BOOKS AND READING
IN CHINA

by
The Publishers’ Association
of China
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The Publishers' Association of China
This document is one of a series of national monographs that Unesco is publishing on the state of books and reading in a number of countries. The aim is to provide book professionals, and more generally, all who are interested in promoting books and reading in the world, with as detailed as possible a survey of matters relating to authorship, publishing, material production and distribution of books, and reading in the countries concerned.

The publication of this series of monographs forms part of Unesco's programme, adopted by the General Conference at its twenty-first session (1980), to identify obstacles to book production and distribution so as to contribute to activities planned for the development of cultural industries and to country programming. It is hoped that the information obtained will be useful in indicating areas where efforts are needed at the national level to improve book production and increase reading activities in the countries concerned. Unesco has asked the authors to follow the same pattern, as far as possible, so that their research findings may appear in a comparable form.

This text has been prepared by the Publishers' Association of China.

It is not an official document of the country concerned. The author is responsible for its contents which do not necessarily represent the views of Unesco.
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INTRODUCTION

The Chinese people have made a tremendous contribution to the development of the publishing industry. Paper was invented in China more than two thousand years ago and the wood-block printing technique around the 7th century A.D. The movable-type printing technique originated in China some four hundred years earlier than Gutenberg's invention. The compilation, translation and publication of books, the study of bibliography, and the textual research and criticism of editions have since ancient times been special subjects for Chinese scholars. The establishment of libraries can be traced back to the Spring and Autumn period (770-476 B.C.), when special institutions were set up by the State to collect and keep books. There is a long tradition of private collection of books. As a result it has been possible to preserve the vast quantity of ancient books and records relating to the Chinese people's ideological and cultural achievements as well as their experience in productive labour, thus enriching the treasure-house of the intellectual wealth of mankind.

In modern times, China was reduced to a semi-feudal and semi-colonial society, where industrial production was miserably under-developed, and publishing and library undertakings lagged behind those in some other countries. After the founding of the People's Republic of China, however, a fundamental change took place and a completely new look of vigorous development emerged in those fields.

The 32 years since the founding of new China has witnessed four stages in the development of book publishing. From October 1949 to the end of 1956, the old publishing institutions were improved and restructured and a number of fairly large-scale State-owned publishing houses were established, thus laying the foundation for China's publishing work; the period from 1957 to 1965 was one of steady development; the subsequent decade of 'domestic turmoil' brought great setbacks, but since 1976, the publishing industry has entered a new stage of development after the publishing circles had summed up their experience, both positive and negative. In spite of the tortuous road it has traversed and the setbacks suffered, the publishing industry has achieved on the whole considerable successes. From October 1949 to the end of 1981, an aggregate of 360,000 titles of new books were published. The distribution of new and reprinted books amounted to 71.8 billion copies. These figures reflect in one aspect the efforts Chinese writers and publishers have made to meet the needs of Chinese socialist economic construction and the development of educational, scientific and cultural undertakings.

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This survey deals with the publishing, printing, distribution, import and export of books, library facilities, training of publishing personnel, and the dissemination and review of books in new China. In the limited space available, we can only give a brief account and, owing to the limited data available, even this is far from complete. For instance, information and statistics concerning publications in China's Taiwan Province are not included.

1. Book Publishing

After the founding of the People's Republic of China on October 1, 1949, the Central People's Government established a special administrative agency, the General Publishing Administration, to take charge of publishing affairs on a nation-wide basis, and set up administrative organs in various provinces, municipalities directly under the Central Government, and autonomous regions to take charge of local publications, in an effort to start a new kind of publishing industry, socialist in nature. Up to 1956, it was a period of consolidating, restructuring and laying the foundations of publishing agencies in different trades. The State helped the more successful old publishing houses to reorganize themselves into socialist enterprises through joint state-private ownership. By the end of 1956 the nation-wide movement to transform capitalist industrial and commercial enterprises into socialist undertakings was in the main completed. At the same time, in accordance with the needs of the country's economic and cultural development and the division of labour on a professional basis, the various ministries and commissions under the State Council and other leading organs established many new publishing houses, some comprehensive, others specialized in publishing various academic books or books exclusively for workers, peasants, youths and children. Comprehensive and specialized local publishing houses were also established in the provinces, municipalities and autonomous regions.

