

A Book: It's Cosmetic and Societal Implications

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Abstract

In the words of Winston Churchill - "History will be kind to me for I intend to write it," (Churchill, 2001 – 2013, online). And for all the miraculous means of recording history, book is obviously one of the oldest and remarkable custodians of facts; it permeates the audience an opportunity into cultural, developmental, aspects of mass communication and business endeavors. The researcher pungently uncovered its ambivalence from existing complimentary pedigrees. Efforts through Individual Difference Theory and literature materials are examined to state book readership as being based upon unconditional personal interest and individual characteristics. This, vis-à-vis it's overhauling aesthetic and societal positions, in rekindling its twinkling glory in the reading Nigerian mass media audience. Here, the researcher epitomized book as a character molder, a pivot for social, educational and adventurous intercourse. Book's messages are intransient as against radio and TV's. But precautionous as the situation, its status symbol could be auto-didactic (learning from the specifics, specialized and seldom multi-hydrated media reportage).

Key Words: Book Cosmetics, Cultural Books, Developmental books, Business Books and Book Architectural Organization

Introduction

Book has always had an appropriate echo in the representation of facts for information. Miscarriages witnessed in multi-hydrated presentations are moderated, most often information in books are in specialized areas and rare concomitants of various issues. In the grief of misinterpreting book publishing in Nigeria, Agudoso (2005) confesses that before 1980's, book publishing, especially at its pristine stage, was considered a special profession in which only those who had acquired the required training in editing, good writing skills and a background in liberal arts or journalism were licensed to exercise their professional acumen. It is interesting to note that publishers in Nigeria had an association called 'The Nigerian Publishers' Association' which came into existence in 1962 (p. 264). And historically, the very first publishing press in Nigeria was established in Calabar in 1846 by Rev. Hope Waddell of the Presbyterian church of Scotland Mission. The press was used to print Bible lessons and later arithmetical books for schools. In 1854 another missionary based in Abeokuta, Rev Henry Townsend of the Church Missionary Society (CMS), established a press. Five years later, (1859) he used it to print the very first newspaper in Nigeria *Iwe Irohin*. From that effort grew what we know today as the CMS Press, which has published thousands of books in Nigeria (James 2013, online). A book is inescapably a compilation of sheets of paper. A sheet comprises the right hand (recto) and left hand (verso) pages, without a standardized size or shape, but one mostly observable appearance about a sheet is shape, it is upright rectangular. Nwosu et al. (2005) explained the features of a book into three parts, namely, (1) the preliminary matter (i.e. the materials preceding the text), (2) the text and (3) the oddments following the text.

The preliminary matter usually comprises the following, (a) Title pages: firstly, 'Half (or Bastard) Title', this is title of the book. It sometimes preceded by some blank pages called the 'pages of respect.'

Unfortunately, only few books nowadays contain these pages of respect. One major reason for this conspicuous omission is that most authors and publishers do not want to spend much money in buying papers. However, one advantage of these pages of respect is that they protect the half title and the full title pages.

The bastard page contains just the title or abridged version of it (for example of a title: An Introduction to Graphics), and it is always on the right hand page of the open book called the recto. Secondly, the full title leaf carries the comprehensive information about the title of the book as read as - 'An Introduction to Graphics: The Tertiary School Companion'. But if the title is brief, it is allowed to remain without adjustments both in the half and full pages. (b) The 'Frontispiece' is the verso (left hand page) of the bastard leaf containing the other titles of books published in the same series, name of editors, or perhaps books by the same author.

(c) Imprint: the author and perhaps his address and the name of the press that published the book, date of publication, information about the printer and publisher, information about the catalogue-in-publication data information about the ISBN (International Standard Book Number); also located at the verso of the page.(d) Copyright: having examined the structure of a book, it devolves of us to pay recourse to the limits of copyright laws to avoid committing the error of 'non-feasance'. Copyright laws contain information about copyright infringement and limit of its prescriptions. It commonly appears on the same page with the imprint. (e) The dedication page, (found on the recto 'right hand' page of a book).

