

## **The Gaelic Books Council Scholarship in association with the Stirling Centre for International Publishing and Communication at the University of Stirling**

### **Scottish Gaelic publishing scholarship for the MLitt in Publishing Studies, University of Stirling, 2018-19**

The Gaelic Books Council and the Stirling Centre for International Publishing and Communication at the University of Stirling is offering a scholarship with placement opportunities on Stirling's industry-leading MLitt in Publishing Studies (2018-19) for a student with fluent written and spoken Scottish Gaelic.

#### The Gaelic Books Council

<http://www.gaelicbooks.org>

The Gaelic Book Council is a charitable company limited by guarantee and is governed by its Memorandum and Articles of Association dated 2 July 1996 and updated on 23 February 2011.

The Council was established in 1968 and is currently located at 32 Mansfield Street in Glasgow with a staff complement of five. The Gaelic Books Council is not a publisher. Its main purpose is:

- To support the development of Gaelic writing.
- To stimulate interest in Gaelic books and other related materials.
- To support Gaelic authors by awarding grants and commissions.
- To support the Gaelic publishing industry.
- To increase the range, quality and impact of Gaelic literature.

#### The Stirling Centre for International Publishing and Communication

<http://www.publishing.stir.ac.uk/>

The Stirling Centre for International Publishing and Communication was established in 1982, and has since developed a global reputation for its postgraduate degrees in publishing, its research activities, and its industry links. Focusing on book, magazine, journal and digital publishing, the Centre trains the publishers of the future, provides opportunities for those currently working in the industry to reflect on their professional practice, and through its research, critically analyses the past, present and future of the publishing.

#### The MLitt in Publishing Studies

<http://www.stir.ac.uk/postgraduate/programme-information/prospectus/english/publishing-studies-mlitt/>

The MLitt in Publishing Studies offers graduates in any discipline a broadly-based introduction to the publication process, focused on printed books, journals and magazines, and with a strong focus on digital media developments, within an international context. It is suitable for graduates hoping to enter the publishing industry or any business or charity

where they will provide publishing expertise, and for overseas publishing professionals seeking to expand their international knowledge.

The programme covers the whole process of planning, editing, production, marketing and publication management. It is dedicated to teaching the best current publishing practice, so programme content is updated each year as a result of the rapid changes that are transforming the industry worldwide. There are usually 30-40 students on the programme, which begins in September and lasts for one academic year. Students come from all over the world to study publishing at Stirling – in recent years we have had students the UK, Ireland, Canada, France, Germany, Italy, Spain, Finland, Sweden, Cyprus, Latvia, the Netherlands, China, Japan, Kazakhstan, Taiwan, Thailand, Turkmenistan and the United States.

Graduates from the MLitt in Publishing Studies have successfully found employment in a diverse range of publishing companies in the UK and around the world, with many now working at management level, leading the publishing industry in the 21st century.

The programme lasts for one year full-time and is taught over two semesters (September-December, January-May) and the summer. The programme is also available on a part-time basis over two years. Modules on the programme include:

- **Publishing Dynamics (Semester 1) (compulsory)** – This module investigates different market sectors, introduces concepts of publishing business, finance and intellectual property, and analyses current publishing trends and issues. It also explores job roles and publishing processes, equipping students with the skills and knowledge necessary to succeed in a publishing career.
- **Editorial Practice and Content Creation (Semester 1) (compulsory)**: This module examines the processes by which publishing projects (including books, magazines, journals, and digital products) are conceptualised and created, including via market research and literary agents. It explores the management of authors and intellectual property resources, and editorial workflow, including practical skills of project management and text preparation (copyediting and proofreading).
- **Marketing Management and Communications (Semester 1 & 2) (compulsory)**: This module introduces marketing theory and practical publishing examples in order to develop a range of strategies for effective promotion of publishing products, through traditional and digital media, including social networking. The module also explores the publishing supply chain and effective sales.
- **Publishing Project (Semesters 1 & 2) (compulsory)**: Each student will conceptualise a publishing project (a sample of a book, magazine, or digital publication), source text and images and then design and produce it. The project is accompanied by an analysis of the issues that emerge in its creation. Work is supported with IT workshops on publishing and design software (including InDesign, Photoshop, Acrobat and the creation of EPubs). In addition, using the skills gained in Marketing, Management and Communications, students devise a marketing plan and accompanying marketing materials for a realistic and innovative launch strategy for their publishing project.

