COURSEWARE FOR TRAINING OF TRAINERS AND USERS ON THE SPECIAL APPLICATIONS OF INTERNET-BASED SERVICES IN THE FIELDS OF CULTURAL EDUCATION

CHAPTER 3

Creating E-Books and E-Journals

ABSTRACT. The presentation reviews issues concerning the publication of electronic books and electronic journals. It details advantages and limitations of e-publishing, categories and types of e-books and e-journals. This chapter presents several methods of creating e-publications with advantages and disadvantages of each method. It gives the common understanding about how to choose the most suitable way to publish electronically and how to prepare electronic publication – e-book or e-journal – from the beginning to the end, offering useful practical advises. The presentation also reviews examples of already existing electronic books and journals, their libraries and collections.

Keywords: *electronic publishing, e-book, e-journal, HTML, PDF, Rocket E-book, the World Wide Web, Website, Webpage, URL, browser.*

CHAPTER 3

Creating E-Books and E-Journals

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Creating E-Books and E-Journals

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1. Electronic publishing

In the days of information society "traditional" book is not the only source of information any more. Electronic publications, which came with new technologies, create basis for fast and high quality information. Convenient storage, search and copying possibilities decide the strength of this new media.

Electronic publication is arranged computer information. In electronic publishing, or e-publishing, material is produced and stored electronically rather than in print. Whenever users display, present or "post" any written, auditory or visual media on to the World Wide Web, it can be said they are "publishing" electronic content.

Most traditional newspapers and magazines today publish in an electronic form on the Web where access is typically "free" or available through a free membership.

Frequently electronic publishing is referring to production of electronic books. Then electronic publishing can mean:

a) Production and distribution of new works, which are appearing for the first time in electronic format.

b) Providing electronic text versions of previously published works (such as classic literature, non-copyrighted material, or works that have entered the public domain), either online or on CD-ROM, or offering an electronic version of a book that is simultaneously being produced in print.

Electronic publications should have several important features:

- Convenient navigation;
- Information control;
- Search possibilities;
- Identification number (ISSN, ISBN, DOI, etc.)

Electronic publications are being registered in ISSN and ISBN agencies already. They have to be registered independently from their "traditionally" published analogue.

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It is very important to note that people are interested in reading electronic publications. According the data of one of the biggest and most important Internet research companies, Nielsen Media Research, in 1999 top purchasing categories for e-commerce (from over 28 million purchasers over 1999) were:

- **Books and Information** (9.2 million users);
- CD's and Videos (7.2 million users);
- Computers (5.4 million users);

- Clothing (4.5 million users);
- Software (4.0 million users).

CommerceNet/Nielsen Media Research (1999)

1.1. Advantages of e-publishing

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Electronic publishing has important advantages, compared with traditional, “print” publishing:

- **It is a lot of easier** – it is quite easy to learn to publish electronically, and necessary equipment can be obtained without difficulties;
- **It is much faster** – it can take months to publish traditional “paper” book; it is possible to publish electronically in days or even hours;
- **It is less expensive** – once you have software and knowledge necessary for work, you can publish lots of various material without almost any additional costs.
- **It can use multimedia and varying format options** - an electronic book or e-journal can have a variety of multimedia elements to add to the experience. Such elements might include music, graphics, animation, audio, or "interactivity-clickable features." Downloadable formats for hand readers often include different fonts, a highlighter, post-it notes, a "clickable" table of contents, and bookmarking capabilities.
- **It will be available internationally** - electronic editions can be accesses from any part of the world and read from any computer connected to the Internet.

1.2. Limitations of e-publishing

Consumer reluctance to read "online." While the popularity of e-books and e-journals is growing steadily, many consumers are still reluctant to read onscreen -- or to add the cost of printing a book on one's own paper and with one's own toner.
Regardless of age, gender or experience, almost everyone finds it more difficult to read from a screen than from paper. The most important issues are:

- The ability of the eye and brain to identify and acquire information appears to work far more effectively when allied to a physical contact.
- Staring at a screen for any length of time induces considerably greater eyestrain than does reading a book for the same period.
- Many people, even very experienced computer users, feel happier with a physical, and readable, copy of what is stored in a computer system in case "something happens" to the version displayed on the screen.
- Relatively few desktop computers, and virtually no portable computers, can display text at a size, which is comfortable to read. It results in extensive scrolling of text, which appears to be a particularly unsettling process compared with "scrolling" of the eye over a fixed page of text.

One of the ways to solve this problem is rise of a new technology – so-called hand-held readers. Several companies now manufacture electronic book readers that are about the

size of a traditional print book, and display a digital version of e-book on a flat screen or pair of screens. Thus, it is possible to read electronic publication even in bed.

1.3. Organisations of electronic publishers

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If you are interested in electronic publishing, and especially if you are publishing electronically, visit Websites of electronic publishers' organisations: here you can find useful information, suggestions and support:

- Electronically Published Internet Connection (http://www.eclectics.com/epic/)
- Association of Electronic Publishers (http://welcome.to/AEP)
- Internet Professional Publishers Association (http://www.ippa.org/)

2. Electronic books

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There are quite a lot of discussions about what exactly can be called the electronic book, but for this course let's define electronic book as any book, which can be downloaded and read on a computer or special reader. The publishing world is in a state of flux at the moment concerning the future of books, although there is an almost universal agreement that the future of books involves the electronic format in one way or another. Penguin Books, for example, has given its backing to *Microsoft Reader* and is planning to supply 1 000 classics of literature in this format.

E-books can be very various by their form: from textual-only editions to manifold media to cyber-books creating virtual reality.

