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TEXT BOOK

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ABSTRACT

Textbooks have been used for generations teaching engineering, in spite of technological advances these tools have not been displaced yet. Creativity, the necessary material from class notes and teachers' hard work yield a product called a textbook. Universities expect that their teachers write textbooks. However, in Latin America teachers receive little support and recognition developing this task. Many universities after slow processes publish books from their teachers. Nonetheless, these materials are not promoted neither disseminated, remaining hidden from most of the world. Today, diffusion improvement, due to electronic market advances, might be the clue.

KEY WORDS: *Textbook, engineering, publication, broadcasting, electronic market.*

1. INTRODUCTION

A textbook is a necessary learning material in teaching. Like other resources, it is a link with reality. Ideally, all learning should take place within a real-life situation. This last concept is not always possible. Then, teaching materials must be supplemented with reality, representing it in the best possible way. The textbook is so far one of the most valuable teaching materials in learning, both at elementary and University levels. [1] Made of an apparently fragile material, the textbook has an extraordinary resistance, allowing it to survive and to be read hundreds of times and years, after it was written and edited.

In general, educational institutions in any country, expect teachers to devote their free time to the preparation of teaching materials. At the same time, they are not willing to reduce part of the academic teachers' load, allowing the teachers to devote their extra efforts developing teaching material. Generally, awards or recognitions for mentors that have managed

to edit a book do not exist, especially in Latin America. [3]

Textbooks have played an essential role in the education of chemical engineers, some of them changing the course of teaching [2]. Many of the books used at bachelor's degree in Latin America, have been written by foreign and English-speaking authors, very few by Spanish-speaking authors. On the other hand, most of them are edited in Spain and had little dissemination and distribution outside that country. Both books published in Spain and in English-speaking countries are very expensive for Latin American economies. Consequently, some Latin American publishers have chosen to translate the books or edit them in these countries to make them cheaper. However, textbooks are still inaccessible to the vast majority of Latin American students thus, the production and editing of books at universities has been practiced, which offers books at a much lower price.

The edition of university books has a great tradition, and the most prestigious universities

publishers' have produced books written by professors working in those institutions, especially in the areas of literature, economics, science, politics, legal sciences and so on. More rare books are edited to meet the needs of mathematics, physics, chemistry, biology and engineering. Writing a textbook is not easy [4]. Time, knowledge and courage are required. The most difficult is the latter, because preconceived ideas regarding the low capacity of Mexican teachers to write books on Chemical Engineering.

In general, it can be said that "no one is a prophet in his own land", this applies perfectly to what occurs to Mexican authors. Most teachers are always willing to criticize fiercely and at best indifferently welcome their colleagues' publications, resulting in the poor publication of textbooks published by Mexicans in the libraries of universities and technological schools, or in the bibliographies of the subject syllabus.

A phenomenon related to the publication of books in university publishers is the limited dissemination of such materials. In general, the books produced are only known and consumed in the institution that created them. Of course, there are very prestigious publishers such as The Oxford or The Cambridge press

In Mexico, published books by universities and technological schools remain only for local consumption and it is very difficult to acquire them at local or national fairs only.

To give a few examples, the National Polytechnic Institute of Mexico City (IPN) edits many works, which can be obtained in the institute's facilities exclusively. The faculties of the National Autonomous University of Mexico (UNAM) have also their own publishers. Notwithstanding, these books are only known and can be acquired at UNAM and this is still the case that those that are edited in the Faculty of Higher Studies at Cuautitlán (FES), depending on UNAM, are not known at FES Zaragoza or at the Faculty of Chemistry of UNAM. The same is true for the publications regarding the Universidad Autónoma Metropolitana (UAM) in Mexico City.

2. - WRITING A BOOK

Being a writer or author of a written work requires great tenacity and dedication. When you want to share a message, the worst enemy is not having a publishing house, that assumes the enormous expenses of printing your book. At the present time, this is no longer the case, as each independent author or self-editor has important tools in his/her favor, to achieve the success that concludes in the printing the written work. Among these tools, that become opportunities, one is the possibility of editing your book in a digital printing press (link), in which with a small investment you can produce starting volumes at low costs, and in

much less time than an offset printer where the minimum is 1,000 copies. You can edit for example, your book in half letter size, 50 copies, 52 pages, in black and white (color if you will have photos or images of quality is expensive), or merely explanatory color images that do not require photographic quality; thus, your savings will be even greater. It is surprising to see that this requires minimal investment, and small effort. [5].

3.- PUBLISHING A BOOK

Currently, self-publishing is of course an interesting bet, it has its advantages and disadvantages. In my opinion, its limitations are within the commercial book market. There are two ways to self-edit your books: in a regular print shop or in an online publishing house. The last option is the most popular in recent years as you can choose not only paper edition but also electronic edition.

At the present time, editorials that operate through the Internet (online) have appeared, offering to teachers, authors and writers, the publication of books for free, such as Amazon, Bubok, Lulu, Google and EAE.[6,7,8,9,10,11)

When published, these books are purchased not through real stores, but virtual ones where the books are offered, paid with credit cards and sent via mail to buyers[9,10,11]. For some of these publishers it is necessary—that the writer contributes with money. In others the publication is free as in the publishing house Académica Española[8].

The advantages of online publishers, broadly speaking, are [13]:

- a) Only is printed what is sold, or very limited print runs are performed.
- b) Electronic editing opens the market to e-books and reduces the price of copies.
- c) Design and layout are simple steps implemented by the author.
- d) Sometimes the authors choose the price of the work, in other cases the publishers do, but the commission for sale is quite low.

The disadvantages of online editorials are broadly:

- a) The low visibility in search engines and their official cataloging of selling editorial news and bookstores.
- b) Usually the author is solely responsible for promoting his work.
- c) It is necessary for some of these publishers that the writer contributes with money, in others the publication is free as in the publishing house Académica Española[8].

4.- CONCLUSIONS

Nowadays, there are many companies that, through their portals, offer the sale of books by email (online) such as Amazon [6], Book[7], Amco [9], etc. In the so-called online bookstores [14] you can buy books

that you want in a simple, easy and safe way. With online books you can search hours for thousands of books by connecting with a book finder. But apparently, most universities have not realized that they could sell their books, not only on their premises, but around the world through portals that can be created on the Internet for book sales. These institutions have neither noticed that there are many readers who would gladly acquire these books as they are backed by the institutions' prestige and the experience of the teachers who have written them.

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