The Various Patterns And Functions Of Digital Publishing

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ABSTRACT

Digital or Online Publishing is a more recent way in which books, journals, collections and works of non-fiction can be distributed via the Internet and computers in general. This article emphasizes on digital publishing in academic libraries and knowledge centres. It includes the wide range of e publishing types like Email publishing, Print-on on-demand, E-books, E-journals, Electronic ink, Web publishing, Digital content etc. It has exhorted more and more own publication through individual web sites, through institutional information providers, and through subject oriented preprint servers. Finally, this article emphasizes the ;atest trends and developments of digital publishing on various paradigms.

Keywords: Digital Publishing, Media, Communication, E-books, Intellectual Property

INTRODUCTION

Information technology has changed the way of millions of people via the fastest electronic media. The digital revolution has conquered the world of publishing. Now paperless publishing or digital publishing is taking momentum in the changing scenario. Thus the era of digital publishing has begun overtaking the library and information professionals. The ultimate goal of digital publishing is to provide fast and easy access of all the genres the mass public.

DIGITAL PUBLISHING

It is basically a form of publishing in which books, journals and magazines are being produced and stored electronically rather than in print. These publications have all qualities of the normal publishing like the use of colours, graphics and images and they are much convenient also. It is the process for production of typeset quality documents containing text, graphics, pictures, tables, equations etc. it is used to define the production of any, in digitized form.

TYPES OF E PUBLISHING MODELS

a) Electronic Books (E-Books)

A book is quiet a popular document to meet the academic needs of user community. Publishing a book electronically is to achieve quick publishing and dissemination of information. A book may not have contemporary value that a journal has, but it certainly has an archival and reference value. A number of encyclopedias do come out on CD-ROM. It is felt that the Internet is not a satisfactory platform for publishing full text of documents but CD-ROM is appropriate medium for publishing books. Book length e-text is also available on Floppy discs and CD-ROM, although distribution by floppy disc is decreasing due to the growing popularity of CD-ROM. Most e-Texts published on CD-ROM are public domain works including encyclopedias.

b) Electronic Periodicals

Electronic Periodicals are accessible to all users regardless of geographic location. Anyone in the world with computer software and browser services can access online journals. This accessibility leads to a more diverse audience throughout the world as well as a readership that may include not only academicians, but also students and common man. This new media is a vehicle of scientific communication and purely a product of scientific research. This category includes electronic journals, newsletters, magazines, and discussion lists. Perhaps no other area in E-publishing has received more study than the area of E-journals.

c) Electronic Database

With the emergence of computers and communication technologies the strength of academic information system in the development of modern database has taken new shape. The holding of the academic library database consisting of books, periodicals, reports and theses can be converted to electronic form that allows access for public use through digital networks. The online electronic library card catalog (OPAC) shows how information could be published and that enable user to search the document with various access points like author, title, subjects. Today, Various electronic databases publishers account for publishing information both bibliographic and full text on CD-ROMs as well as making them available for online retrieval.

d) Email Publishing

Email publishing is designed specifically for delivering regular content-based email messages. Email publishing or newsletter publishing is a popular choice among readers who enjoy the ease of receiving news items, articles and short newsletters in their mail box. The ease of delivery and production of email newsletters has led to the development of a massive number of email newsletters, mailing lists and discussion lists on a large variety of topics. Newsletters are also widely used by media companies to complement their web and print offerings. Many authors and writers publish their own newsletters in order to attract new readers and to inform their fans about new books and book signings.

e) Web Publishing

Web publishing is not a novel practice any longer, but it continues to change and develop with the introduction of new programming languages. HTML is still the most widely used web programming language, but XML is also making headway. XML is valuable because it allows publishers to create content and data that is portable to other devices. Nearly every company in the world has some type of website, and most media companies provide a large amount of web based content.