The first electronic publications were distributed on floppy disks, and now they are usually presented on CD-ROM's and the Internet. Many e-books are self-contained executable files of HTML, which are completely interactive with the Internet and can contain live links, graphics, search capabilities, JavaScript, embedded video, can be protected via password/user ID, and more. This HTML may be a Website or HTML specifically prepared to be compiled into a downloadable executable file for distribution. When downloaded, this file is self-installing on client's desktop. When a user double-clicks on this computer file, a browser-like interface opens up with the cover page for the e-book and then links to an index page. Through e-book's index, it is possible to present the readers with a table of contents - or a list of topics - from which they can select the pages they want to read, with just a few mouse clicks.

2.1. Advantages of e-books

- Editor of electronic books has total control over his work; person can be publisher, distributor and bookshop owner at the same time;
- The cost of publishing electronic books is virtually none, when compared to its real world counterpart. Once you have the tools, creating an unlimited number of e-books costs nothing;
- There are no delivery costs: no mailing, no postage, no handling, no printing costs, etc.

- The e-book can be available all around the world.

2.2. Categories of electronic book publishing

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The electronic publishing industry can be divided into three basic categories: commercial, subsidy, and self-publishing:

2.2.1. Commercial e-publishing

Commercial e-publishers function like commercial print publishers. Manuscripts are accepted on the basis of quality and marketability, and go through a process of review, editing, and proofreading before publication. Most commercial e-publishers accept fewer than 10% of submissions. Writers pay no fee for publication, and receive royalties. Commercially published e-books are sold primarily through the publisher's Website, but are also available on most online bookstores (including Amazon.com and Barnes and Noble). Distribution in traditional bookstores, however, is still limited. (However, as all e-books have ISBNs, they can be ordered through any bookstore.)

2.2.2. Subsidy e-publishing

Subsidy e-publishers produce and distribute books for a fee. Authors receive a royalty, which is usually comparable to that offered by commercial e-publishers.

Unlike commercial e-publishers subsidy publishers provide little screening (except for offensive content such as pornography or hate material), and usually accept any manuscript, regardless of quality. Most subsidy publishers provide no editorial services or proofreading (though some offer such services for an extra fee); books are posted exactly as submitted. Subsidy publishers also offer few promotional services; the responsibility for promoting a book rests primarily with the author.

Like commercially published e-books, subsidy-published e-books are available through most online bookstores, but very rarely found in traditional bookstores. However, like commercially published e-books, they have ISBNs and can be ordered from any bookstore.

2.2.3. Self-publishing

Self-publishing is a process in which the author is entirely responsible for producing his/her own book, from development to "publication" to marketing. Most often, a self-published e-book will be posted upon the author's own site. In self-publishing, the author formats the text (or arranges for formatting), and is responsible for obtaining the ISBN and copyright registration. The author is directly responsible for publishing expenses, and receives all revenues from book sales.

2.3. Types of e-books

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So how to publish an e-book? Here are the most popular formats, along with the advantages and disadvantages of each:

2.3.1. E-mail. It is the simplest way to distribute your work electronically: just copy the text of your book into an e-mail message and send it whenever you get a request. If you don't want to be bothered with responding to individual requests, you can even set it up to go out on autoresponder, if that's a feature available through your Web host.

Advantages: Easy to create and send on demand.

Disadvantages: Limited text formatting and graphic capabilities. E-mail message can be large, unwieldy and hard to read. Requires reader to view on screen or print a paper copy.

2.3.2. HTML. If you know HTML or have a good Web authoring program, you can publish your book as an attractive Webpage or series of Webpages. You can also put your book online as a plain text file, although that's less attractive and eliminates your ability to use graphics, hyperlinks, etc.

Advantages: Available immediately to anyone who wants to view it. Allows for more attractive graphic design. Can include images, hyperlinks, audio, video, etc.

Disadvantages: Requires reader to view on screen or print a paper copy. Printouts are of unpredictable quality. Text and graphic appearance varies depending upon the browser used.

2.3.3. PDF (portable document format). With PDF, you essentially create a digital photo of your final book design. Readers across various computer platforms see the text, layout and graphics just as you created them, as long as they have a copy of *Acrobat Reader* with which to view your book. Just upload the PDF file to your Website, and give readers a link or simply a file name they can access to download your book.

Advantages: This format allows print-quality text formatting/graphic design. Can look and "feel" more like a print book, with a fully designed cover, page numbers, index, etc. Can include hyperlinks, searchable features and bookmarking/note-making capabilities. *Acrobat* makes your e-book perfectly formatted on the customer's screen.

Disadvantages: Requires reader to own or download *Acrobat Reader* (though it's free and can be obtained at Adobe's Website http://www.adobe.com). Requires reader to view on screen or print a paper copy. Requires use of a separate software program such as *Adobe Acrobat* or *Adobe PageMaker* to design your book. Can be a large file requiring long download time. The learning curve for the *Adobe Acrobat* is difficult to master for the graphically challenged.

2.3.4. Electronic book reader. Several companies now manufacture electronic book readers that are about the size of a traditional print book and weigh a couple of pounds. Powered by batteries with a life of several hours, these readers display a digital version of your book on a flat screen or pair of screens. Users can "turn" pages electronically, bookmark passages and even make notes as they read. In the case of books formatted for hand-held e-readers (such as *SoftBooks*, *RocketBooks*, *the Librius Millenium E-Book Reader*, etc.), books may be available through a retailer such as Barnes and Noble, and downloaded directly to the e-reader.

Advantages: Immediately portable. Allows near-print-quality text formatting and graphic design. Usually backlit to allow reading even in the dark.

Disadvantages: Special reading equipment is indispensable.

2.4. Creating e-book

From the following section you will learn how to create e-book in HTML, PDF and electronic book reader formats.

2.4.1. HTML

One of the options is to create e-book as an HTML file. This method gives you the opportunity to make your e-book a multimedia production, with animation, audio, video, etc. Such e-books can be presented in two ways: as Website or as executable file. We'll discuss the creation of Websites then we study production of e-journals, so now we will learn to create e-books as executable files.

Two basic steps are:

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- To create a book as a Webpage or series of Webpages;
- To transform these Webpages into executable (EXE) files.