(f) The foreword (if any) or the preface (also found on the recto page). (g) Acknowledgments: this is the area the author recognizes the instance of some authors and books he consulted or cited in the course of writing the book – appears on the recto page. (h) Table of contents: this contains the chapters or section titles and page references – placed on the recto page (it should be made to cover the three parts of a book: the preliminary matter, the text and oddments after the text; the items contained therein should carry no full stop. (i) List of abbreviations, conventions, illustrations, and tables of figures:

They contain all the illustrations and information with respective pages and placed on the recto page. The text: this is the main body of a book which is usually divided into sections, chapters, parts, paragraphs acts and scenes, etc. The text opens on the recto page. Oddments after Text: this part includes, (a) the references or bibliography: is an indication of sources is a must in scientific works both for the sake of professional honesty and readers' utility. As a rule, it should not be numbered. It is rather arranged in alphabetical order. Where there are many books by the author, they are usually in chronological order. (b) Glossary (if any): is the dictionary of special words or terms used in the book. As a rule, the glossary should be arranged in alphabetical order. (c) Index: is the list of words, phrases or expressions arranged in alphabetical, chronological or positional order with their page references. An index is usually set in two columns that words and pages or marginal numbers.

The words appear on the left-hand side while the pages or marginal numbers are kept on the right (recto). There are many types of indexes. In the first place, there is the table of content, which is called the General Index, List of Abbreviations, which is the Index of Abbreviations and Bibliography called Bibliographical Index. We also have the Index of Names, of Places, of Theses, of Quotations, of Canons, of Works of the author, of manuscripts, of Errata etc. The literature materials in any book are essentially built up from casting pictures and texts into singled, two or three columns, as the case of its architectural aesthetics; bearing in mind its top/head, bottom/tail, outside/fore-edge, column gutters and inside/margin gutter. Irrespective of the nomenclature of a text or note book, it is bound or stitched together by hard or soft, laminated or spiraled paper covers. Most of the books sold in Nigeria are soft paper covers; one of the major reasons is that it is economical to produce since it is cost effective.

Bird's-Eye View of A Book Architectural Organization

Book from history has been acclaimed to be associated with the elitists. It is reserved as a reading material in the privacies of their comfort. In an obtainable architecture of book publishing, the construction emanates from the acquisition editor operating as the middle man between the author and the publisher. He censors the manuscript and dictates its marked-up audience, production, hires relevant professionals in the project area to proof-read and edits the script, its marketing and target prospects, cost implications; and finally advises the publisher. In our Nigerian scenario, this is an abnormally, as most authors by-pass this obstacle (acquisition editor) and approaches the publisher in the cases of self publishing, against industrial. That is why in some instances, poorly researched and not educational books are chummed into the markets. In a strict sense, book publishing starts from the point of conceptualization of the ideas for the book by the author to the very last stage of the end user (reader).

The processes involved in book publishing are from the acquisition editor (editorial assistant), sometimes additional editors (more grounded specialists in the field under study), the technical and cost implications for the production (called editor's checklist: marketing evaluation, product evaluation, contractual and editorial evaluation); and finally the actual printing of the book.

The management and organization of a typical book publishing business in Nigeria, according to Oso et al. (2009), "there are six departments: Corporate Affairs Department, Editorial Department, Human Resource, Finance and Account, Production Marketing Department. The Corporate Affairs Department is the highest decision making body of the organization. It comprises the Managing Director, Company Secretary/Legal Adviser, Executive Directors and management board which comprises all heads of various departments. The department formulates management policies, which all heads must implement. In fact, the Corporate Affairs Department is the link between the owner of the company and the personnel working in the organization. The managing editor sees to the movement of the manuscript from one resource person to another in and outside the publishing organization. Human Resource Department is responsible for implementing the decisions of the Corporate Department. The Human Resource Department recruits the personnel and determines issues relating to staff remuneration and welfare. The Finance and Accounts Department sees to monetary management in publishing organization. The department sources for fund and quantifies the value of book produced. This is in conjunction with the production, editorial and marketing departments to determine the cost of producing each book."

