



REDEEMER'S UNIVERSITY

Ede, Osun State

FACULTY: Social Sciences

DEPARTMENT: Mass Communication

COURSE CODE /TITLE: MCM 324 New Techniques in Book Publishing

Second Semester Examinations

STATUS: Compulsory/2 Units

ACADEMIC SESSION: 2024/2025

INSTRUCTION: Answer question **ONE (compulsory)** and any other **two**

TIME ALLOWED: 2 hours

Question One

- (a) Discuss any four ways that Artificial Intelligence (AI) can serve as a creative collaborator in book publishing (16 marks)
- (b). Explain two significant benefits of AI in book design. (4 marks)

Question Two

Discuss how e-books and digital publishing have revolutionized book publishing. In your discussion,

- (a) define the two concepts (6 marks)
- (b) outline any 2 formats/platforms of each of them (4 marks).
- (c) explain any four benefits of each. (10 marks)

Question Three

- (a) Discuss any 4 key features of the print-on-demand technology in book publishing (8 marks).
- (b) Discuss 4 reasons the traditional publishing model could still be preferred in some quarters than the print-on-demand technology. (12 marks).

Question Four

- (a) AI is transforming the book publishing industry, but should publishers and authors still be wary of any consequence? Discuss extensively, using 4 convincing points. (16 marks).
- (b) In what two ways can virtual reality (VR) benefit book publishing? (4 marks).

Question Five

- (a). Convince a young writer, using 4 cogent points, to use social media to promote their upcoming book. (10 marks).
- (b). Discuss any two ways that blockchain is impacting book publishing (10 marks)