The decade before 1966 was a period of uninterrupted strengthening, consolidation and development of the publishing industry. In 1965, China produced 20,143 books, totalling 2,171,480,000 copies. Compared with the peak year of 1936 (the year before the outbreak of the War of Resistance Against Japanese Aggression) when 9,438 titles in 178,000,000 copies were produced, the number of book titles increased by 113% and the number of copies by 1,120%. In the ten years from 1966 to 1976, most of the publishing houses stopped working, and the number of books printed was greatly reduced. This situation did not change until 1977. After 1978, under the general policy of modernizing China, the publishing industry resumed its vigorous development. A number of new publishing houses were established and by the end of 1981, there were 215 throughout the country (excluding Taiwan Province). Beijing, the capital, as the national centre of the publishing industry, has 112 publishing houses under the jurisdiction of the National Publishing Administration, other departments of the State Council, national mass organizations and institutions of higher learning. Shanghai has always been an important publishing centre. It has 16 publishing houses under the Publishing Bureau of Shanghai Municipality. Every other province, municipality or autonomous region, including border provinces such as the Tibet Autonomous Region, has one to four publishing houses under its local publishing administration.
There are generally two to three hundred members on the staff of each of the many publishing houses in Beijing and Shanghai and more than one hundred on the staff of each local publishing house. The National Publishing Administration of the Ministry of Culture is the administrative organ in charge of book publishing, printing and distribution throughout the country. Apart from exercising direct control over 14 publishing houses, it is responsible for drawing up overall and long-term book publishing programmes, formulating rules and regulations for national book publishing, making centralized allocation of paper and printing machinery and co-ordinating the division of labour among various publishing units as well as their mutual relations in the field of production, supply and sale of publications.

The above facts show that socialist publishing in China has the following characteristics:

1. Attaching great importance to the development of publishing work, the State gives guidance on general principles and policies and provides adequate material assistance to the industry. It expressly stipulates that publishing work must serve the people and socialism, and that it must implement the principles of "letting a hundred flowers blossom and a hundred schools of thought contend" and of "making the past serve the present and foreign things serve China" so as to contribute to raising the scientific and cultural level of the entire nation and thus to achieving the modernization of China's industry, agriculture, science and technology, and national defence -- the "four modernizations". The entire publishing industry has been established with funds and the necessary materials and manpower supplied by the State. Books on different subjects and categories are published by the competent specialized publishing houses. For instance, the People's Educational Press under the Ministry of Education is responsible for compiling and printing textbooks for elementary and high schools to be distributed nationally. Specialized publishing houses under the jurisdiction of different functional departments of the State Council are responsible for the publication of teaching materials for trainees of the department concerned and scientific and technological books needed in various trades and professions. In addition, comprehensive and specialized publishing houses in Beijing, Shanghai, the provinces, municipalities and autonomous regions publish a great variety of books on different subjects and categories. Thus, under the unified leadership of the people's government, and with the joint efforts of central and local authorities, a combination of comprehensive and specialized publishers and popular and advanced materials, the publishing houses are systematically and efficiently providing the people of the whole country with the resources needed for the economic, cultural and educational reconstruction.

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2. China's publishing industry is based on a division of labour according to professions. In general, publishing houses no longer deal with printing and distribution. They devote themselves mainly to making extensive contacts with writers, compiling, editing, and revising manuscripts, so as to improve the quality of books and raise the efficiency of book publishing. Each publishing house determines the scope of its publishing activities according to the principle of the professional division of labour. For instance, the People's Publishing House publishes books on political subjects devoted mainly to the dissemination of Marxism-Leninism and Mao Zedong Thought, and the Party's policies and guiding principles; the Joint Publishing Company or Shenghuo-Dashu-Xinzhi Joint Bookstore publishes books on social sciences; the People's Literature Publishing House specializes in publishing both ancient and modern books of Chinese and foreign literature; the People's Fine Arts Publishing House is devoted to the publishing of works and writings on the fine arts; the main task of the Commercial Press is to publish dictionaries of Chinese and foreign languages as well as foreign books on social sciences; the main task of the Zhong Hua Book Company is to sort and publish the huge stock of ancient Chinese books and other books on literature and history; the Greater Encyclopaedia of China Publishing House is specialized in organizing writers and translators in academic circles throughout the country to compile various encyclopaedic works; the Science Press under the Chinese Academy of Sciences is responsible for publishing books and translations on natural sciences; the Chinese Social Science Press under the Chinese Academy of Social Sciences publishes books on social sciences. Besides, there are numerous publishing houses run by the different ministries, commissions and bureaux under the State Council dealing with scientific and technical subjects, such as 'petroleum', 'coal', 'water conservation', and 'electric power', 'metallurgy', 'machine-building industry', 'light industry', 'agriculture', etc. In addition, publishing houses for the journals 'Worker', 'Chinese Youth', 'Chinese Children' and 'Popular Science' have been established under the jurisdiction of the All-China Federation of Trade Unions, the Central Committee of the Communist Youth League and the All-China Popular Science Association respectively. Publishing houses for the journals 'Chinese Film', and 'Chinese Theatres' have been established under member associations of the China Federation of Literary and Art Circles. There are also publishing houses in Beijing University, Qinghua University, the People's University, Pudan University, East China Normal University and other universities. Shanghai used to be the publishing centre in old China. Owing to historical reasons, there is still a large force of writers, translators, and printing workers in Shanghai today. Therefore, the
"Shanghai Education", "Shanghai Literature and Art", "Shanghai Culture", "Shanghai People's Fine Arts", "Shanghai Science and Technology", "Shanghai Lexicology", "Shanghai Translation", "Children" and other publishing houses have been very active and occupy an important place in the publishing industry.