Now let's look through each step:

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- At first you have to transform the text of your book into HTML format. There are lots of different HTML editors; some of them are free, and some are very expensive and professional.

  a) If you have a working knowledge of HTML – it means, if you can create a simple Webpage using only a text editor and a browser, you know what software you would prefer for creating HTML files.

  b) If not, you can try a "What You See Is What You Get", or WYSIWYG HTML editors, such as *Microsoft FrontPage* or *Netscape Composer* for creating HTML files. There is a good chance that you already have one of these programs installed on your computer. Both of these HTML editors are easy to use as a word processor. There are a lot of different HTML editors, and we'll talk more about that in the section about production of electronic journals.

  c) Or you can use *Microsoft Word* program: most modern *Word* processors posses the ability to export a document to HTML format (just by saving the file as type "HTML document").

- Once you have your HTML pages ready, you can transform them into e-book. This process is called "compiling" ("compiling" is the process when a computer translates code written in a computer language into an executable form) and is quite easy to do with special software. The HTML compiler software compresses normal HTML files into a self-extracting executable file (EXE). Anyone can download and view e-books produced with any compiler software using any Internet browser.

  There are many programs for compiling HTML files into EXE files.

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  For example:

  - *HyperMaker HTML* (http://www.bersoft.com/compilers.htm)
  - *Neobook* (http://www.neosoftware.com)
  - *E-ditor* (http://www.e-ditorial.com/software.html)
  - *E-book Wizard* (http://www.ebook-wizard.com)
  - And many others at http://www.ebookcompilers.com.

- Once your book has been created, the next thing you may need to do is to make it "download ready". This means that you will have to shrink e-book's file size, so that it downloads quickly onto the customer's computer. *WinZip* (http://www.winzip.com) is a popular compression program, which makes this task easy. You choose the files you want to compress, and the software does the rest. The file then will have a name like "myebook.zip"

  Now you need a way for readers without *WinZip* to be able to decompress the file. For this you right-click the zipped e-book file and choose option "create self-extractor" to transform it to executable file.

- The only thing left to do is to "upload" it to your Web server. It is the same process as uploading a Webpage – later we'll talk about that.

2.4.2. PDF

The Adobe Portable Document Format or PDF is one of formats that preserve formatting of the text regardless of the type of machine being used, and it has become an industry standard for the distribution of documents in electronic format. With a free viewer application, like *Adobe Acrobat Reader*, anyone can display and print PDF files from their computer. Documents in PDF format look just like the printed page.

The easiest way to create Adobe PDF files is to use the *Adobe Acrobat* program. *Acrobat* lets you to convert any document - including entire Websites - into an Adobe Portable Document Format (PDF) file, with its original appearance preserved, and then distribute it for viewing and printing on any system. Adobe PDF files can have hyperlinks and indexes, making them a convenient way of reading for those that choose not to print the publication. There are also new security features being introduced by Adobe, to help protect document rights and unauthorised distribution. PDF files can be published and distributed anywhere: in print, attached to e-mail, on corporate servers, posted on Websites, or on CD-ROM.

If you have *Adobe Acrobat 4.0* software installed on your computer, you can create Adobe PDF files from many popular authoring applications. Here are steps how to create Adobe PDF file from *Microsoft Word* file:

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- Open the document in *Microsoft Word*.
- Click the Create Adobe PDF button in the task bar or choose File > Create Adobe PDF.
- In the General panel, select Use Acrobat Distiller, and then select Print Via Distiller's Printer. Then choose eBookOptimized from the Distiller Settings pull-down menu.
- Click Create. The PDF document is generated, placed in the same folder as the original document, and then opened in Acrobat.

The *Adobe Acrobat* software can be obtained at Adobe's Website at http://www.adobe.com/products/acrobat/.

2.4.3. Rocket E-book

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The Rocket E-Book is one of new hand-held book readers, which provides an easy and portable way to read e-books. Rocket E-Book is lightweight, and includes good backlighting for night-time reading. With a long battery life and large amounts of storage, it can store thousands of pages of text at once. Rocket E-Book supports hypertext navigation and the playback of small sound files.

Rocket E-Book includes software that will convert a text document, or HTML Webpage, into RocketEdition format. You simply convert it using the *Rocket Writer* software (you can get it at http://www.rocket-ebook.com/RocketWriter/index.html).

Then you can place a hyperlink to your electronic books, and allow them to be downloaded from your Website or publish them in the RocketLibrary (http://www.rocket-library.com). The RocketLibrary is a collection of freely downloadable RocketEditions, covering a wide range of topics and subject matter. It's free to register, and you can submit as much content as you choose.

Converting a document to RocketEdition format:

- Convert document to HTML: as it was mentioned before, you can do it with different software, but the simplest way would be using *Microsoft Word* processor and "save as" the file to the HTML file.
- Covert titles using the *RocketWriter,* which part of RocketLibrarian software. *RocketWriter* allows converting text or HTML documents into RocketEditions. It is available as a free download from the Rocket E-book site (http://www.rocket-ebook.com).

  Start by running the RocketLibrarian software. Move your mouse cursor to the *RocketWriter* glyph, and click once. This brings up a file selection dialog box. Simply select an HTML document or TXT file, and then click OK; then enter publication details. Once you've converted the document, the software will offer to transfer it to your Rocket eBook.
- Publishing your title: You can right-click on any title, and export it as a '.RB' RocketEdition file. This can be placed on your Website, emailed to others, placed on an FTP site or contributed to the RocketLibrary.

2.5. Tips for creating your e-book:

- Create a directory on your computer to include all the files for your e-book. These files will include HTML, graphics, backgrounds, etc.
- E-books should contain mainly text. Try to limit your banners to one per page. To keep your file size down, you may want to use only non-animated banners.
- E-books are generally formatted at a small screen resolution so make sure your pages are viewable through any screen size.
- Include good navigational links throughout your pages.
- For massive distribution, make sure you include a short paragraph on your main page in regard to your copyrights and distribution.
- Register your e-book with ISBN agency.
- If you are really interested in e-publishing, join EPIC (Electronically Published Internet Connection) - you'll need all the support you can get.