This is at the instance of industrial publishing, while self publishing is stingily managed by one man press system. He marginalizes the editorial aspects and contract most of productions to different printing vendors, which is often the reason why our greatest quantity of books are poorly done. The study also accepts that the general graphical work contributes in appreciating the aesthetics of a book. This is reflected in the manipulations and applications of typographies, pictures, colors, and some peculiar elements employed in book designing.

Book's Cosmestic Views

A book is a complete product of art and as such sustains a comprehensive aesthetical structure of graphics. Firstly, as a composite component of a graphical instrument, every element found in appreciative art exists in a printed book. The minutest elements such as volume, line, shape, color, texture, found in a notebook or literature and novels tend to be complimentary to each other. Firstly, a book is a graphical artwork created into any proposed empty space, principally to achieve volume and in this regards; establishes a 'form' or 'mass', which must have height, width and depth. Every empty sheet of paper is blank, but must be occupied by the author's ideas through efficient applications of graphical lines, colors, shapes and tones in pictures; enhanced in the characters we see as display types, body types, picture values and even the simplest ruled lines seen in note books share these inklings. Secondly, in the attitude of appreciating lines in a book, one adjudges it through physical and abstract forms. A physical form is an obvious or visible line created for distinctions. While an abstract line is observed in white spaces created around pictures, typographies and between columns and margins. This perspective has influenced the thinking of Behoriam and Poyssick (1995) "to accept line as or open paths used as well as shapes to create blends. A line speeds up working and printing times because less memory is used. By adjusting the line weight, the resulting blends can be varied to create stripes, ranging from narrow line strokes to very smooth blends." This philosophy goes further to strengthen the physical aesthetics of a book and also an improvement on its designing skills and production time.

Thirdly, shape as it affects book designing, Mittler (1989) had this to say, Shape refers to an area of a real or imaginary object which is defined and determined by other elements such as value, line, color, texture, and space. In book as an artwork, shapes may be taken as the appearance of solid three-dimensional objects although they are in fact limited to two dimensions, length and width. This two-dimensional character of shape distinguishes it from 'form,' which has depth as well as length and width (p. 27). It is very empirical to note that, shapes in book designing are categorically realized in the typographies shaped as symbols of meaning and beauty in any literature book. Also, shape of types influences the psychic of a book's title, and that is why San and Lee (1995) examined "typographic design as the art of using type effectively. It performs the task of communication with maximum clarity and visual satisfaction.

There are thousands of typefaces available from leading type houses. Communicating with type depends on acute understanding of the basic visual elements – space, line, column, lead, size, color, etc. all working together to make the printed page readable and pleasing. Typography is visual engineering”.

They went on to, “classify typefaces into four main groups: Serif, Sans Serif, Slab Serif and Decorative.” This attempt gives a broad base in effectively managing the use and application of typographies in achieving desired results in novel, literature text or educational book publishing outfits. Shapes are also present in the shapes of every imagery page as being upright rectangular and very rarely do we find books in obscured shapes like square or circle. Fourthly, color is to intensify and agitate excitements in the intended audience. Color has its strong psychological influence and in that regards must be managed with extreme dexterity, which is why San and Lee (1995) explored its technical implications “colored images have to be color separated before printing. This process involves scanning the color photographs or slides through high-end color scanners ...to give excellent results. They break down the color into dots (or halftones dots) of four basic colors (CMYK – Cyan, Magenta, Yellow and Black) called process color. These colors when over printed will give a reproduction of the original. There is now hardware for scanning color or grayscale for MAC. Scanned color images take up a lot of space in your hard disk. By using a mixture of the process color in different percentages we can create a myriad of hues in varying tone or intensity (brightness).” Color gives the book the effort to brazen up creations of little pictures in our heads. It always characterizes an additional reminder in the audience’s retentive ability. Bevin (1970), puts, color as the music of the graphic art. Great art can be created without color, but its presence brings a mood and a depth of experience that cannot be achieved in any other way (p. 65). Finally, the strength of feelings is through tactile and visual effects.