3. A policy of low book prices and state subsidy to the publishing industry has been instituted. The aim of keeping book prices low is to expedite the popularization of the whole nation. There is a unified selling price for books in China, and publishing houses fix the "net book" (price) on the basis of standards set by the State. The distribution agencies get their share of profits from discounts. This policy has been possible for two reasons: first, China has a huge number of readers, providing an enormous home market. With the continuous increase in both public and private purchasing power, the print-run of books is very large, thus reducing the cost per copy. Second, the State provides subsidies in terms of reduced prices for paper needed in big quantities for printing journals and books. The State also subsidizes publications in the languages of minority nationalities, foreign languages and braille.

In the past few years, the number of printed books has increased steadily. In 1978, 14,987 books totalling 3,774,240,000 copies were produced. In 1981, 25,601 titles totalling 5,578,300,000 copies were produced, an increase of 71% in titles and 48% in copies over the year 1978.

Of the books published in 1981, general books accounted for 18,776 titles totalling 2,830,860,000 copies. Of these 2,559 titles were on philosophy and social sciences, totalling 258,640,000 copies; 3,901 titles were on culture and education, totalling 1,292,400,000 copies; 3,934 titles were on literature and art, totalling 312,300,000 copies; 5,062 titles were on natural science and technology, totalling 180,780,000 copies; 2,520 titles were children's reading materials, totalling 786,740,000 copies. Scientific and technical books comprised 31.2%, the biggest percentage of all books. This figure reflects the efforts made by the publishing circles to meet the needs of the "four modernizations". Children's reading materials registered an increase of 138% in titles over those of 1978, and constituted 28% of the total number of general books. These figures reflect the publishing circles' great concern for the new generation.

The Ministry of Education and the National Publishing Administration* have in recent years held a number of conferences in order to accelerate the compilation and publication of textbooks for elementary and higher learning. At present, the teaching materials available to schools at different levels

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* The National Publishing Administration has become the Publishing Administration of the Ministry of Culture of the People's Republic of China since May 1982.
can basically meet the needs of educational development. In 1981, China published 4,144 textbooks, totalling 1,998,410,000 copies, of which 1,607 titles and 47,700,000 copies were for universities and colleges; 517 titles and 17,550,000 copies for special or technical secondary schools; 485 titles and 1,074,670,000 copies for primary schools; 836 titles and 98,190,000 copies for spare-time schools or other educational purposes.

In the past three years, publications in China have not only increased in variety, but also expanded in scope and improved in quality. A new look has prevailed in the entire publishing industry.

First of all, the Encyclopaedia of China has begun to be put into print. This encyclopaedia will cover 30 subjects in 70 volumes, and will first be published in separate volumes by disciplines. The volume on astronomy appeared in 1980, followed by volumes on foreign literature and sports. The Encyclopaedia of China Publishing House has begun to translate and edit the ten volumes of the Encyclopaedia Britannica published in the United States and plans to publish them in four years. The Encyclopaedia of Chinese Medicine will be published in 86 volumes. The volume on ears, nose and throat (ENT) appeared in 1980. The compilation of the Encyclopaedia on Chinese Agriculture has also begun. These colossal projects offer splendid prospects for the Chinese publishing industry in the 1980's. Also published in 1980 were the Chinese Encyclopaedic Yearbook, Chinese Historical Science Yearbook, Yearbook on World Economy and China Publishers' Yearbook. Full-length reference books, such as the Almanac of China's Economy were published in 1981. Many reference books serving research work are being published in complete sets.

Secondly, great progress has also been made in the publication of academic, literary and artistic works by Chinese scholars and writers. For instance, the following books have been published in recent years: 'From the Opium War to the May 4th Movement', written by the famous historian Hu Sheng, 'Some Theoretical Questions on Socialist Economy' by the economist Sun Yefang, 'A Study on China's Socialist Economy' and 'Certain Problems in China's Present Economy' by Xue Muqiao and 'Essays on Comparative Literature' (four volumes), an academic work written by Qian Zhongshu, Noticeable in the field of natural science publications were 'Academic Papers' presented at the Guangzhou Seminar on 'Particle Physics', 'Academic Papers' presented at the Scientific Seminar on the 'Question of Qinghai-Tibet Plateau', 'Meteorology on Qinghai-Tibet Plateau', 'Alpine Physiology - A Report on Scientific Study of Mount Qomolangma', 'Academic Papers on the Meteorite Shower in Jilin', Collection of Chinese Fungus', 'An Outline of China's Physical Geography', as well as collected works or new writings by Chinese scientists such as Zhu Kezhen, Li Siguang, Qian Zuesen and Tang Ao'qing. The publication of these works has played a positive role in promoting China's economic development and academic research.
Books on political subjects and on literature and art have a far-reaching and wide-ranging significance in broadening the people's outlook and enriching their spiritual and cultural life. In China, the works of Marx, Engels, Lenin, Stalin and Mao Zedong have been published in large quantities every year. The publication of "Selected Works of Zhou Enlai" and "Selected Works of Liu Shaoqi", the newly collected writings of these revolutionary leaders, have been two important events in publishing circles over the past two years. To commemorate the centenary of the birth of the great writer Lu Xun, an enlarged and annotated new edition of "Complete Works of Lu Xun" was issued, a book which attracted the attention of cultural circles both at home and abroad. The unprecedented activity in literary and artistic creation is convincing evidence of the emancipation of the mind of intellectuals and the upsurge of their mental productivity. In recent years, many brilliant literary and artistic works have appeared. Some two hundred medium-length novels were produced in 1979 and 1980, which have been described in Chinese literary and art circles as outstanding years for this type of novel. Some one hundred full-length novels were published in 1980, a record year in Chinese history. Extensive in subject matter, rich in content and remarkable in artistic skill, these books reflect the people's active spiritual life and their enthusiasm in carrying out revolutionary struggles and productive work.