- **Skills Training for Publishing (Semester 1 & 2) (compulsory):** This module enhances students' employability skills, professional social media, online writing and editing skills, and research methods and research project development.
- **Publishing in the Workplace (Semester 2) (compulsory for scholarship):** This module enables students undertaking work placements or internships to incorporate their workplace learning through critical reflection on their and their placement company's activities and processes.
- **Skills for Publishing Management (Semester 2):** This optional module enables students to develop management skills crucial to publishing. Areas covered include strategic, operational, risk, financial and HR management.
- **Digital: Process and Product (Semester 2):** This optional module enables students to develop skills, understanding and aptitudes for digital publishing, its processes and products, including in compiling digital briefs, reviewing and evaluating digital products, management of social media and digital rights, understanding of e-business models and the digital economy, and deployment of analytics, keywords, SEO, metadata and XML.
- **Publishing, Literature and Society (Semester 2):** This optional module explores the interactions between contemporary and historical publishing and society, approaching topics including authorship, readership and the literary marketplace, censorship, wartime publishing, and publishing and diversity.
- **Publishing Dissertation (summer) (compulsory):** This is an intensive piece of research on a topic of your choice relevant to publishing and approved by the Programme Director. Work extends over both semesters and into the summer.

For the Gaelic Books Council scholarship, the successful student will be required to have a Gaelic-language component to the Publishing Project module, to undertake the Publishing in the Workplace module (see more details in 'Placements' below) and to have a Gaelic focus in the Dissertation, the focus of which will be discussed and agreed with the Gaelic Books Council.

The inaugural recipient of the scholarship wrote about his experiences on the programme here: <http://www.publishing.stir.ac.uk/gaelic-books-council-scholarship-report-liam-crouse/>

### Placements

The successful student will undertake the Publishing in the Workplace module in Semester 2. The Gaelic Books Council will negotiate appropriate placements with Gaelic publishers. Scottish Gaelic publishers are based across the Highlands and Islands of Scotland and the successful student must be prepared to travel and be located with the agreed publisher.

The scholarship award will cover reasonable travel and subsistence expenses incurred in travelling to placements.

## Funding

The scholarship is funded by The Gaelic Books Council and the University of Stirling. The scholarship covers the Home/EU course fees of £6300, and offers additional funding to cover travel and subsistence expenses of £1700.).

The additional funding for travel and subsistence expenses will be paid in two portions at the beginning of Semester 1 and 2, and will be subject to a satisfactory report on the attendance and performance of the successful student. The student will be expected to meet on a regular basis with the Programme Director and the Gaelic Books Council to discuss progress.

## Applications

There are three stages to the application:

- 1) Make a full application (including a personal statement and one reference) for a place on the MLitt in Publishing Studies via the University of Stirling Admissions Office. Details of how to make this application are available here: <http://www.stir.ac.uk/postgraduate/how-to-apply/>. Deadline: **Friday 18 May 2018**.
- 2) Email to [fahgs@stir.ac.uk](mailto:fahgs@stir.ac.uk) as a pdf an additional personal statement in Gaelic (1500 words maximum), detailing a) how you would benefit from the scholarship in your career and b) what you perceive to be the importance and opportunities of Gaelic publishing. Please include your name on the document, along with a covering message in your email in English. Use 'Gaelic Books Council' as the subject heading. Deadline: **Friday 18 May 2018**.
- 3) Shortlisted applicants will be invited for interview on 11 June. Part of the interview will be conducted in Gaelic.

## Enquiries

Any enquiries about the scholarship should be directed to [claire.squires@stir.ac.uk](mailto:claire.squires@stir.ac.uk) .