These two, are eminent in book publishing, the tactile is symbolized in appreciating smoothness or roughness by touch. A relief type or paper quality in grammage is appreciated by physically feeling them. In visual medium, the book designer is able to generate a sense of feeling in its audience through visually appreciating smoothness and roughness by sight. These efforts have further helped to unleash some imperative measures on book packaging, in that light, Shimp (2007) opined four aspects of packaging involving ethical issues: (1) label information: the publisher’s trademarks, the popular and well organized publishers attitude of attracting more audience, since some publishers might publish exaggerated or sensational materials. (2) Packaging graphics: summarizing the entire graphical symbols in book publishing into one harmonious unity as to avoid misleading interpretations. (3) Packaging safety: bearing in mind the survival rights of every graphical element needs not be infringed upon each other’s instinct and considering the facts of not offensively using any printed matter to invade any real individual’s privacy in cases of fiction literatures. (4) Environmental implications of packaging: the prevailing cost of printing materials influences book publishing, in cases of considering its wear and tear in packaging and handling (hard and soft covers) (p. 66).

Classification of Books

In summary of Baran (2009, p. 77) on book sales categories include: book club editions: books sold and distributed (sometimes even published) by book clubs, example *Reader’s Digest* Book Club. El-hi: these are textbooks produced for elementary and high schools, examples publishers here are Longman and Macmillan Publishers. Higher education: are textbooks produced for colleges and universities. Mail-order books: such as advertized on television by Time-Life Books, are delivered by mail and usually are specialized series or elaborately bound special editions of classic novels. Mass market paperbacks: are typically published only as paperbacks and are designed for a broad readership; many romance novels, diet books, and self-help books are in this category.

Professional books-are reference and educational volumes designed specifically for professionals such as doctors, engineers, lawyers, scientist, and managers. Religious Books: are volumes such as Bibles, catechisms, and hymnals. Subscription reference books: are publications such as the Encyclopedia Britannica, atlas, and dictionaries bought directly from the publisher rather than purchased in a retail setting. Trade books: can be hard-or soft cover and include not only fiction and most nonfiction but cook books, bibliographies, art books, coffee-table books, and how-to books.

University press books: come from publishing houses associated with and often underwritten by universities. They typically publish serious nonfiction and scholarly books, examples are University of Port Harcourt Press Ltd., University of Calabar Press etc.

Book Publishing Outfits in Nigeria

Names	Address
Abundant Life Publishing House	208, Ikorodu Road, Palmgrove Bus Stop, Lagos
Abiola Bookshop Press Limited	Abiola Bookshop Press Limited, Lagos
African Resource Communication	95, Olateju Street, Mushin, Lagos
Afrika-Link Communications Ltd.	Udodi Villa, Alulu Nike, Enugu, Anambra State
Babcock University Press	3, OCB Ground Floor, Ilishan-Remo, Ogun State
Balynhen Nigeria Limited	22, Ndidem Usang Iso Road, Calabar, Cross River State
Centaur Publishers	27, Webber Street, Calabar, Cross River State
DeRalelo Ltd.	136, Ogui Road, Enugu, Anambra State
Empatty Books & Inspirational Materials	24, Okeho Str. Ire-Akri Estate, Lagos
Evans Brothers Nig. Publishers Ltd.	2, Jericho Road, Ibadan, Oyo State
Grace Springs Africa Publishers	15, Association Avenue, Ilupeju, Lagos
HEBN Publishers Plc. (formerly Heinemann Educational Books Nig. Plc.)	1, Ighodaro Road, Jericho, Ibadan, Oyo State
Hoofbeat.com Nigeria Publishers	Sunshine Foundation Suite, AREF Complex, Ikeja, Lagos
Ibadan University Press	University of Ibadan, Ibadan, Oyo State
ICIDR Publishing House	3, Alderton/Ibo Hall Road, Ikot-Ekpene, Akwa Ibom State
Immaculate Publications Ltd	2, Aku Street, Ogui, Enugu, Anambra
John Jacob's Classic Publishers	1, Okpara Avenue, (Chris Chemist Building), Enugu, Anambra State
Macmillan Nigeria Publishers	4, Industrial Avenue, Ilupeju, Lagos
Mbeyi & Associates (Nig.) Ltd.	23, Mukandasi Street, Okota, Isolo, Lagos
Malthouse Press Ltd.	43, Onitana Street, Surulere, Lagos
Modern Business Press	Modern Business Press, Uyo
Nelson Publishers Limited	8, Ilupeju Bye-Pass, Ilupeju, Ikeja, Lagos
Onibonoje Publishers	Onibonoje Publishers, Ogun State
Prime Target Limited	2, Chime Avenue New Haven, Enugu, Anambra State
SOS Publication	13, Babatunde Okunuga Street, Unity Estate, Lagos
The New Breed Resource Centre	8, Ayanboye Street, Anthony, Lagos
The New Gong	11, Abiona Close, Surulere, Lagos
TopShelve Publishers	87, Ugwuorji Layout, Owerri, Imo State
University of Calabar Press	University of Calabar, Calabar, Cross River State
UNIPOINT Press Ltd.	University of Port Harcourt Publishing House, Rivers State
Verbatim Communications	5 th Avenue, A1 Close, Festac Town, Lagos
Winduke Publishing House	19, Kaara Street, Isolo, Lagos
Zedek Resources Publishing Ministry	RCCG, Dominion Cathedral, Gowon Estate, Ipala, Lagos
1 st October Publication Ltd.	44, Adetokunboh Ademola, Abuja

