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KINDLE DIRECT PUBLISHING AND SELF-PUBLISHING AS A MECHANISM FOR RECOGNIZING THE WRITINGS OF YOUNG AUTHORS

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Abstract: Self-publishing is the process of publishing a work without the support of a traditional publisher. It is particularly driven by digital technologies, which have the presence of specialized applications, both expensive and free, such as Kindle Direct Publishing, leading unknown authors and beginners to reach their place in the publishing market. Therefore, the research has as its general objective the experimentation of the self-publishing process and as specific objectives: (i) to produce a fictional dystopian fantasy literary work, aimed at a young audience, (ii) to publish and disseminate these writings through the website Kindle Direct Publishing, (iii) to didacticize the fictional work in the context of the Portuguese Language classroom of the 3rd grade of High School at Escola Sesi Anísio Teixeira - Vitória da Conquista/BA and (iv) to analyze the impacts caused by the practice of self-publishing in the social and financial areas. The methodology is qualitative and takes on an exploratory tone, being classified as action research, in view of the experimentation of the Kindle Direct Publishing website through the publication of an authorial dystopian fantasy work, its application and didacticization in the school environment. and the analysis of data subordinated to the movement exerted by self-publishing. Therefore, it is expected that authors and readers of this and new generations can enter and understand self-publishing as an accessible, dynamic and lasting class.

Keywords: Fictional work. Publication. Valuation.

INTRODUCTION

Self-publishing is the process of publishing a work without the support of a traditional publisher, commonly based on the author's personal efforts (BRUST, 2014). It is notably driven by digital technologies, which rely

on the presence of specialized and free applications, such as Kindle Direct Publishing (KDP), leading unknown authors and beginners to find their place in the publishing market.

In general, KDP, as a self-publishing platform, is of great importance for independent authors, as it has mechanisms for creating, editing, publishing and distributing works, in addition to offering services that include self-publishing in a simplified way. (PINHEIRO, 2018). Thus, it is observed that the main objective of the site is to stimulate writing and reading, having, predominantly, young readers-writers as audience.

That said, and given the turmoil of the Brazilian literary market, it is understood that self-publishing can serve as a bridge between the extremes of the publishing market, since traditional publishing houses normally do not include authors who do not have adequate popularity with the public (BRUST, 2014). Consequently, the adversities faced by young authors are evident and how the KDP self-publishing platform can become useful, given that it is the platform for publishing e-books compatible with the Kindle, since both belong to the most popular in the industry, Amazon (PINHEIRO, 2018).

The research is primarily based on studies by Brust (2014), where he discusses the practice of self-publishing and the role of the author-editor and the new possibilities of publication. However, it is noted the absence of the experimental phase of the project, since the research in the literary field does not cover the experimentation of self-publishing. In this way, this research becomes almost unprecedented, due to the relentless search by researchers for validation, through testing, of independent publication.

Thus, the study is prompted, essentially, by the interest of experiencing the process of self-publishing through the authorial creation of

a dystopian fantasy literary work (Appendix 1), aimed at a young audience, to be published and disseminated by the specialized website Kindle Direct Publishing. Furthermore, it aims to promote the didacticization of fictional work, aiming at the enhancement of youth writing, so that, finally, all aspects intrinsic to the practice of self-publishing are studied, taking into account all stages of this process, which goes from writing to, diffusion, didacticization and financial return of the work.

Thus, the process intends, in two phases of study, the first being: to meet the demand that allows the rise of young Brazilian authors in the literary world, since the Brazilian publishing market corresponds to 4% of all books published in the country, second survey by Nielsen and SNEL in 2020 and the second: to promote the didacticization of the work and encourage critical reading of students in the 3rd grade of the Sesi Anísio Teixeira school. As a result, the authorial work emerges as a possibility for the experimentation of Kindle Direct Publishing as a means of valuing writing and reading for young people and inserting more national authors into the editorial scope and didactics is set as an effective mechanism for the experimentation of contact between reader/author and critical reading.

METHODOLOGY

SEARCH TYPE

The research qualifies as a qualitative research, in view of the search for filling the gaps found in the researches of the scope, the experimentation of the Kindle Direct Publishing site through the publication of an authorial work of dystopian fantasy, its application and didacticization in the school environment and the analysis of data subordinated to the movement exerted by self-publishing.

Qualitative research is one that works

predominantly with qualitative data, that is, the information collected by the researcher is not expressed in numbers, or else the numbers and the conclusions based on them play a minor role in the analysis (DALFO; LANA; SILVEIRA, 2008).

Assuming, still, in its two phases, properties of action research and the exploratory tone. Being that:

Action research makes it possible to overcome the existing gaps between educational research and teaching practice, that is, between theory and practice, and the results expand teachers' capacities for understanding and their practices, which is why they largely favor changes. (ELLIOTT, 1997).

Thus, the work seeks, through practice, to study and stimulate the process of self-publishing, in order to highlight the writings of young authors who do not belong/depend on the traditional publishing market and, also, to didacticize the work in the classroom.