Here we shall not go into great detail about the publication of newspapers in China (see Annexes for statistics). But we shall give a brief account of the abundant and diversified production of periodicals. In 1981, the number of publicly distributed magazines officially registered with publishing administrations amounted to 20,801, an increase of 227% over the year 1964 when there were 856. Of these magazines, 1,582 deal with science and technology, making up 63% of the total; 265 with literature and art; 210 with social sciences and 332 come under other categories. The increasing number of works written by young and middle-aged authors shows the growth of a new generation in China's academic, literary and art circles and on the ideological and cultural fronts generally.

There are 55 nationalities besides the Hans. Before liberation, very few books were published in the languages of the minority nationalities, but since then some twenty publishing houses using minority nationality languages have been established under the planning and with the help of the State Commission for Nationality Affairs and publishing administrations. In 1981, 1,904 titles of books (26,520,000 copies) were published in 18 languages of 14 minority nationalities, including Mongolian, Tibetan, Uyghur, Kazak, Korean, Yi and Dai. In November 1980, a symposium was held in Beijing on the publication of books in the languages of minority nationalities, at which programmes were prepared to preserve the fine minority cultural traditions,
to promote creation in the languages of the minority nationalities, to build up the ranks of writers and translators and increase printing capabilities in the light of the specific conditions of each nationality. Editorial boards for the compilation of five series of books on nationality questions were formed under the auspices of the State Commission for Nationality Affairs. They will systematically publish "China's Minority Nationalities", "Collection of Concise Histories of China's Minority Nationalities", "Collection of Concise Histories of China's Minority Nationalities", "Collection of Concise Histories of the Languages of China's Minority Nationalities", "Series of Surveys on the Social History of China's Minority Nationalities", which will exert a tremendous influence on the development of the cultural and educational undertakings of the different nationalities.

In order to promote international cultural exchanges and give regular accounts about China, its development in the economic, cultural and educational fields as well as in academic, literary and artistic circles, a Foreign Languages Press was established in 1951, responsible for publishing books in English, French, Spanish, German, Russian, Japanese, Arabic and seventeen other foreign languages. Since the founding of New China, some ten thousand titles of books and pictorials have been published in different languages (each edition in a different language counts as one title). In addition, there are publishing houses for the five foreign-language magazines: "China Pictorial", "Beijing Review", "China Reconstructs", "People's China" and "Chinese Literature". There is also a magazine in Esperanto: "El Popola Cinio".

The Chinese people attach great importance to the cultures of other countries, regarding the brilliant cultural achievements of other peoples as a source of inspiration. Numerous foreign literary, academic and scientific works have therefore been translated and published. For instance, the "Complete Works of Shakespeare" and most of Balzac's works have been translated into Chinese. "Famous Foreign Literary Works Series" and "Foreign Literary Works of the Twentieth Century Series" have been published in recent years. The "World Famous Academic Works Series" in Chinese translation is being produced. This series, a gigantic project, will include nearly 300 titles of representative academic works from ancient Greece to modern times. The first collection of 50 titles has already appeared.

In the past three years, international co-operation in the field of publication has made much progress. Japan, Yugoslavia, the United States, the United Kingdom, France, Federal Republic of Germany, Italy, Switzerland, the Netherlands, Austria, Australia and Singapore have concluded contracts with Chinese publishing houses for joint publication of books on a wide-range of subjects. They include picture albums featuring tourism, architecture, cultural relics, objects of art and craftsmanship, animals and plants, works on literature, history, science and technology, and full-length reference books. Many of these.../...
Jointly published books enjoy great popularity among readers of various countries. For instance, 'China Travels' (a picture book in five volumes), jointly published by China and Japan has had a print-run of 340,000 copies in the Chinese and Japanese languages; 'China', a large-scale album jointly published by China and Yugoslavia, has had a print-run of more than 110,000 copies in the English, French, German, Japanese, Italian, Swedish, Dutch and Serb languages.

The Publishers Association of China, a professional mass organization of China's publishing circles was established in December 1979. Its honorary Chairman is Hu Yuzi, and its Chairman Chen Hanbo. Since its establishment, the Association has done useful work in strengthening unity among the publishers of various nationalities, training professionals for publishing, printing and distribution, organizing the granting of awards for outstanding books, protecting the legitimate rights and interests of publishers and writers, and carrying out cultural exchanges with foreign countries.
II. Book Printing

The continued increase in printing capacity and growth of the paper-making industry form the material foundation for the development of the publishing industry. In Old China, the capacity for producing printing machines and paper was extremely low, and the printing industry, which was concentrated in Shanghai, depended mainly on imported printing machines and paper to carry on its production. Since the founding of New China, with the development of the national economy and rationalization of industrial deployment, fairly complete industries for manufacturing printing machines and for making paper have become available to meet the urgent needs of cultural and educational advancement.

