

ENGL 7475-001: LITERARY PUBLISHING: *The Pinch* / Fall 2017

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Catalog Course Description:

Development of skills involved in editing, producing, and marketing a literary magazine; further training in the skills of publishing the student's own literary texts. May be repeated for a maximum of 6 credit hours with change in course content. PREREQUISITE: Permission of instructor.

Extended Course Description:

Students will be deeply involved in editing, producing, and marketing a literary magazine, including selecting poetry, fiction, creative nonfiction, and art; editing and proofreading manuscripts; preparing texts for print publication; and marketing, distribution, and sales. Students will gain skills related to editing and publishing their own creative work.

Course Overview:

This course involves the development of practical, hands-on skills related to editing, producing, and promoting the literary magazine *The Pinch*, the award-winning, nationally distributed literary journal of The University of Memphis. We will focus on the art and craft of evaluating and editing fiction, poetry, creative nonfiction, art, and photography as well as layout, production, and all the business aspects of publishing a literary journal including subscriptions, marketing, and distribution. We are moving into an exciting new phase of *The Pinch* as we create a stronger online presence and prepare an application for iPads and tablets, and work on increasing our visibility in print and online.

This course also provides an introduction to the larger literary market, and we will discuss the process of building a career as a writer, including topics such as literary contests, colonies and conferences, agents and editors, book production, readings, marketing, and the publishing environment overall. In addition to producing *The Pinch*, students will gain substantial experience in editing and preparing manuscripts of their own creative work and submitting work for publication.

Students are required to attend all River City Writers Events. We will also be sponsoring and/or attending a number of other literary events, local and beyond, including the Associated Writing Programs annual conference in the spring (in Tampa, Florida this year. We will also be screening entries for the Pinch Literary Awards.

This semester the special project focus will be on the management of *The Pinch* as a brand. This class is open to all graduate students and those outside of the MFA program are encouraged to participate. It functions in effect as an internship with real-world applications.

Course Objectives: Students will learn how to:

1. Select, edit, and proofread creative work for publication
2. Work closely with established and emerging writers and artists nationally and internationally
3. Design and layout a literary magazine, including art and photography
4. Participate in publicity, distribution, and marketing of a literary magazine
5. Research and analyze literary magazines for content, genre, style, and approach
6. Submit their own creative work to a literary journal