The EPIC was mentioned while presenting organizations of electronic publishers, p. 3-5

2.6. E-books and their collections

You can find lots of electronic books on the Web, but for the beginning check these Websites:

2.6.1. Projects of e-books:

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It is not so easy to find electronic books "scattered" all over the Internet. That is why there are certain projects of e-books, dedicated to completing the electronic publications:

- Project Gutenberg (http://promo.net/pg) - The Project Gutenberg philosophy is to make information, books and other materials available to the general public in forms a vast majority of the computers, programs and people can easily read, use, quote, and search. In this project you can find: light Literature, such as Alice in Wonderland, Through the Looking-Glass, Peter Pan, Aesop's Fables, etc.; heavy Literature, such as the Bible or other religious documents, Shakespeare, Moby Dick, Paradise Lost, etc.; references, such as Roget's Thesaurus, almanacs, and a set of encyclopaedia, dictionaries, etc.
- eLib programme (http://www.ukoln.ac.uk/services/elib) – The Electronic Libraries Programme is dedicated to accumulating electronic publications, searching the Internet for them and presenting electronic documents to the user.

2.5.2. Websites of e-books:

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There are lots of sites on the Web with collections of various electronic books. Several examples are:

- The On-Line Books Page (http://digital.library.upenn.edu/books/) – it is a directory of e-books that can be freely read right on the Internet. It includes an index of thousands of on-line books on the Internet, pointers to significant directories and archives of on-line texts, special exhibits and much more.
- Prize-Winning Books On-Line (http://digital.library.upenn.edu/books/prize.html) – in this exhibit you will find electronic copies of awarded books (works that won Nobel prizes, for example).
- Christian Classic (http://www.ccel.org) – Website of classic Christian books in electronic format.
- The Internet Public Library: Reading Room (http://www.ipl.org/reading) - This room contains bookshelves for browsing and searching for entertaining reading, and links to sites providing other full texts.
- Barnes&Noble.com E-Book store (http://ebooks.barnesandnoble.com) - if you want to know more about e-books, or start shopping, this is the place to be.
- eBookNet (http://www.ebooknet.com) - eBookNet brings you the Web's most comprehensive eBook industry news, tips for writers and publishers, listings and reviews of the latest eBooks, and vibrant community discussion about the eBook business.
- The Internet Book Information Center (http://www.Internetbookinfo.com) – in this project, which began in 1994, you can find a lot of information about Internet books.

3. E-journals

We can find thousands of various newspapers and journals on the Internet today, and their number is increasing constantly.

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According the results of survey made in the summer 2000 by one of the biggest sociological research companies in Lithuania, *SIC Gallup Media*, electronic press is popular – 20 % of the Internet users from Lithuania are reading Lithuanian Internet publications, and 9 % - non-Lithuanian publications. Data of the same survey shows that users like electronic periodical publications, because: they are free (this is opinion of 35 % of all respondents); their old volumes are available (30 %); they present news more efficiently than "traditional" media (25 %); they enable searching by keyword (16 %). The tendencies in other countries are the same.

In this section of the presentation we will concentrate on one kid of new electronic periodical media – the electronic journals.

3.1. Characteristics of e-journals

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E-journals are serial publications available in digital format. Some electronic journals can be distributed on CD-ROMs, but usually they are located on the Web. Of the Internet-available ones, some are delivered over the World Wide Web, some by e-mail. Electronic journals can be free or available by subscription only.

The e-journals can differ by their format: some e-journals are ASCII text, some are HTML WWW pages, and some use proprietary formats such as Adobe's PDF (portable document format).

The earliest e-journals were distributed on CD-ROMs or diskettes during the 1970's, and were largely used in the library. The early efforts at networked distribution predated the World Wide Web. In 1987 *New Horizons in Adult Education*, the first peer-reviewed journal distributed on the Internet, made its debut, published by the Syracuse University Kellogg Project. It was ASCII text, free and distributed via a BITNET list server, with printed copies mailed to those who had no free access to BITNET. The first peer-reviewed, electronic, full-text e-journal including graphics was OJCCT (*Online Journal of Current Clinical Trials*), first time published in 1992. It required specialised viewing software, since the WWW didn't exist yet. In 1993 JSTOR (Journal Storage Project) got underway as the first major retrospective electronic archiving project of printed journals. The same year Gophers became ubiquitous and changed everybody's idea of how publications should be delivered, but they were quickly replaced by the WWW, which gained a strong foothold in academia in 1994, and now we assume that e-journals will be delivered via the WWW.

3.1.1. Two basic types of e-journals

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- "Parallel published" journals, with both printed and electronic versions available to the public; these can be divided in two more types: electronic clones of "published on paper" journals and electronic journals with "published on paper" copies.
- "Electronic" journals only, where there is an electronic version, the print option being available on demand.

3.1.2. The salient features of electronic journals available on the Web

- they can be delivered to the desktop;
- they can be read by more than one person at a time.

- their text can be searched.
- they can include multimedia and graphics, in colour, at marginal cost.
- they can be published more quickly than paper publications.
- they can be interactive - that is, they can foster an online exchange of ideas by e-mail, forums, chat rooms, etc.
- they can take advantage of the ability to make hyperlinks, both internally and to other publications. This means that readers can link directly to references cited in an article and also, with additional effort on the part of publishers and indexers, to later articles that cite the article they are reading.
- articles can be retrieved directly through links from abstracting and indexing databases.
- the content can be reproduced, forwarded, modified, leading to possible problems with copyright protection and preserving authenticity.

The main **disadvantage** is that, unless they are also printed on paper, they require specialised equipment for reading and, as mentioned before, reading on screen is not very comfortable for users.