Societal Implications of Book

What would this world be without written communication, incoherently, we would have depended on verbal and non-verbal cues, without documented legacies, what an outrageous disconnect between the past, present and future generations. Oso et al., establishes a link between two generations in the literary works of Chinua Achebe, popularized various Igbo artifacts, songs, proverbs and so on. Also, the creative but didactic lyrics of J. F. Odunjo in his Alawiye series have become medium of instruction used to guide the younger ones today. In fact, when the creative works are published, they also make culture available for public criticism. The cultural ideas are therefore accepted or rejected. Therefore book publishing gravitate culture towards modernity. These setbacks would have also affected our immediate communal and global settings, (2009). In that vein, Baran (2009) corrects the mishap, by placing book in its clearest prism as books are agents of social and cultural change. Free of the need to generate mass circulation for advertisers, offbeat, controversial, even revolutionary ideas can reach the public (pp. 69 -70). In summary on socio-cultural changes within a community, Baran (2009), chronicle books as important cultural repository. Want to definitively win an argument? Look it up. We often turn to books for certainty and truth about the world in which we live and the ones about which we want to know (p. 70). More explicitly in the Nigerian cultural context, Oso et al. (2009) also agree that, “norms and values are basic foundation which book publishing upholds”.

If a publisher publishes a book that undermines or misrepresents the culture of his target market, the publisher will lose a major part of his audience. For example, if a famous book publishing house in Nigeria misrepresented the religious sanctity of Prophet Mohammed. This will be sacrosanct to the Muslim faithful and could attract civil upheavals. By extended version of this relationship creates an acceptable identity for a community development. With regards to communal development, Hasan (2010), added by, “elaborating on the importance placed on projecting book as a reservoir of culture for development. A community cultural identity or hegemony is preserved. It warrants the opportunity of interchanging one’s ideas with another (understanding, tolerating and appreciating each other life styles).” In Oso et al. (2009), is of the opinion that for “a nation to be adjudged to be developed, the people must have control over their environment. He also sees development as a social change. In other words, the two concepts: social change and environmental control are the key points in his definition. The two points can be easily accomplished if there is a high level of literacy. Book is a building block of literacy. Therefore, book publishing facilitates literacy, which in turn fast-tracks national development”.

