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Book Review

Catherine Y. Lee

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Han'guk ch'ulp'panhak ui sachok yon'gu: Han'guk Ch'ulp'an Hakhoe 30-yonsa
韓國出版學史的研究: 韓國出版學會 30 年史.

Han'guk Ch'ulp'an Hakhoe 30-yonsa P'yonch'an Wiwonhoe, ed. Seoul T'ukpyolsi: Han'guk Ch'ulp'an Hakhoe: distributed by Pomusa, 2000. 739p. 100,000 won. Limited Edition.

This book is a welcome addition to the publishing world not only because it is a thorough introduction to the publishing activities in Korea, including electronic publishing, but also a systematic exploration of the history of publishing in Korea. It is a commemoration volume of the thirty year history of the Korean Publishing Science Society, compiled by the Compilation Committee on the Thirty Year Historical Studies of the Korean Publishing Science Society, and published as a limited edition of 600 copies.

As pointed out in the introduction by Yun Hyongdu, the current chairman of the Korean Publishing Science Society, the society was founded on June 22, 1969 by nine people who shared the same ideas and purposes. Since then, it has steadily grown to be an academic discipline and has produced about 150 masters and PhDs. The society journal, *Ch'ulp'anhak yon'gu* (*The Publishing Science Study*), after going through a few changes of names from *Ch'ulp'anhak* (*The Publishing Science*) and *Ch'ulp'anhak nonch'ong* (*The Collection of Studies on the Publishing Science*) and a hiatus of six years, has been continuously published since vol. 24 (1982), and it has reached vol. 41 (1999). Korea has been an active participant in the biennial "International Forum on Publishing Studies," which has been held in different Asian countries. The tenth forum is planned to be held in Korea (at the time of publication of this book).

The book is divided into two parts--the history of publishing science, and the history of the society's activities. The first part is comprised of four chapters: Survey of early publishing science; The development of the publishing science; The results of the study of the publishing science and its future; and The studies of publishing science in Korea. The second part, the history of the society's activities, is divided into three parts dealing with different chronological periods: 1969-1979, 1980-1989, and 1990-1999. Except for the activities section, each chapter is comprised of several articles contributed by different authors, mostly professors and/or members of the society.

The main publishing activities--"selection," "production," "distribution," and the survey of "readership"-- are well covered. For instance, a chapter on "selection" activities contains an exhaustive list of the published articles from "*The Publishing Science Study*," master's theses, Ph.D. dissertations, and monographs on that subject (pp. 87-96). The chapter on "production" activities discusses the history of book production with different type of printings and fonts from the 8th century woodblock printing of the Buddhist scripture to electronic publishing. Also featured are the appropriate design and binding to attract attention, interest, and the desire to read a given book. All the above activities should be complemented with good "distribution" strategies, advertisement, and market survey (in this case a "readership" survey). The historical studies on book distribution include a list of research papers and master's theses (pp. 156-161). All the chapters have a bibliography and footnotes enabling the reader to pursue further reading.

Chapters on kinds of publications deal not only with the study of the publishing of monographs, textbooks, magazines, collected works, sets, and best sellers, but also with different modes of

publishing, such as electronic publishing, digitization, and CD-ROM. I was delighted to see their enthusiasm and positive attitude toward electronic publishing. The author, Kim Tusik, rightly reminds us that no matter what the mode of publishing, good writing should be the backbone (p. 261). Because publishing touches most every field of study, sciences, social sciences, humanities, arts and technologies, the research on publishing becomes more complicated as electronic technology advances. With the progress of the electronic age, the field of publishing will be affected profoundly; although many of us still resist electronic books and journals, one could not deny the convenience and timeliness of electronic products. Publishing science will be one of the most volatile fields in the future due to the changes in mass communication.

The book is refreshingly informative and thorough. Each contributing author deals with a different aspect of the Korean publishing field, yet there is inherently overlapping information about the history and activities of the society and its journal, "*The Publishing Science Study*." Because some of the articles refer to the same prior publications, some information is repeated. Although it is a commemoration volume of the thirty years of the society, more research articles independent of the society would have made the book more interesting and valuable. Nonetheless the book's contribution to the publishing field outweighs its weaknesses.

Catherine Y. Lee, UCLA