3.1.3. Identifiers of e-journals.

The library and publishing worlds have always maintained identification schemes for locating and tracking titles, including LCCN, ISBN, ISSN, and Call numbers. Identifying individual print items, such as journal issues or articles, has been more difficult, but the identifier can still be linked to a physical piece. In the online world, identifying items becomes more difficult because the items are no longer physically tied together (bound, as it were). Individual journal articles need to be identified as "digital objects"; in fact, the article itself may consist of a number of digital objects (text, images, sound bites, links to citations, etc.) Today information is not discrete physical units like books or articles but web of objects without clear boundaries, not necessarily stored in the same location. Relevant recent standards for identifying objects, digital and otherwise, are the SICI (Serial Item and Contribution Identifier) code and the DOI (Digital Object Identifier). Schemes for persistent names for Internet addresses have also been developed, most notably OCLC's PURL (Persistent URL) system, and CNRI's Handles.

3.1.4. Licensing, pricing, intellectual property rights

A major area of concern for libraries and publishers alike is the licensing of e-journals. Licensing, pricing, intellectual property rights management, and access management (the control of user access to online journals) are inextricably bound up, because the price and access restrictions are (or should be) included in the license agreement.

The very idea of a "license" to journal content is a new concept. When libraries bought printed journals, they paid their money and got their paper, which they then owned and bound, archived, sent out for interlibrary loan, placed on reserve, and from which users photocopied single copies of single articles, in accordance with fair use copyright law.

Now, because electronic copy is so easily duplicated and distributed, it has become more important to protect profits by restricting access, and producers of information are requiring "licenses" to content. Publishers and consumers now enter into license agreements that regulate the ways in which the content may be used, and by whom. But it can be difficult to navigate the variety of licenses that are proposed.

Pricing has long been a major issue in the journal marketplace, but it takes on new importance for electronic media because there are no precedents for price models in the online world. Because there are no print costs, the bulk of the publication expense resides in the production of the initial copy of an electronic work and in its storage. Subsequent "copies" are produced at negligible cost, throwing existing print pricing paradigms into confusion.

Libraries and academics have taken matters into their own hands with the formation of SPARC (The Scholarly Publishing and Academic Resources Coalition), an initiative of the Association of Research Libraries, whose stated aims are to "create a more competitive marketplace; ensure fair use of electronic resources; and apply technology to improve the process of scholarly communication and to reduce the costs of production and distribution" (from "SPARC: The Scholarly Publishing and Academic Resources Coalition," http://www.arl.org/sparc/factsheet.html), by forging alliances between educational organisations and professional societies. The expected outcome of this initiative is high-quality scholarly journals, both print and electronic, at lower prices than commercial publishers currently offer.

3.2. Creating e-journal

Creating electronic journal as periodical publication means creating Website, which will be regularly renewed. So before we turn to process of creating e-journal available on WWW, we have to dedicate some time for the basic concepts of the World Wide Web.

3.2.1. The World Wide Web

- *Structure of a Website*

Websites are at the heart of the World Wide Web. A Website is a location managed by an individual, group, organisation or company that provides information about specific areas of interest, products, services, general knowledge and so on. The Web has millions of Websites, each of which contains many Webpages. These pages use text, graphics, animations, and sometimes multimedia elements like video options and sounds. Websites often contain links to other Websites. Connecting between Websites by clicking on these links is known as 'surfing' the web.

- *The Website*

Webpages are collected together in Websites. Websites contain all the pages developed by an individual or company about a certain topic. Each Website has an opening, or home, page. Often the homepage will provide a site map or Website content listing. By clicking on entries within this listing, you will be connected with pages relating to each entry. You will usually be provided with an option to return to the homepage from each of these pages.

- *The Webpage*

Websites contain Webpages. They vary in size from just a few interlinked pages to corporate sites containing hundreds of elaborately constructed pages. A Webpage will often appear the same size and dimensions as the full-screen browser window on which you view it. It can also be a different size and shape. If the Webpage is bigger than your full-screen browser window, or the viewable area of the browser window on your screen, you can use scroll-bars found at the right-hand side and sometimes at the base of the screen to bring the information into view. Clicking on the arrows on the scroll-bars will move the information up and down, or left and right, to enable you to view it.

➢ *The components of Website addresses or URLs*

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Each Website has a specific location on the Internet. A unique Web address or URL (Uniform Resource Locator) is allocated to each Webpage, which enables your browser to locate it. For example, a Webpage of Lithuania's National Library has the URL:

http://www.lnb.lt

'http://' stands for hypertext transfer protocol and indicates that the location you are seeking is on the Web, rather than one of the other areas of the Internet.

'www.lnb.lt' is the domain name.

'www' stands for World Wide Web. This shows that the site is a Website, although this is not always used. ***'lnb'*** indicates the company's Website homepage. ***'lt'*** the means it hails from Lithuania. American companies and multi-nationals usually use '.com' to stand for commercial and rarely use a country extension, although companies outside the US now sometimes also use .com. URL extensions are means by which you can identify the type of category into which a Website falls, although they are becoming increasingly confused.

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Other extensions include:

.ac - academic institutions (other than US)

.edu - educational institutions (usually US)

.gov - governmental sites

.mil - military establishments

.net - Internet industry companies

.org - non-profit making organisations, such as charities.

The country extension indicates where a site is hosted. You can usually work out what the country extension stands for. 'eu' looks likely to become a new extension denoting European companies. A few examples are as follows.

.ar - Argentina

.at - Austria

.ca - Canada

.de - Germany

.fi -Finland

.it -Italy

.uk - United Kingdom

3.2.2. The basic stages

As now we understand the basic concepts about what the WWW, Website, Webpage and URL means, we can turn to the creation of the e-journal.