Thus, book is a vehicle of effective development. They continued (2009) that “the struggle for political independence became vigorous when the nationalists who had benefited from Western education returned to Nigeria from abroad. The late Herbert Marcawly, Chief Obafemi Awolowo, Dr. Nnamdi Azikwe, Sir Ahmadu Bello and others had the guts to challenge the colonialists because they were educated. Book is the backbone of education. Books enable people to gain full control over their environment, an index of development”. Also Valdehusa (1985) summarized that, “the role of books in national development is culminated in the quality, quantity, and diversity of books produced by a society as important signals of that society’s level of development, intellectual sophistication, capacity for technological innovation, and industriousness. Books are satisfiers of thirst for mass communication messages, which stand as tools of informing us about our environment and providing improved conditions of living.”

According to Hasan (2010), “the quality of our life would be poorer without the bit of information we get from the mass media... The more informed you are the more powerful you become. Those who have access to information can take advantage of it in their own interest. Mass communication provides us enormous information about the environment in which we live.” And he went further to treat monotony in our lives, as assessing books as one major instrument used in creating variety; since it is noted that variety is the spice of life. The different categories of books entertain these categories of interests. Categorically, books create an avenue where public and challenging issues are published in academic and professional journals. Hasan (2010), conditions book as an instrument for debate and discussion. “It is through debate and discussion in media that the public can clarify different viewpoints on issues of public interests and arrive at a general agreement on matters that concern us.” Even though if we had to look at book retrospectively, it has a spell on us, Baran (2009) captures this tempo as, books are our windows into the past.

Written in the times they reflect, these books are more accurate representations than are available in the modern electronic media (p. 98). It constantly builds a personal and past identity that influences a current character in us by recognizing man's capacity to contain as Baran (2009) continued that, books are important sources of personal development. The obvious forms are self-help and personal improvement into volumes. Books also speak to us more individually than advertiser-supported media because of their small, focused target markets. The purchase and reading of a book is a much more individual, personal activity than consuming advertiser-supported (television, radio, newspapers, and magazines) or heavily promoted (popular music and movies) media. As such books encourage personal reflection to a greater degree than these other media. We are alone when we read a book; we are part of the tribe, as McLuhan would say, when we engage other media (p. 99). Also as addendum, books are wonderful sources of entertainment, escape, and personal reflection. Generally speaking, book publishing exercise in Nigeria has never been without its ups and downs.

The major challenges of book publishing in Nigeria are enumerated by James, (1). Severe infrastructural problems from Power Holdings Company of Nigeria (PHCN), there high cost of maintaining mobile/analogue communication system, irregular and indcency water supply and poor road network in Nigeria. (2). Lack of effective means of educating the public on the published books available in Nigeria; and possible locations of where to pick them up. (3). The self publishing efforts by many publishers are in the increase. And as such lots of uncensored books are pushed into the market; since it is cheaper to do self publishing than industrial publishing. (4). Books' assistance to Nigerian publishers has tremendously dropped. The economy is so harsh that 17% rarely given to publishers is hardly enough to see them through, with the high cost of materials and equipment (papers, printing inks, printing machines and computers etc.) And the possibility of maintaining an effective and efficient labour force in the face of an unfriendly economy is unspeakable. (5). Book reading culture was observed that majority of literate people hardly read for pleasure. Students only read to pass examinations and many hardly read outside their disciplines. This greatly affected interest for books and in no distance time, the drive in the Nigerian publishers, (James 2013, online). By extension, book presence has influenced and enhanced the film industry. Stories published in books have most often been transcript into animated scripts for live stage/motion picture performances: *Macbeth*, *Things Fall Apart*, and *Beatification of the Area Boy*. And through these exercises, enforce a global cultural hegemony and thereby expanding the frontiers of knowledge, which is also able to effect social behavioral changes in man.