In 1980, there were 176 State-run or locally administered presses specialized in printing books, textbooks and periodicals. These presses printed 70-75% of the publications produced throughout the country (the remaining 25-30% were printed by newspaper presses that do not normally print books). In 1980, their total industrial output value was RMB 1.15 billion yuan.

These 176 presses employ a total of 123,000 workers and staff members. Seventy-seven of them have more than 500 staff members and workers, and 34 more than 1,000. The Beijing Xinhua Printing House, with a staff of 3,700, is currently the largest comprehensive press for printing books and other publications. The second largest are the Foreign Languages Printing House in Beijing and the Zhonghua Printing House in Shanghai, each having a staff of about 2,000.

These 176 printers are scattered in big and medium-sized cities throughout the country. The capital and centre of the publishing industry, Beijing, has 29 book printers. Shanghai, the other publishing and printing base, has 17. Their total output accounted for 34% of the total output of the book printers each. In remote areas or areas of minority nationalities, such as Gansu, Qinghai, Ningxia and Xizang (Tibet) that never had any publishing and printing industries before, there are now 1 or 2 book printers in each place. In general, the printers in each province or municipality are responsible for printing locally needed textbooks for high and elementary schools and the publications produced by the local publishing houses.

The 176 printers fall into two main categories: those belonging to the "publishing system" and those belonging to the non-publishing system". The printers under the Publishing Administration or the local publishing administrations and those affiliated to the specialized publishing houses under the ministries and commissions at the central level belong to the publishing system. At present, there are 100 such printers. Those who specialize in printing books and periodicals under the provincial or municipal light industry departments or under the municipal and prefectural authorities belong to the non-publishing system. There are now 76 of these. In the total...
output of typesetting, stereotyping, offset printing and bookbinding, the output from the printers under the publishing system accounts for 80%, while that from the printers under the non-publishing system is 20%.

Most of the printers under the Publishing Administration or the local publishing administrations are comprehensive in nature and capable of printing various kinds of books, magazines, textbooks, picture albums and posters. They normally can do different kinds of jobs, such as typesetting, offset plate-making, printing and bookbinding. They also have equipment for photogravure plate making and printing. Most printers affiliated to the specialized publishing houses under the ministries and commissions at the central level have their own specialities. For instance, the Nationality Printing House under the Nationality Publishing House is specialized in printing books of the minority nationality languages; the Foreign Languages Printing House in books of foreign languages; the printing house of the People's Educational Press in textbooks for high and elementary schools and reference books for teaching; the printing house of the People's Fine Arts Publishing House in publications of fine arts with offset and photogravure printing as the principal method; the printing house of the Cultural Relics Publishing House in picture albums and special works on archaeological studies of cultural relics, using collotype and three-colour copper-plate printing besides the technique of offset printing in order to achieve better results when printing illustrations of ancient pottery and porcelain, bronze, ancient paintings and rubbings. Other printers under the publishing house of the Machine-Building Industry, Water Conservancy and Electric Power as well as Geology are all specialized in printing books on science and technology. These specialized printing houses were created one after another together with the establishment of specialized publishing houses. There are also some local specialized printers, such as the Mongolian Printing House in Nei Mongol (Inner Mongolia) and the Fine Arts Printing House in Guangdong Province.

At present, stereotyping is still the main printing method used in China. However, each year an increasing number of magazines, pictorials, tourist landscape albums, postcards, etc. are printed in technicolour. In the past two years, offset printing has been increasingly used in producing such works as the Chinese Encyclopaedic Yearbook, The Encyclopaedia of China — the Volume on Astronomy and the pocket Cihai (Chinese Dictionary) published in 1980. With the adoption of new equipment, materials and techniques such as the electronic colour scanner, multi-colour offset press and presentized plate, the superiority of offset printing has become more and more obvious, and the method is given priority in renovating printing techniques and enhancing printing capabilities.

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This trend of development is shown by the rapid increase in offset presses. Before 1975, offset presses accounted for 17.5% of the printing machines produced each year. Between 1976 and 1980, the percentage rose to 29.1%. As of 1980, China had 56 different types of electronic colour scanner, most of them imported from the Federal Republic of Germany, United Kingdom and Japan in the past three to five years. The two-colour offset press manufactured in China itself has been popularized and put into use as has the first batch of offset rotary presses. Multi-colour offset press and the four-colour offset printing technique are attracting attention. The Second Hebei Xinhua Printing House established in Shijiazhuang, Hebei Province, in 1980, is the first large-scale book printer in China to use the new technique of photographic typesetting and offset printing for the whole process.

