

Publishing and Culture I

Syllabus Number

SOC-229

Elective

2 credit

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1. Course Description

“Best seller” originally means the best-selling product, but often refers to books. The purpose of this lecture is to uncover why best-seller books dominated the marketplace. To this end I will shed light on various related aspects, e.g., the strategies of publishers or the contents of books.

I put emphasis on best-seller books in the 21st century. I guess students will find familiar books in this class. Capturing the background of best-seller books help us understand the modern culture. I will also cover social issues related to best-seller books, e.g., the effect of the internet.

I am an editor and have worked for a publishing company for 37 years. Based on this experience, I will convey my knowledge to students. I bet understanding best-seller books is important in any business. My lecture will help students play an active role in the modern society.