Book Convergence

A misconception is the belief that book publishing will die in the face of the on-going developments in Information and Communication Technologies (ICTs). Globally, traditional book will still be in use. In fact, electronic innovations will aid book publishing; it cannot kill it. It is therefore reasonable for publishers to think of how to apply the new technology to enhance book publishing, Oso, et al. (2009). And in this spectrum, to acclimatize that some level of successful ends should be resulted from such communication Hasan (2010) aptly accepts that communication is dynamic, much like life itself, communication is a process. This means communication is dynamic, ever changing and unending. When communication is static, although very rarely that happens it becomes ineffective, non-purposive and does not yield any outcome (p. 104). This is where the e-book becomes more demanding and highly appreciated. This process of e-book allows chances for the Print on Demand (POD) method. "This is a process where book materials are printed on the spot from the internet. Prominent companies like First Books, I Universe and Toby are examples of print on demand (POD) publishers.

Publishing online otherwise known as electronic publishing has offered a new window of opportunities and threats to both the publishers and readers, especially in the areas of cost and finance. E-book could also be used to circumvent or evade censorship. Governments around the world sometimes ban books that threaten them either politically, ideologically or in terms of religious belief. Protesters can now place an entire book on the internet so that people all over the world can access and read it", Oso et al. (2009).

Theoretical Framework

Book selection is strictly dependable on one's personal interest in a particular issue(s) found in it, that's why 'Individual Difference Theory' influences the drive for reading. Baran and Davis (2007) simply puts this as the study of media effects.

In a more literal term, what has been the media effect on the reading audience? That is, it is considered as how have the media (books) influenced us as individuals in terms of persuading us? As its name suggest, Agbo and Fab-Ukoko (2000), Individual Different Theory looks at how book users with different characteristics are affected in different ways by the mass media. Some types of users will be more susceptible to some types of media messages than are others.

For example, men seem to be more influenced by violent or crime oriented books than women are, while women seem to be more influenced by 'body image' of their media models in romance, fashion, celebrity and home, kitchen and garden management books. Also, a reader with a high level of education might be more susceptible to a message that includes logical appeals. Besides sex and level of education, individual differences that help determine how book affect individuals include age, geographic religion, intellectual level, socio-economic class, level of violence in home, and wealth are other characteristics that are referred to as demographics. In a nutshell, the individual difference theory is solely dependable on the fact that one man's interest in a subject might be another's disposition. This assertion as exemplified in James (2013, online) that "a Nigerian youth is sincerely disinterested in reading books, most especially if they are way out of their disciplines. The social media on net have kidnapped their literal interest in printed books. This exposure does not censor the quality of information given to the end users, not minding its developed mental and social ranking. This is a difference in book reading, where the users become more acquainted to individual character and societal morals. The vast end users of books result in astute thinking, reasoning and improved spelling skills".

Conclusion and Recommendations

In conclusion, the instinct and artistry of book publishing both arose from man's need to find an efficient, economical, yet aesthetically satisfying means of recording and preserving ideas for communication to a larger number of people. The individual Difference Theory actually controls one's choice and taste in book selection, exceptional cases are in the academia. In the academia, essential books are highly necessary to explore their different disciplines. Book title characterises the nomenclature and memorability of its existence. The memory of a book's title registers everlasting impressions, as such, "books are symbolized as being stereotype and the most eloquent means of expression in every epoch of style. Next to architecture, it gives the most characteristic portrait of a period and the most uncompromising testimony of a nation's intellectual status," (Behrens, 1995, pp. 240 - 241). On recommendations, the general appraisal of translating or adapting book interpretations into motion pictures will deprive the audience a comprehensive understanding of the original author's version against the film director's. The reading percentage of Nigerians should be encouraged into reading habits; since it is obvious that book experienced through screen is adulterated.

As a reservoir of socio-cultural, economic, political and educational references, we must make concerted efforts in preserving the book reading experiences, through creating enabling and lesser bottleneck loan conditions for Nigerian publishers. Nigeria should be disposed to having a pro-active government, which will practice what they preach in the power sector, provisions of good roads and social infrastructures within urban and rural areas. These will warrant the sites of publishing industries as to necessitate book industrialisation and by so doing, improve their reading culture and providing job opportunities in rural areas. Most especially, at this juncture of civilization and socio-political and economic developments of Nigeria, we find solace in Wole Soyinka's message of comfort: "books and all forms of writing are terror to those who wish to suppress the truth," (Soyinka, 2001 – 2013, online).

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