Adapted from **AI Is About to Turn Book Publishing Upside-Down**Thad McIlroy | Jun 02, 2023 (source: https://www.publishersweekly.com/ [)](https://www.theguardian.com/)

|  |  |
| --- | --- |
| 1    5     10     15     20     25     30 | The latest generation of AI is a game changer. Not incremental change—something gentle, something gradual: this AI changes everything, fast. Scary fast.  I believe that every function in trade book publishing today can be automated with the help of generative AI. And, if this is true, then the trade book publishing industry as we know it will soon be obsolete. We will need to move on.  There are two quick provisos, however. The first is straightforward: this is not just about ChatGPT—or other GPTs (generative pre-trained transformers) and LLMs (large language models). A range of associated technologies and processes can and will be brought into play that augment the functionality of generative AI. But generative AI is the key ingredient. Without it, what I’m describing is impossible.  Most book production, print and digital, is already fully automated or semi-automated. While still evolving and improving, automated page production has been employed for decades—Donald Knuth’s “programmable” typesetting system, TeX, first appeared in 1978. Much of the output of Adobe’s InDesign is automated through macros and scripts. Single-source publishing systems are securely in place.  AI will fill in some of the few missing pieces, but production inefficiencies exist largely because publishing is still, by choice, a high-touch process, based on the largely unshakable belief of many in our industry that the value of human intervention outweighs the lost productivity from automation. This is unquestionably true for multiple categories of publishing. It’s unquestionably false for others.  Every function in trade book publishing today can be effectively automated with the help of generative AI. If this is true, trade book publishing as we know it will become obsolete. It’s not that books won’t be written and published and read; it’s only that the mechanisms by which they are developed and sold will largely be machine driven, and so the publishing industry will have a very different form. New opportunities will appear behind the fast-closing doors. |

I. Introduce the text.

II. Here is a list of words. Can you find their equivalents in the text?   
  
a. additional, cumulative [1-5] b. robotic, computerized [10-15]

c. antiquated, out of date [5-10] d. personalized, customized [20-25]  
e. firm, steadfast [20-25]

III. Here is a list of adjectives. Can you find the corresponding adverbs? (Some are in the article). What conclusion de you reach?   
a. full b. secure c. large d. questionable e. hard f. fast

IV. Here are a list of words. Can you add the relevant prefix to coin their antonyms? (Some are in the article).   
a. possible b. shakable c. secure d. efficient   
e. functional f. questionable g. generative

V. Read the following definitions and find the words they refer to: **game-changer – macro – proviso – single-source publishing – typesetting**. Then find their French equivalents.  
a. An event, idea, or procedure that effects a significant shift in the current way of doing or thinking about something.  
b. The way that text is composed using individual types (symbols, letters, and glyphs in digital systems, for instance)  
c. A single instruction that expands automatically into a set of instructions to perform a particular task.  
d. A condition or qualification attached to an agreement or statement.  
e. The capability to publish the same, single chunk of content across multiple channels.

VI. Say if the following statements are RIGHT or WRONG.   
a. Artificial intelligence is scary because it induces subtle changes.   
b. Automatic page production is fairly recent.   
c. A range of associated technologies and processes are sufficient to revolutionize the publishing industry.   
d. Most functions in trade book publishing have to be man-operated.  
e. Generative AI will make it difficult for people to work in trade book publishing.

VII. Answer the following questions in complete sentences.   
a. When will the trade book publishing industry as we know it, become obsolete?   
b. Why does Artificial Intelligence change everything fast?  
c. What may account for the production inefficiencies still existing today?   
d. Why are some people convinced that the value of human intervention does not outweigh the lost productivity from automation?   
e. Why is the book industry likely to look very different in the future?