The combination of photographic typesetting and offset printing has developed fairly fast in recent years. According to the statistics from 11 book printers in Beijing, Shanghai, Shandong, Tianjin and Hebei, there are 132 manual photo-composing machines and they typeset 163.4 million characters in 1980, that is, 3% of the total amount of typesetting for the year. It can be predicted that the number of photo-composing machines will increase at a fairly rapid rate in the future. As for manual typesetting, it will remain the principal method for some time to come because of its simple equipment, low investment and enormous available facilities.

In the past, bookbinding was mostly a manual process. After the founding of new China, folding, collating and sewing machines were introduced, thus gradually raising the level of mechanization in binding. Some larger book printers have saddle-stitching machines capable of collating, bookbinding and trimming. Threadless streamlined binding machines are being popularized. A few large printers have streamlined machinery for binding hard-cover books.

Previously, China's traditional technique of water-colour block printing was on the decline, but after the founding of New China, this technique has been revised with the support of the government. Beijing's Rongbaozhai Studio and Shanghai's Duoyunxuan enjoy a high reputation both at home and abroad for their unique technique of water-colour block printing.

Mass technical innovation has been carried out in various printing enterprises as an effective measure to improve printing techniques and equipment and to raise the quality and quantity of printing. The publishing administrations have pooled the experience of technical innovations from different printing houses and held meetings and exhibitions to exchange and popularize advanced experiences in printing so that better results can be achieved. Moreover, special research institutes have been set up to study printing methods and technology. The aim is to develop and improve printing techniques by a combination of specialized research work and mass innovation.

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In 1956, the Research Institute of Printing Technology was established in Beijing, the first of its kind in New China. Its name was changed in 1978 to the Chinese Research Institute of Printing Science and Technology. In 1961, the Shanghai Research Institute of Printing Technology was founded. After 1978, research institutes on printing techniques were set up in one place after another. As of 1980, there were 13 such institutes. Some large-scale printing houses, such as the Beijing Xinhua Printing House, have their own research centres devoted mainly to the study of their own technical problems.

In their scientific research activities, various printing research institutes have co-operated with the printing houses which have practical productive experience and with colleges and universities that are engaged in educational research so as to study problems of common interest and pool their efforts to solve them. In recent years, they have achieved good results in such fields as automatic photo-composing machines, information processing of Chinese characters and presentized plates.

Considerable progress has been made in China in manufacturing printing machines during the past decade. The variety of printing machines produced in 1980, compared with 1970, increased 200%, numbering 256, and the annual output increased 220%, totalling 12,700 machines. Among them are manual photo-composing machines, single-page rotary letter press machines, book-plate and newspaper-plate rotary letter press machines, one-colour and two-colour offset presses, single-sheet double-face offset presses, rotary offset presses, photogravure machines and different types of bookbinding machines. Generally speaking, the printing machinery made in China, except for a few types, can satisfy the requirements of the newly-established book printers as well as the needs of technical innovation and equipment renewal in the old printing houses. In recent years, with the increase of new varieties of printing machinery and their low prices, there has been a constant increase in exports.

The paper used for books and periodicals includes copper-plate paper, offset paper, letterpress paper, newsprint, dictionary paper, book-cover paper, etc. Commonly-used single-sheet paper is of two sizes: 787 x 1092 mm. and 850 x 1168 mm. A few books use paper of the following sizes: 880 x 1230 mm. and 787 x 960 mm. However, when ancient paintings and calligraphy are reproduced by coloplate printing and water-colour block printing, Yukou paper (with bamboo as its raw material) and Xuan paper (with sandal wood bark as its raw material) made by China's traditional technique are mostly used.

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In 1980, of the total amount of paper used for publishing books, magazines and newspapers in the whole country, letter-press paper and newsprint accounted for 89%, copper-plate and offset paper accounted for 11%. A few de luxe picture albums used imported copper-plate and offset paper.

China's Printing Technology Association was founded in Beijing, on March 12, 1980. It is a professional mass organization for the printers of the whole country and is a member of the Chinese Association of Science and Technology. Its chairman is Wang Yi. The purposes and functions of this Association are: to unite all the Chinese printing technicians and administrators, promote democracy in the field of technology, exchange working experience and carry out academic activities; to popularize the knowledge of printing techniques; to convey the opinions and requests of the printing professionals; to compile books and materials concerning printing techniques and publish magazines on printing; to carry out technical exchanges and friendly contacts with fellow printers abroad.
III Book Distribution

Most of the books published in China are distributed by the State-run Xinhua Bookstore. Only in recent years have a few publishing houses begun to handle the distribution of some of their own publications.

1. Country-wide Network of Book Distribution

The Xinhua Bookstore is the centre of book distribution. Its head office is in Beijing, and there are provincial-level Xinhua Bookstores in each province, centrally governed municipality and autonomous regions and local Xinhua bookstores in each country (city) with several retail centres and stalls under them. According to statistics, at the end of 1981 there were about 6,000 Xinhua Bookstores throughout the country with a staff of about 70,000. These bookstores are all fairly large in scale. In big and medium-sized cities, the bookstore generally has a large comprehensive sales department. For instance, in Beijing, Shanghai and Chongqing, the average floor space of a bookshop is 3,000 - 4,000 square metres and each has a staff of 200-300. Visiting readers amount to 20,000 to 30,000 people a day, 40,000 on Sundays. In many cities, apart from the large comprehensive sales departments, there are specialized sales centres for books on science and technology, books in foreign languages, ancient and used books, textbooks for colleges and universities, children's books, books in minority nationality languages, books on technical standards, picture albums, etc. These centres generally have a staff of a few dozen. The average number of staff members in a Xinhua Bookstore is about 10. Besides the State-run Xinhua Bookstores, there are about 2,450 bookshops under collective ownership and 550 privately owned bookshops, which are relatively small in scale.

