

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES

**MANUSCRIPT ACQUISITION FOR GENERAL BOOKS IN
ZIMBABWE**

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BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF
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ABSTRACT

Through reading Stringer (2002: 34) quoting Nyamufukudza who says that a number of authors in Zimbabwe have had their manuscripts rejected by publishers, the researcher was triggered to do the study. The study sought to identify the strategies used by local publishers to acquire general book manuscripts, as they reject unsolicited manuscripts. From the various authors, consulted in the literature review, the researcher reveals the ideal situation concerning manuscript rejection and how it haunts authors. The researcher used a survey through mixed methods to generate results. The target population were authors, editors and publishing managers. Questionnaires and interviews were the research tools that were used to collect primary data, whereas secondary data was gathered from credible documents. A total of twenty questionnaires were distributed, and three interviews were conducted. Out of the twenty questionnaires that were distributed, fifteen were returned, which represents 75%. Tables, pie charts and graphs were used to present and analyse data. The research revealed that manuscript rejection is very high in Zimbabwe, which is affecting emerging authors' development. The publishers have financial and other problems which make them reject unsolicited manuscripts. The researcher recommends the establishment of agents in the publishing industry, consultation of authors to publishers before writing, the organisation of workshops that are accessible to all authors and the banks to support the publishing sector.