## **Sgoilearachd Chomhairle nan Leabhraichean ann an co-bhonn ri Ionad Shruighlea airson Foillseachadh is Conaltradh Eadar-nàiseanta ann an Oilthigh Shruighlea.**

### **Sgoilearachd foillseachaidh ann an Gàidhlig na h-Alba airson a' chùrsa MLitt ann am Foghlam Foillseachaidh, Oilthigh Shruighlea, 2018-19.**

Tha Comhairle nan Leabhraichean agus an t-Ionad Foillseachaidh is Conaltradh Eadar-nàiseanta aig Oilthigh Shruighlea a' tairgsinn sgoilearachd le cothroman greis-gnìomhachais air a' chùrsa gnìomhachais MLitt ann am Foghlam Foillseachaidh (2013-14) ann an Oilthigh Shruighlea, do dh'oileanach a tha fileanta a thaobh labhairt agus sgrìobhadh ann an Gàidhlig na h-Alba.

#### Comhairle nan Leabhraichean

<http://www.gaelicbooks.org>

'S e companaidh carthannach earranta le barantas a th' ann an Comhairle nan Leabhraichean, air a riaghladh tro a Mheòrachan is Artaigilean Caidreibh fon cheann-latha 2 Iuchair 1996, agus ath-ùraichte air 23 Gearran 2011.

Chaidh a' Chomhairle a stèidheachadh ann an 1968 agus tha i gu làithreach ri lorg aig 32 Sràid Achadh a' Mhansa ann an Glaschu le sgioba de chòignear luchd-obrach. Chan e foillsichear a th' ann an Comhairle nan Leabhraichean. 'S e prìomh ghnothaich na Comhairle:

- Taic a chur ri leasachadh ann an sgrìobhadh sa Ghàidhlig;
- Ùidh a bhrosnachadh ann an leabhraichean Gàidhlig agus stuthan co-cheangailte;
- Taic a thoirt do dh'ùghdaran Gàidhlig le bhith a' buileachadh dhuaisean agus choimiseanan;
- Taic a chur ri gnìomhachas foillseachaidh Gàidhlig;
- Buaidh, gnè agus raon litreachas na Gàidhlig a mheudachadh.

#### Ionad Shruighlea airson Foillseachadh is Conaltradh Eadar-nàiseanta

<http://www.publishing.stir.ac.uk/>

Chaidh Ionad Shruighlea airson Foillseachadh is Conaltradh Eadar-nàiseanta a chur air bhonn ann an 1982, agus on uair sin tha an t-Ionad air cliù a chosnadh air feadh an t-saoghail airson iar-cheuman ann am foillseachadh, gnìomhachdan rannsachaidh agus ceanglaichean le gnìomhachas. A' cuimseachadh air foillseachadh leabhraichean, irisean, leabhraichean-latha agus foillseachadh didseatach, tha an t-Ionad a' trèanadh nam foillsichearan a tha a' tighinn am bàrr, agus a' solarachadh cothroman dhaibhsan a tha gu làithreach an sàs sa ghnìomhachas agus an cleachdadh proifeiseanta a nochdadh, agus tro rannsachadh, a' dèanamh mion-sgrùdadh breithneachail air foillseachadh sa ghnìomhachas bhon àm a dh'fhalbh, an t-àm làithreach agus anns an àm a tha ri teachd.

## An MLitt ann am Foghlam Foillseachaidh

<http://www.stir.ac.uk/postgraduate/programme-information/prospectus/english/publishing-studies-mlitt/>

Tha an cùrsa MLitt ann am Foghlam Foillseachaidh a' tairgsinn do cheumnaichean ann an cuspair sam bith, toiseach tòiseachaidh farsaing anns a' phròiseas foillseachaidh, le cuimse air leabhraichean, irisean is leabhraichean-latha clò-bhuailte, agus le fòcas làidir air leasachaidhean ann am meadhanan didseatach an taobh a-staigh co-theacsa eadar-nàiseanta. Tha e freagarrach do cheumnaichean a tha an dòchas a dhol a-steach don ghnìomhachas foillseachaidh no do ghnòthachas no carthannas sam bith far am bi eòlas foillseachaidh ga sholarachadh, agus do phroifeiseantaich foillseachaidh bho thall thairis a tha a' sireadh leudachaidh air an cuid eòlais eadar-nàiseanta.