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The basic stages of the process are the following:

- Planning – here you have to think about the hierarchical structure of your e-journal, it's navigation, logical composition, etc.
- Creating content – content is the essential part of your e-journal.
- Design – your Website should look not only informative but attractive as well.
- Realisation – at this stage you have to describe e-journals structure in HTML, toprogramme scripts, create links between pages, create the design, send publication to server and test it.
- Developing – don't forget your Website. Try to renew it quite frequently, changing material, adding new and removing old elements – this will make your site attractive to users.

Now we'll discuss in more detailed manner two very important stages of e-journals production: planning and realisation.

3.2.3. Planning

Before you start the work with HTML editor, you have to spend some time on planning your future e-journal. You have to prepare the project of it – it is one of the most important stages of your work. You have to plan project's aims, resources and creative potential, and to make a schedule of works, too. The more details and possible mistakes you foresee at this stage, the easier it will be for you to make your publication a reality.

For this you'll have to answer some questions:

- What will be the type of this e-journal?

As it was mentioned before, e-journals can be "parallel published" or "purely electronic" editions.

If the aim of you efforts is to create an electronic clone of your print publication, then the easiest way is to put information from your print edition to the Website of e-journal (here you'll have to decide, if you are putting the whole material from print publication, or only the most important, or maybe only abstracts of articles). Of course, you can expand the material and possibilities of print version by adding some multimedia or chat room to your electronic version, for example.

If you are beginning absolutely new and purely electronic journal, your possibilities are much broader: you can use various multimedia, make your own volume-release schedule, etc. In this case you'll have to spend more time on preparation of the project for you edition, as you have to make important decisions about the structure and regularity of your e-journal.

- What will be the style of your Website – you have to think about it in order to find suitable design, graphics, planning, etc. This will help you to make the form suitable for the content.
- What will be the hierarchical structure of the files in your Website? You have to foresee it in order to create hierarchical "tree of folders" there you'll be placing your documents. This will help you to create site with easy and understandable navigation, convenient for your readers.

- What will be the hierarchy of separate documents? How will you organise ties between documents of the site; which pages will be basic and which will be dependable? Think about making simple navigation between various documents and their parts.
- How frequently will you release new volume of e-journal – it means, renew your Website? Make a schedule of new volume releasing and follow it. Remember that maybe not all the parts of your e-journal have to be renewed every time – some can be stable (list of recommended links, for example).

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Layout the flow of your site on paper before attempting to put it on the web. Try to create a framework of your future e-journal. Try to make a model of folders and documents of your Website on paper, thinking what kind of information you will put in one folder or another, and what will be the ties of certain folders and subfolders. You can draw on paper the structure of your e-journal – "a tree". This will help you a lot making the navigation of your e-journal comfortable – and that's very important for the user.

3.2.4. Realisation I: Composing Website

Webpages are created using simple personal computer by two stages:

- Creation and checking the pages on the computer;
- Publication of pages on the Web.

You will need two kinds of programs for creating e-journal:

- HTML editor – to create Webpages (we'll discuss them soon);

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- Browser – to see how created Webpages look on the screen. A browser allows you to enter and find your way around the Internet. While you are on the Internet, the browser, like the operating system**,** will always be functioning in the background, providing the framework in which you work. It enables you to retrieve and display pages from the Web, save page locations for future reference, link to search facilities and save information from the Web permanently. There are two main browsers - *Microsoft's Internet Explorer* and *Netscape's Navigator* - although there are others available such as *Neo-Planet* and *Opera*. *Internet Explorer* and *Navigator* work in much the same way and generally have similar, but not identical, commands and layouts. At the moment the most popular browser is *Microsoft Internet Explorer* – it is used by about 80% of Internet users all around the world.

HTML and its editors

HTML

The Webpages are prepared using HTML language. To understand the idea of what it really means we have to look through the basic principles and examples of HTML.

HTML - Hypertext Markup Language - is based on the principle of using tags, that is markers, to indicate the formatting and structure of text, placing of images and so on. This approach gives access to the information whatever the browser used, unlike a word-processed file or spreadsheet, which is accessible only to users with compatible software.

The layout that others will see is totally dependent on the tags and how the browser interprets them, not on how you lay out the page when you create it. Thus, text will flow continuously until told otherwise, and heading styles start where indicated and continue until

the corresponding end-of-heading tag is reached. Different browsers will display the text in different ways, for example where line breaks occur or in the amount of space above or below headings. The file in HTML format will look very different from what is displayed, though it is helpful to you to put in plenty of spaces to see where the commands are.

Tags are normally used in matched pairs, one to indicate the beginning of a particular feature and the other the end. They begin with a less-than sign: < and end with a greater-than sign: >. What goes inside the < and > is the command. Learning HTML is learning the tags to perform whatever command you want to do. Here's an example:

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The tag for bold lettering is "B". Here's what the tags look like to turn the word "Joe" bold:

<B>Joe</B> :

- <B> is the beginning bold tag.
- "Joe" is the word being affected by the <B> tag.
- </B> is the end bold tag. It is exactly the same as the beginning tag except there is a slash in front of the tag command.

The majority of HTML tags do require both an open and a close tag (a begin and end tag).

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Here are some more examples of tags:

Affect	Code	Code Used	What It Does
BOLD	B	<B>Bold</B>	**Bold**
Italic	I	<I>Italic</I>	*Italic*
Typewriter	TT	<TT>Typewriter</TT>	Typewriter

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For understanding the basic principles of HTML language, let's review several useful commands:

- **Heading Commands** are used extensively in HTML documents to create headings. There are six heading commands: <H1> through <H6>. <H1> is the largest and <H6> is the smallest.

The example: <H1>Heading</H1>

- **Font Size Commands** - there are twelve (12) of them available: +6 through +1 and -1 through -6. +6 is the largest (it's huge); -6 is the smallest.

The example: <FONT SIZE="+3">Font</FONT>

Notice that this first command, <FONT SIZE="--"> is actually doing two things:

1. It's asking for a new font size and…
2. then offering a number to denote the font size.

This is called an "attribute". When you have that, you denote the attribute with an equal sign and enclose it within quotation marks.