ADVANTAGES OF DIGITAL PUBLISHING

Digital publishing is increasingly popular in works of fiction as well as with scientific articles. Digital publishers are able to provide quick gratification for late-night readers. They provide the opportunity for the E-readers with rare books those might not be readily available with standard book retailers (erotica is especially popular in e-Book format), and books by new authors that would be improbable to be profitable for traditional publishers. The massive advantages of e-publishing are the cost saving in printing and paper as well as better data storage and maintenance. It is most suitable for publications like journals, research reports and newsletters. It is also suited for all information that is dynamic and constantly changing. Digital publishing finds great use and acceptance in academia through online publication of educational books or tutorials. With an increase in distance learning programs, the need for quality educational material is on the rise. These e-books and study material recreates an active learning atmosphere as can be found in a class full of students and a teacher.

Mobile availability of e-books may be provided for users with a mobile data connection so that these e-books need not be deposited on the device. In the space that a comparably sized print book takes up, an e-reader can potentially contain thousands of e-books, limited only by its memory capacity. If space is at premium, such as in a backpack or at home, it can be an advantage that an e-book collection takes up little room and weight.

E-book websites can include the ability to translate books into many different languages, making the works available to various speakers of languages not covered by printed translations. Depending on the device, an e-book may be readable in low light or even in total darkness. Many new readers have the courage to display motion, enlarge or change fonts, use text –to speech software to read the text aloud for visually impaired, partially sighted, elderly, dyslectic or just lazy people, search for key terms, find definitions, or allow highlighting bookmarking and annotation.

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Even though advantages are mounted, very few drawbacks can be shortlisted in E-publishing that E-books cannot provide the physical feel of the cover, paper, and binding of the original printed work. An author who publishes a book often puts more into the work than simply the words on the pages. E-books are purchased from vendors like **Amazon or Barnes & Noble.com**. Not all e-booksellers are cloud based; if an e-book is stolen, accidentally lost, or deleted, in the absence of a backup it may have to be repurchased.

THE CHARACTERISTICS OF ONLINE PUBLISHING

The aims of those publishing digitally may be very much the same as those publishing in book form - one need only to browse the World Wide Web for a short time to discover this fact. We can find pages of humour as well as pages of information, and, as already noted, the Web novel is not unknown. Electronic publishing has very specific *non-book* characteristics that distinguish it from print publication:

- Electronic publications can be **produced and disseminated very rapidly** - once a page of text has been coded with HTML tags it can be published immediately where as the print book takes much longer time to be produced and distributed.

- If correction is necessary, an electronic text can be **updated or corrected** with the same immediacy, whereas a print book must either to be gone through a second edition, or, if the error is caught in time, have an erratum slip inserted.

- Electronic publication can be made **collaborative and interactive**, involving either several "authors" or authors and readers.

- Electronic publications can be **disseminated world-wide** without the need for separate rights negotiations for different countries and without the costs of distribution or reprinting.

- Where an electronic publication is charged for, the producer does not incur the costs associated with retail bookselling, that is, **there are no "middleman" costs**;

- Through effective electronic interaction with the buyer or user of an electronic publication, the producer can **collect valuable market-research data** very cheaply.

DIGITAL COPYRIGHTS AND E-PUBLISHING

Intellectual property is a pivotal asset possessed by the publishers in their respective markets. Protecting intellectual property rights and collecting dues from online users is proving to be dramatic challenge. The potential of online copyright infringement vastly surpasses the damage that can be inflicted with a photocopy machine. Anyone with a computer can make and distribute countless copies in digital.

Advances in technology have raised the stakes considerably. The establishment of high-speed networking makes it possible for one individual, with a few key strokes to deliver perfect copies of digitized to scores of others.

The emergence of internet is dramatically changing how consumers and businesses deal with information and entertainment products and services. All of this has lead to a tremendous change in the copyright law.

CONCLUSION

Publishers are seeking to exploit the strengths of the online media. Low-cost omnipresent access, time and place independence, and ease of distribution.

Digital publishing is mostly being used to supplement rather than supplant demand for printed products, but in roads by these on line media are becoming more evident every day. Gains by the electronic media are well perceived by leading publishers, several of whom have established facilities to produce electronic materials such as online databases and online magazines for their customers.

I have suggested, now that electronic publishing will be a great boon to the interested mass and make them rich and famous (e-publishers). Multiple carrier choices are laid down in electronic publishing as

discussed in the models of E-Publishing. I believe that this paper will bring a tremendous change and kick start one's own business.

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