Each Xinhua Bookstore forms an independent accounting unit, but profit-making is not the sole aim. In areas where transport is difficult and the population sparse, the volume of sales is not big, and the bookshops are subsidized by the Head Office for their economic losses. For instance, in Nei Mongol (Inner Mongolia) Autonomous Region which stretches over 2,000 kilometres in the northern part of China, there used to be only 2 small private bookshops with 5 employees. Now there are more than 100 bookshops with over 1,000 employees. In Xizang (Tibet) Autonomous Region, there used to be no bookshop at all. Now, more than 70 Xinhua Bookstores have been established. In recent years, the annual distribution of books in the Tibetan language has reached more than 2 million copies. Distribution networks have been established in all remote areas, such Xinjiang, Yunnan, Qinghai and Ningxia, inhabited by the minority nationalities. In some pastoral border regions, Xinhua Bookstores send books by roving trucks to the herdsmen in various grazing areas. The lack of transport facilities in these places adds greatly to the cost of distribution, which often exceeds the price of the books.../...
transported. But the books are still sold to local readers at the unified fixed prices.

Previously there were no bookshops in most country towns, let alone the vast countryside. Today, there are more than 4,000 bookshops in rural towns, one third of which have been established by Xinhua Bookstores and the remaining two thirds are under collective and private ownership. In addition, about 60,000 rural co-operatives sell books as a sideline. Xinhua Bookstores in each county have their rural distributors (normally numbering about one third of the shop's employees), whose job is to introduce and distribute books in the rural areas and give advice on distribution to the rural co-operatives or collective and privately owned bookshops.

The Xinhua Bookstore has established distribution centres in Beijing and Shanghai which are in charge of wholesale distribution of publications issued in these two places to bookshops throughout the country. The provincial-level Xinhua Bookstores are responsible for the wholesale distribution of books issued by the publishing houses in the provinces, municipalities and autonomous regions.

2. Mail-order and Subscription

While the sales departments and bookstalls sell books directly to the readers, the publishing houses and Xinhua bookstores in big and medium-sized cities all have mail-order sections. Books ordered by mail are sent post-free. The postage accounts for some 12% of the book price (postal registration fees however are paid by the readers).

The promotion of book subscriptions is important for improving book distribution. Larger Xinhua Bookstores assign special departments or staff to handle subscription orders from readers. There are four ways of collecting subscription orders: (1) General subscriptions. Some important works are publicized extensively by the bookshops in various places, and subscriptions are vigorously promoted through different channels; (2) Subscriptions through relevant trades. Specialized books are recommended and introduced through the organizationally relevant trades and professions; (3) Subscriptions placed directly by readers for books of professional interest. The lists of subscriptions for highly specialized books which have a small print run are sent by the publishing houses or bookshops directly to readers of the same profession, who can then place their orders with the local bookshops; (4) Library service. Bookshops maintain regular contacts with public libraries and the library or reference sections in government organs, schools, industrial and business establishments by sending them various subscription catalogues, such as the 'List of New Books on Science and Technology' and the 'List of New Books on Social Sciences' prepared by the bookshops.

.../...
In order to obtain more subscriptions among readers with professional interests some bookshops have set up part-time centres of subscription and distribution in the universities, research institutes, factories, mines and rural communes, asking local volunteers to help in handling subscriptions. As an incentive, the local bookshops will pay them service charges not exceeding 3% of the total value of subscription orders. Except for costly voluminous works which require partial advance payment, the subscribers are not usually charged when ordering books. After the books are published, if the readers find them unsuitable, they can cancel their orders with no obligations. Judging from experience over the past few years, results are fairly good, particularly with books on science and technology, whose subscription orders account for 60% of the total sales.

3. Price-fixing and Distribution Discount of Books

Book prices are determined by the number of a book's printed pages in accordance with the standard price fixed by the Publishing Administration. In the price of each book, the publishing house's direct costs (including cost of paper and printing and author's remuneration), administrative expenses and profit account for 70%. The remaining 30% are distribution expenses of the bookshops. When books are issued by the publishing houses, they are delivered to the primary wholesale departments of Xinhua Bookstores with a discount of 30% (the primary wholesaling of publications in Beijing and Shanghai is handled by the distribution centres in the locality and that of publications issued by provincial publishing houses by the provincial bookshops). Upon receipt of the books, the bookshops have to pay the bill for them to the publishing houses within five days. They cannot be refunded from the publishing houses if some of the books are not sold. The discount given by the primary wholesale departments of Xinhua Bookstores to retail shops (municipal and county bookshops) is 22% of the list price. Books are sent directly by the distribution centres to the bookshops in various places, and the packaging and transport fees are all borne by the distribution departments. Apart from direct retail sales, the county and municipal bookshops also resell books to collective or privately owned bookshops and co-operatives at a discount of 13-15% of list prices. Thus the book distribution fee is kept fairly low. Bookshops at various levels must sell books at the unified list prices.