Tha am prògram a' còmhach na h-obrach air fad a thaobh planadh, deasachadh, toradh, margaideachd agus stiùireadh foillseachaidh. Tha am prògram dealasach a thaobh an cleachdadh foillseachaidh as fheàrr a th' ann a theagasg, agus mar sin tha susbaint a' phrògram air ath-ùrachadh gach bliadhna mar thoradh air na h-atharrachaidhean luath a tha a' gabhail àite gu minig agus a tha a' dèanamh cruth-atharrachadh air a' ghnìomhachas air feadh an t-saoghail. Gu h-àbhaisteach, tha 30-40 oileanaich air a' phrògram, a bhios a' tòiseachadh san t-Sultain agus a' maireann fad aon bhliadhna sgoilearach. Tha oileanaich bho air feadh an t-saoghail a' tighinn a Shruighlea a dh'ionnsachadh mu fhoillseachadh – anns na beagan bhliadhnaichean a dh'fhalbh, tha oileanaich air a bhith againn às an Rìoghachd Aonaichte, Èirinn, Canada, an Fhraing, a' Ghearmailt, an Eadailt, an Spàinn, an Fhionnlain, an t-Suain, Cìopras, Laitbhe, an Òlaind, Sìona, Iapan, Casagstan, Taiwan, Taidhlean, Tuircmeanastan agus na Stàitean Aonaichte.

Tha ceumnaichean bhon chùrsa MLitt ann am Foghlam Foillseachaidh air a bhith soirbheachail a' lorg obrach ann an raon eadar-mheasgte de chompanaidhean foillseachaidh san Rìoghachd Aonaichte agus air feadh an t-saoghail, le mòran dhiubh a-nis ag obair aig àrd-ìre agus a' stiùiridh a' ghnìomhachais foillseachaidh san 21mh linn.

Tha am prògram a' maireann airson aon bhliadhna làn-thìde air a theagasg thairis air dà seimeastar (Sultain-Dùbhlachd, Faoilleach-Cèitean) agus tron t-samhradh. Tha am prògram ri fhaotainn cuideachd air bhunait pàirt-ùine thairis air dà bhliadhna. Anns na moidealan cùrsa, tha:

- **Daineamaig Fhoillseachaidh (Seimeastar 1) (èigneachail)** – Tha am moideal seo a' sgrùdadh diofar earrannan margaid, a' cur an aithne bun-bheachdan mun ghnòthachas foillseachaidh, ionmhas is seilbh inntleachdail agus a' mion-sgrùdadh gluasadan agus cùisean foillseachaidh a tha an làthair. Tha e cuideachd a' rannsachadh uallach dhreuchdan agus modhan-obrachaidh ann am foillseachadh, ag uidheamachadh oileanaich leis na sgilean agus leis an eòlas a tha riatanach gus soirbheachadh ann an dreuchd-beatha an lùib foillseachaidh.
- **Cleachdadh ann an Deasachadh agus Cruthachadh Susbaint (Seimeastar 1) (èigneachail)**: Tha am moideal seo a' sgrùdadh nam modhan-obrachaidh leis a bheil

pròiseactan foillseachaidh (a' gabhail a-steach leabhraichean, irisean, leabhraichean-latha agus stuthan didseatach) air am bun-bheachdachadh 's air an cruthachadh, a' gabhail a-steach tro rannsachadh margaid agus tro àidseantan litreachail. Tha e a' sgrùdadh stiùireadh ùghdaran agus goireasan seilbhe inntleachdail, agus sruth-obrach deasachail, a' gabhail a-steach sgilean dèanadach ann an stiùireadh phròiseactan agus ann an ullachadh teaca (clò-dheasachadh agus dearbheughadh).

