

Publishing

1 The people in the publishing industry

a) Read the words in the box and check if you know what they mean. If you are not sure, use a dictionary (online or offline) and look up the words.



English-English dictionary: <https://dictionary.cambridge.org/dictionary/english/>

English-German dictionary: <https://en.pons.com/translate>

author • book designer • bookseller • commentator • correspondent • critic •
dramatist • editor • journalist • novelist • playwright • poet • proof-reader •
publisher • reporter • reviewer • scriptwriter • writer

b) Write the words from the box into the correct column of the grid.

People who write books	People who write in papers and magazines	People who produce and sell books

c) Write down at least one activity these people do. The dictionaries may help you to find suitable activities.

Example: *A reporter writes for a newspaper.*

2 Book promotion: J.K. Rowling – Pottermore

Books need to be promoted in order to become a success. One way of doing this is to create a website to go with the book. The following link takes you to a video in which J.K. Rowling, the author of the Harry Potter series, explains what she had in mind when she launched Pottermore, a website based on her Harry Potter novels. It is a good example of how authors try to convince people to buy and read their books.



<https://www.youtube.com/watch?v=r8UaAK3WkrY>

a) Go to this site and watch the video.

b) Read the statements below and tick T (true) or F (false).

- J.K. Rowling started writing her books more than ten years before she started her website.
- Over the years people have stopped writing to J.K. Rowling.
- The story in Pottermore is identical with the one on the books.
- Pottermore offers an offline reading experience of the Harry Potter books.
- You can buy eBooks and digital audio books from this site.
- In addition, there will be further information about Harry Potter, provided by J.K. Rowling.

T	F

Key:**1** The people in the publishing industry

People who write books	People who write in papers and magazines	People who produce and sell books
writer	journalist	publisher
author	reporter	book designer
novelist	correspondent	editor
playwright	commentator	proof-reader
poet	critic	bookseller
scriptwriter	reviewer	
dramatist		

2 Book promotion: J.K. Rowling – Pottermore

1. J.K. Rowling started writing her books more than ten years before she started her website.
2. Over the years people have stopped writing to J.K. Rowling.
3. The story in Pottermore is identical with the one on the books.
4. Pottermore offers an offline reading experience of the Harry Potter books.
5. You can buy eBooks and digital audio books from this site.
6. In addition, there will be further information about Harry Potter, provided by J.K. Rowling.

T	F
✓	
	✓
	✓
	✓
✓	
✓	