- **Centring Text** is done by surrounding the text you want centred with simple <CENTER> and </CENTER> commands.

- **Hypertext** is used to create a link to another page. What is below would create a link to the Lithuania's National Library:

<A HREF="http://www.lnb.lt">Click Here To Go To Library</A>

Explanation:

A stands for **A**nchor. It begins the link to another page.

HREF stands for **H**ypertext **REF**erence. It indicates to the browser where the link "goes".

http://www.lnb.lt is the full address of the link. Notice that the address has an equal sign in front of it and is enclosed in quotes, because it's an attribute of the Anchor tag.

Where it reads "Click Here To Go To Library" is where you write the text you want to appear on the page. What is in that space will appear on the page for the viewer to click.

/A ends the entire link command.

- **E-Mail Link** follows the same coding scheme as the hypertext link above. This format places blue wording on the screen that people can click to send an e-mail:

<A HREF="mailto:… ">Click Here To Write E-mail</A>

Notice that it's the same format as a link except in a link you write "mailto:" in place of the http:// and your e-mail address in place of the page address. Please notice there is no space between the colon and the e-mail address.

- **Placing An Image -** here's the format for placing an image:

<IMG SRC="image.gif">

IMG stands for "image." It announces to the browser that an image will go here on the page.

SRC stands for "source." This is an attribute, telling the browser where to go to find the image.

image.gif is the name of the image.

There are three basic image formats you will find on the World Wide Web:

- **.gif** (**G**raphics **I**nterchange **F**ormat) was invented by CompuServe and it's very popular, because it's a simple format. It's a series of coloured picture elements, or dots, known as pixels, that line up to make a picture. Browsers can handle this format quite easily.
- **.jpeg or .jpg** (**J**oint **P**hotographic **E**xperts **G**roup, the organisation that invented the format) - the format is unique in that it uses compression after it's been created – it means, that when the computer is not using a .jpeg image it folds it up and puts it away.
- **.bmp** ("bitmap") is the third format. . A bitmap is an image that a computer produces and places for you. It's used very rarely on Web, as although now Internet Explorer browsers allow it, no other browsers will be able to display it.

- **Activating An Image** – then an image becomes "clickable" or "active", the viewer would click on the image, instead of on blue words, to make the hypertext link. Here's the format:

<A HREF="http://www.lnb.lt"><IMG SRC="image.gif"></A>

There is new border around the image: after activating the image it attempts to turn blue (or whatever colour the page is set to), like the wording it's replacing, so it places what's known as a "border" around the image. To make the border disappear, use the command:

<IMG BORDER="0" SRC="image.gif">

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You can learn more HTML from special books of Internet tutorial. For more information visit these sites:

- WEBalley: Web publishing made simple (http://www.weballey.net)
- A reference guide to HTML (http://www.authors.com/htmlref.htm)
- The Write Market (http://www.thewritemarket.com/resources/HTML.htm)

There are lots of different commands in HTML. These were only the examples to give students an idea of what it is like.

As it was said before, there are programs like FrontPage, Netscape Composer and many others that gives you possibility to work in WYSIWYG regime, and you don't have to write HTML tags manually. But in order to make good Webpages you should know the principles of HTML, because sometimes programs are not operating as they should or create very big files – that's why you need some basic knowledge of HTML in order to "fix" some things manually.

HTML editors

There are two most important types of software for Webpages: text-only editors and WYSIWYG editors. Webpages are files of simple text, so they can be created using primitive programs like Notepad of Windows 95, but in order to make Webpages from textual files, you have to know a bit of programming HTML. If you are not a programmer, it can cost you a lot of time. Thus you can use so-called WYSIWYG editor, which enables you to see the Webpage exactly as you are creating it.

One of popular editors of this kind is *Netscape Composer* – it is free and simple. This program is part of software called *Netscape Communicator*, which can be obtained at http://www.netscape.com. Editor *Microsoft FrontPage* has much more possibilities, but it is much bigger and more complicated, too.

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There are a lot of really good HTML editors you can find on the Internet. All these editors are good and popular:

- *HotDogProfessional* (http://www.sausage.com/hotdog6)
- *Homesite* (http://www.allaire.com/Products/Homesite/)
- *HoTMetal PRO* (http://www.hotmetalpro.com/)
- *LiquidFX Professional* (http://www.psylon.com/)
- *WEB-ED* (http://www.jsware.net/jsware/webed.html)

3.2.5. Realisation II: Publication on the Web

In order to make your e-journal available over the Net, you need a host. This will take the form of a computer that is permanently connected to the Web, which will act as the host server for your Website. Many ISPs provide free Webspace to those who are registered with them, and there are a number of free online content and host communities that provide help with constructing and uploading sites, and hosting them.

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For example:

- Virtual Avenue (http://www.virtualave.net/index.gsp)
- Atmosphere Community (http://www.atmosphere.be/)
- NBCi My Website (http://wwwx.nbci.com/mywebsite/)
- PiterWeb (http://www.piterweb.net/)
- Escalix-Freepage (http://www.escalix.com/freepage/)
- Phrantic's Tralerpark (http://dpec.webserve.net/dpec/webpromo/)

Using one of the community sites means that your Website URL may be rather convoluted and will probably include the name of the community site. Similarly, if you use your ISP as the host, the URL for your Website will probably include the name of the ISP. However, they may be able to host your site with a unique domain name of your choosing, but they may charge an additional fee for this service. The domain name can be important if you are trying to attract the maximum number of visitors to your site. Many people prefer to use a separate domain name because it makes the site seem more professional than if it is preceded by an ISP or Web host service name. It will also make the site easier to find. In order to have the right to use a domain name you have to lease it from one of the domain name registration companies such as NetNames.