RESEARCH SUBJECTS AND UNIVERSE

In the first phase, the researchers are directly framed as research subjects, considering their roles in the elaboration of the experimental object used.

In the second phase, as a result of the use of didactics as a means of analysis and application of the work, there are the students of the 3rd grade of Regular High School at the Sesi Anísio Teixeira school, the teacher of the Portuguese language component, responsible for the classes, the pedagogical coordination of the school, in addition to the librarian, as active subjects of the research.

RESEARCH INSTRUMENTS AND PROCEDURES

For the study of self-publishing, through KDP, a fictional authorial literary work will

be produced and disseminated. Through experimentation of this process in the digital environment, the consequences and resonances of this application will be analyzed, which will be expressed in the number of readers, in the level of acceptance of the work, in the efficiency of the application used, in the financial return and in the evaluations made by the lovers of the book.

At the same time, for the writing of the fictional work, structuring sheets of characters, scenario, political system, geographic space, religious systems and psychosocial characteristics of the individuals were prepared - in a sample form in Appendices 2, 3, 4, 5 and 6 - that served as filters for the creation of the dystopian universe, taking into account the qualitative methodology.

After considering all the stages of the process, the work will be used as an instrument of didactics, so that there is the experimentation of face-to-face contact between the authors and readers, and the stimulation of critical reading by the students of the 3rd grade of the Sesi Anísio Teixeira School.

RISKS AND BENEFITS

According to item V of Resolution CSN 466/2012, all research focuses on risk of different types and degrees. Therefore, it is essential that the researcher pays attention to the care directed to the research subjects and to the analysis of the possibilities of immediate or subsequent damage, both individually and collectively. (ROCHA, 2018).

Therefore, the risks linked to the second phase of the project are mainly based on the subjects' reluctance to read the fictional work, taking into account the strangeness that can be caused by the general aspects of the book, such as the genre, writing style and number of pages.

Furthermore, the research is justified as a

necessary mechanism for the study of the self-publishing process in the digital environment, since, with the advent of contemporaneity, there has been a significant change in the way of reading and publishing books. In addition, it is important to clarify for independent authors all the phases linked to the self-publishing process and demonstrate its effectiveness through experimentation.

RESULTS AND DISCUSSION

Given the originality of the research, the study of self-publishing was divided into two phases. The first consists of choosing the platform, writing the work, publishing and disseminating and analyzing the self-publishing process in the digital environment. The second phase is focused on the didacticization of the work in the school environment and the examination of self-publishing in a physical environment.

In the first phase, data will be collected from the platform, since, through KDP, the authors were able to access the number of readers, the evaluations and classification of the work and the financial return on book sales. In this way, it will be possible to evaluate the feasibility of self-publishing through KDP and prove the effectiveness of this process as an alternative for the increasing insertion of national authors in the publishing market.

On the other hand, the second phase will be notable for the application of the work as a teaching instrument in the 3rd grade classes of the Sesi Anísio Teixeira School. This will happen through collaboration between the authors, the Portuguese language teacher responsible for the classes, the pedagogical and library coordination of the school, in order to develop an environment conducive to the experience of the relationship between the authors and readers of the work and for the stimulation of critical reading. The result analyzes will be done through the descriptive

observation of the experimentation linked to the application of the work in a physical environment.

Therefore, the partial results refer to the effectiveness of the application chosen as a mechanism for the study of self-replication in the digital environment, since at the beginning of the research, the application adopted would be Wattpad. However, after exploring the features of each application, it was observed that Wattpad did not satisfy all the analysis objectives, given that it does not allow for the sale of the work, preventing the verification of the financial return linked to the independent publication.

Therefore, *Kindle Direct Publishing* emerged as a more viable alternative, as it allows a more complete and concrete analysis of self-publishing, since financial return is one of the authors' goals when publishing their book.

It is also commented as partial results, with a view to action research, the authors' experiences in the sense that the writing of the work appears as a personal project of the researchers that materialized through the support of the group and scientific research, given the experiences acquired and provided by the scientific environment, which it incorporates in a significant way for the effectiveness of this process.

CONCLUSION

In this way, it is expected to find results that collaborate for the valorization of the studied process, in order to encourage young Brazilian authors to get their place in the literary market, through a parallel alternative, through the active experimentation of self-publishing.

According to the step by step of this process, which goes from the writing of the work to the intrinsic financial analysis, the aim is to objectively demonstrate to national readers/writers the efficiency of self-publishing and its validity as a dynamic and lasting editorial class.

It is also hoped that the didacticization of the fictional work in the school environment, with the purpose of positioning the work as an object of critical reading of the students of the 3rd grade of the Sesi Anísio Teixeira school, allows direct interaction between reader and writer.

This study intends, therefore, in addition to its objectives, to be an instrument of alert and stimulus to discussions about the scarcity of research that addresses the small number of Brazilian authors present in the national literary scene and the ways in which this problem can be resolved.

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