- **Stiùireadh Margaideachd agus Conaltradh (Seimeastar 1 & 2) (èigneachail):** Tha am moideal seo a' toirt a-steach teòiridh margaideachd agus eisimpleirean foillseachaidh dèanadach gus raon de ro-innleachdan a leasachadh a bhios èifeachdach ann an adhartachadh thoraidhean foillseachaidh tro mheadhanan traidiseanta agus didseatach, a' gabhail a-steach lionraidheadh sòisealta. Tha am moideal cuideachd a' rannsachadh na loidhne solarachaidh ann am foillseachadh agus reic èifeachdach.
- **Pròiseact Foillseachaidh (Seimeastaran 1 & 2) (èigneachail):** Bidh gach oileanach a' bun-bheachdachadh pròiseact foillseachaidh (sampall de leabhar, iris no foillseachadh didseatach), teaca thùsail is ìomhaighean agus an uair sin ga dhealbhadh 's ga thoirt gu buil. Còmhla ris a' phròiseact, tha mion-sgrùdadh ga dhèanamh air na cùisean a tha a' tighinn am bàrr na cruthachadh. Tha an obair a' faotainn taic bho bhùithtean-obrach IT air foillseachadh agus bathar dealbhaidh (a' gabhail a-steach InDesign, Photoshop, Acrobat agus cruthachadh EPubs). A thuilleadh air an sin, a' cleachdadh nan sgilean a thog iad ann am Margaideachd, Stiùireadh agus Conaltradh, tha oileanaich ag innleachadh plana margaideachd le stuthan margaideachd na chois, mar ro-innleachd follaiseachaidh ciallach agus ùr-ghnàthach airson na pròiseict foillseachaidh aca.
- **Sgilean Trèanaidh airson Foillseachadh (Seimeastar 1 & 2) (èigneachail):** Tha am moideal seo a' neartachadh sgilean fastaidheil oileanaich, meadhanan sòisealta proifeiseanta, sgilean sgrìobhaidh is deasachaidh air-loidhne, modhan rannsachaidh agus leasachadh air rannsachadh pròiseict.
- **Foillseachadh san Àite-obrach (Seimeastar 2) (èigneachail airson sgoilearachd):** Tha am moideal seo a' toirt comas do dh'oileanaich a tha a' gabhail greis-gnìomhachais no inntearnasan os làimh, na dh'ionnsaicheas iad san àite-obrach a ghabhail a-steach tro mheòrachadh breithneachail air an gnìomhachdan fhèin agus air gnìomhachdan is pròiseasan a' chompanaidh sa bheil iad air greis-gnìomhachais.
- **Sgilean airson Stiùireadh Foillseachaidh (Seimeastar 2) (èigneachail do sgoilearachd)** Tha am moideal roghainneil seo a' toirt comas do dh'oileanaich sgilean stiùiridh a leasachadh, a tha deatamach ann am foillseachadh. Am measg nan raointean a thathar a' còmhachadh tha ro-innleachd, obrachadh, cunnart, ionmhas agus riaghladh HR.
- **Didseatach: Modh-obrachaidh agus Toradh (Seimeastar 2):** Tha am moideal roghainneil seo a' toirt comas do dh'oileanaich sgilean, tuigse agus liut air foillseachadh didseatach a leasachadh, a mhodhan-obrachaidh agus a thoraidhean, a' gabhail a-steach cur ri chèile gearr-iomraidhean didseatach, ag ath-sgrùdadh 's a' luachadh thoraidhean didseatach, stiùireadh air meadhanan sòisealta agus còraichean didseatach, tuigse do mhoideal e-gnothachas agus don eaconamaidh dhidseatach agus eagrachadh air cùisean anailis, prìomh-fhacail, SEO, meatadàta agus XML.

- **Foillseachadh, Litreachas agus Comann-shòisealta (Seimeastar 2):** Tha am moideal roghainneil seo a' dèanamh sgrùdadh air an eadar-obrachadh eadar foillseachadh co-aimsireil is eachdraidheil agus a' chomann-shòisealta, a' coimhead ri cuspairean co-cheangailte ri ùghdarachd, luchd-leughaidh agus a' mhargaid litreachail, caisgireachd, foillseachadh aig àm a' chogaidh, agus foillseachadh is iomadachd.
- **Tràchdas Foillseachaidh (samhradh) (èigneachail):** Is e pìos rannsachaidh dian a tha seo mu chuspair ded roghainn fhèin a tha buntainneach do fhoillseachadh agus air aontachadh le Stiùiriche a' Phrògram. Bidh an obair ga coileanadh thairis air an dà seimeastar agus a-steach don t-samhradh.