You will need special software to put your e-journal on a web server. You could use Netscape Navigator to do this, but you don't have a lot control that way. The best way to go is using special FTP software. FTP stands for File Transfer Protocol. This software makes it possible to put files in your own directory, and to take them off again.
Most FTP software has two windows: the left showing your computer, the right the web server. It looks a lot like Norton Commander or Windows Commander. You can see exactly what is on your computer and at the server. One of the most used programs is *WS_FTP*.

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The process then consists of 3 quite simple steps:

1. Connecting to the server
2. Transferring files
3. Checking

After that your e-journal will be accessible to visitor from the whole world.

3.2.6. Practical advises

Here are several practical advises that you should bear in mind while creating your e-journal:

- Minimise time of document's download – make your Webpages simple but impressive;
- Use colours carefully – colourful or mixed background can "choke" the text;
- Keep your paragraphs at 2-3 sentences each.
- Use headings.
- Use lists.
- Use bolding for highlighting important information.

- Watch out for too many fonts and their font sizes. A good rule in traditional print design is two font styles and two font sizes, one for headlines and one for the body copy.
- Navigation should be easy. Navigation bars, which are a simple set of buttons or text, should be repeated on every page in the site, usually at the top, left, or bottom. Make sure you locate them in the same place on every page.
- It's also a good idea to let people know exactly where they are at the given moment. You can accomplish this by having the button for the page they are on slightly altered in appearance, for example dimmed or highlighted or another colour.
- Every navigation bar should include a home page button, contact information, and if your site is large - an index page or site map. A site map will show a complete outline of the site. Search capabilities are another good idea and allow people to conduct a one or two word search of your site and get back a possible list of pages.
- Advantages and disadvantages of graphics:

Advantages: graphics can create consistency - allowing your visitors to know they are at your site on every page; graphics can aid in navigation - a button/background theme set will create consistency and help your visitors find all of your pages; graphics can give your site a professional appearance which will help your credibility.

Disadvantages: graphics can annoy or confuse people - loud and flashy animation makes it difficult to read text; graphics can slow your download time.

- Find several ways to promote your journal, like: reciprocal links; search engineers; online directories; your own newsletter.
- The Web and technology change fast, so try to keep pace with the developments in the following ways: subscribe to newsletters; visit news sites; visit sites which give out free advice on web design and/or promotion; buy some good books on HTML, CGI, JavaScript, and Internet Marketing.
- Don’t forget to follow your schedule of new volume’s release.
- Inform the user about news, problems, and corrections of your site.
- Don’t forget to register your electronic journal with ISSN.

3.3. Examples of e-journals on Web

There thousands electronic journals in many languages on the Web. They present different themes, interests, views, and lifestyles. Here you will find several examples of different cultural e-journals you can access by the Internet. Read, enjoy and start preparing your own publication!

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- Arts Journal (http://www.artsjournal.com/) - a weekday digest of some of the best arts and cultural journalism in the English-speaking world. Each day Arts Journal combs through more than 180 English-language newspapers, magazines and publications featuring writing about arts and culture.
- Ellavon (http://www.ellavon.com/) – a monthly e-journal, which offers, interviews, regular columns, fiction, cultural commentary, photography, with the occasional poem thrown in. It holds close to the intelligent and the new and it avoids the arcane.

- Flightless Humingbird (http://www-personal.umich.edu/~rmutt/HomePage.html) - a Pseudo-Periodical of Art, Paranoia, Eschatology and Fashion Tips.
- Frontera Magazine (http://www.latino.com/index.phtml) - print and online weekly magazine focusing on the music, art and culture of 20-something Latinos living in the U.S.
- Intercultural Communication (http://www.immi.se/intercultural) - the goal of the journal is to promote research, also education and training in the area of intercultural communication. The journal is an outgrowth of the activities of NIC - the Nordic Network for Intercultural Communication.
- Cultural Critique (http://www3.oup.co.uk/jnls/list/cultur/) - the journal takes an interdisciplinary approach to cultural criticism, covering literary, philosophical, anthropological and sociological studies and using Marxist, feminist, psychoanalytic, and post-structural methods. It draws on a large group of international corresponding editors to gather articles that examine intellectual controversies, trends, and movements in various parts of the world.
- Invisible culture (http://www.rochester.edu/in_visible_culture/ivchome.html) - commentary and criticism relating to the production and analysis of cultural objects, addressing contemporary issues within visual studies.
- Baltolink: A critical Journal on the arts (http://www.baltolink.org/) – e-journal dedicated to progressive, serious and eccentric writings about art. It is a Baltimore-based publication, inclusive of the arts and artists in this area and around the world.

And some more on these *collections of electronic periodical publications*:

- The Internet Public Library: Reading Room (http://www.ipl.org/reading/serials) -
- The IPL Reading Room Serials collection contains over 3000 titles that can be searched or browsed by subject or by title.
- New Jour (http://gort.ucsd.edu/newjour/) - the archive and and the Internet list for new journals and newsletters available on the Internet.
- Electronic Library (http://wwws.elibrary.com/) is a search system, which is searching for the information through various electronic publications: newspapers and journals, books and encyclopaedias, etc.

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Create your own e-book

http://www.prosperitypoint.com/free/create_free_ebook.html

E-books: The End of Guttenberg Era?

http://www.pcworld.com/news/article.asp?aid=7645

Electronic Publishing Guide

http://www.davidreilly.com/epublishing/

Elliot R. Electronic Publishing'98: The Impact of Electronic Publishing on the Scientific Information Science. – ICSU Press

Eisenhart D. M. (1996) Publishing in the Information Age: A New Management Framework for the Digital Era. – Praeger

E-publishing for Writers

http://www.inkspot.com/epublish/

How to create and sell information and e-books?

http://www.smithfam.com/news/sept00b.html

JEP: The Journal of Electronic Publishing

http://www.press.umich.edu/jep

The Write Market

http://www.thewritemarket.com/

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