained. The study concluded that certain unique and personal qualities of performance of the publishing firm seemed to be more responsible for the firm’s success than the favourable conditions alone.

Stanley Unwin\textsuperscript{31} has revealed the arrival of manuscripts and related aspects in his work. He has discussed the methods of estimation, fixing prices, making of agreements with authors and sellers and also the marketing strategy. He concludes that publishing can be a good profession if proper approaches and efforts are made.

D.N. Malhotra\textsuperscript{32} has edited a book on fifty years of book publishing in India since independence and published it in 1998. This volume consists of variable collected articles by eminent writers and critics. They have assessed the performance of India's publishing efforts with necessary facts and figures. The strength and weakness of the book industry have been discussed with expert knowledge and insights into the future. This work, with its wide coverage and vibrancy, throws light on the opportunities and challenges with respect to book publishing activities in India.

\textsuperscript{32}D.N. Malhotra: \textit{50 Years of Book Publishing in India Since Independence}, (New Delhi: The Federation of Indian Publishers, 1998).