Airson sgoilearachd Chomhairle nan Leabhraichean, thathar ag iarraidh gum bi pàirt ann an Gàidhlig aig an oileanach shoirbheachail air a chur don mhoideal air Pròiseact Foillseachaidh, am moideal air Foillseachadh san Àite-obrach a ghabhail os làimh (faic tuilleadh fiosrachaidh anns na 'Greisean Gnìomhachais' gu h-ìosal) agus cuimse a bhith air a' Ghàidhlig san Tràchdas, a bhithear a' deasbad 's ag aontachadh ro-làimh le Comhairle nan Leabhraichean.

Sgrìobh a' chiad neach a ghlèidh sgoilearachd cunntas an seo air na rinn e air a' phrògram: <http://www.publishing.stir.ac.uk/gaelic-books-council-scholarship-report-liam-crouse/> .

### Greisean Gnìomhachais

Bidh an t-oileanach soirbheachail a' gabhail a' mhoideal air Foillseachadh san Àite-obrach os làimh ann an Seimeastar 2. Cuiridh Comhairle nan Leabhraichean greis-gnìomhachais iomchaidh air dòigh le foillsichearan Gàidhlig. Tha foillsichearan Gàidhlig na h-Alba stèidhichte air feadh Gàidhealtachd is Eileanan na h-Alba agus feumaidh an t-oileanach soirbheachail a bhith deònach siubhal agus a bhith suidhichte leis an fhoillsichear a chaidh aontachadh.

Bidh an duais sgoilearachd a' còmhach cosgaisean reusanta siubhail is cuid-oidhche uile, dom bithear buailteach ann an siubhal gu àiteachan greis-gnìomhachais.

### Maoineachadh

Tha an sgoilearachd maoinichte le Comhairle nan Leabhraichean agus Oilthigh Shruighlea. Tha an sgoilearachd a' còmhach cìsean cùrsa Dachaigh/EU de £6300, agus a' tairgsinn maoineachadh a bharrachd de £1700 airson cosgaisean siubhail is cuid-oidhche.

Bidh am maoineachadh airson siubhal is cuid-oidhche air a phàigheadh aig toiseach Ràithe 1 agus Ràithe 2 ann an co-rèir ri aithisg fhreagarrach co-cheangailte ri làthaireachd agus gnìomh an oileanaich shoirbheachail. Bithear a' dùileachadh don oileanach coinneachadh gu cunbhalach ri Stiùiriche a' Phrògram agus Comhairle nan Leabhraichean airson deasbad mu adhartas.



## Tagraidhean

Tha trì ìrean an lùib an tagraidh:

- 1) Cuir làn-tagradh a-steach (a' gabhail a-steach aithris phearsanta agus aon teisteanas) airson àite air a' chùrsa MLitt ann am Foghlam Foillseachaidh tron Oifis Clàraidh aig Oilthigh Shruighlea. Tha mion-fhiosrachadh mun dòigh air tagradh a dhèanamh ri fhaotainn an seo: <http://www.stir.ac.uk/postgraduate/how-to-apply/>. Ceann-latha deireannach: **Dihaoine 18 Cèitean 2018**.
- 2) Cuir ann an cruth pdf gu [fahgs@stir.ac.uk](mailto:fahgs@stir.ac.uk) agus aithris phearsanta a bharrachd ann an Gàidhlig (gun bharrachd na 1500 facal), a' toirt seachad mion-fhiosrachadh air a) mar a gheibheadh tu buannachd às an sgoilearachd nad dhreuchd-beatha agus b) dè tha thu a' faicinn cudromach agus dè na cothroman ann am foillseachadh Gàidhlig. Feuch gun cuir thu d' ainm air an sgrìobhainn còmhla ri teachdaireachd ann am Beurla sa phost-d agad. Cleachd 'Comhairle nan Leabhraichean' mar an cuspair san tiotal. Ceann-latha deireannach: **Dihaoine 18 Cèitean 2018**.
- 3) Gheibh tagraichean air a' gheàrr-liosta cuireadh gu agallamh san t-seachdain a' tòiseachadh 11 Ògmhios. Bidh pàirt den agallamh anns a' Ghàidhlig.

## Ceistean

Bu chòir ceistean sam bith mun sgoilearachd a bhith air an cur gu [claire.squires@stir.ac.uk](mailto:claire.squires@stir.ac.uk) .