4. Great Increase in Book Sales

In Old China, 1936 was a record year of book sales with a nation-wide distribution of about 178 million copies. In 1950, the first year after the founding of New China, the number of books distributed was 200 million copies. Since then, the number has kept increasing year by year. The average
annual increase rate between 1950 and 1965 was 16%. Since 1976, work in all fields has once again gone full steam ahead, and the broad masses of people are eager to acquire scientific and literary knowledge, with ever greater interest in reading. All this has pushed up the volume of book sales in recent years. The average annual increase between 1977 and 1981 was 20.6% (taking the book sales of 1976 as the base figure). In 1981, 4.9 billion copies of books were distributed, that is, 24.5 times as many as in 1950. In the same year, the total book sales reached RMB 1.72 billion yuan, which was 1.55 times more than that of 1976 (RMB 660 million yuan). Such a great increase has reflected from one aspect the stability and unity of Chinese society and the vigorous development of China's economy and culture in the last five years.
IV. Import and Export of Books

International cultural exchanges in the modern sense of the term and planned book import and export really started in December 1969 when, under the leadership of the then General Publishing Administration of the Central People's Government, the first State-run book import and export corporation - Guoji Shudian (China Publications Centre) was founded. In 1963, under the leadership of the State Commission of Science and Technology, China's Foreign Languages Bookstore was established, dealing mainly with the import of books and serial publications on science and technology. It became the China National Publications Import Corporation in 1972. In 1981, under the leadership of the National Publishing Administration, the China National Publishing Industry Trading Corporation was established to expand the export trade in books, and establish and develop co-operative relations with foreign countries in the field of book publishing. This has created a new situation of importing and exporting books through multiple channels.

Each year, the Government allots a considerable amount of foreign exchange for importing foreign books and serial publications. The public libraries, universities and research institutes in different parts of the country can place their order for foreign books and periodicals with the local foreign languages bookshops (there are now 28 such shops at the provincial level) according to their professional needs. The ordered books will then be imported from abroad through the import corporations. Since foreign books are expensive and beyond the purchasing power of the ordinary people, orders for foreign publications by individuals are few. However, some foreign publications are available to private persons in the foreign languages bookshops in the big and medium-sized cities, such as encyclopaedias, dictionaries, classical works of literature, a few practical reference books on science and technology and foreign language textbooks.

China has spent more foreign exchange on importing periodicals than on book imports. It now subscribes to some 20,000 foreign newspapers and magazines totalling over 200,000 copies each year. Beijing Library has collected nearly 10,000 titles of foreign periodicals, and many other long-established libraries have also collected foreign newspapers and periodicals, such as the U.S. weekly 'Chemical Abstracts' and the British weekly 'Nature' and other well-known academic magazines, which are all kept in their complete series from the first issue to the latest. Starting from 1981, in the foreign languages bookshops in Beijing and Shanghai, etc., readers can have access to such newspapers as the U.S. 'Herald Tribune' and the Japanese 'Asahi Shimbun' within two or three days of their publication. A few well-known magazines, such as the U.S. monthly 'Scientific American', are translated into Chinese in full and published regularly.

.../...
In China, quite a number of people understand English. Therefore, among the important foreign books and periodicals, those in English rank first, next come Japanese, German and French. The bulk of them, about 80%, are books and periodicals on natural sciences and technology.

In recent years, with increased contacts with the outside world, there have been more and more people studying foreign languages, many in colleges or evening schools. Radio and T.V. teaching programmes of English and Japanese are attracting an increasing audience. Recently, the textbook 'Follow Me' published by the BBC has been slightly revised in the light of the actual conditions in China, and is expected to reach a circulation of 2 million copies.

With the expansion of the import and export trade of books and periodicals, the contacts between the Chinese publishers and their foreign colleagues are steadily increasing. This is evidenced by a number of book exhibitions held in China by many foreign publishers. In the past two years, many countries such as the United Kingdom, the United States, France, Federal Republic of Germany, Japan, the Netherlands, India and the Philippines, have held national book exhibitions in China, and many publishing houses have held exhibitions of their own publications. Exhibitions of books on light industry, medical science and other special subjects have also been held. Many foreign publications have deeply impressed Chinese readers. Meanwhile, the exhibitions have helped to expand the volume of imported books.

China is a big country with a population of one billion. In developing its economy, science and culture, it needs to learn and benefit from foreign experiences. There is no doubt that the volume of imported books and periodicals will increase steadily.

While its brilliant ancient civilization has attracted the attention of many foreign friends, the revolution and construction of modern China are arousing the interest of more people. After the founding of New China, the Foreign Languages Press was established to publish books and magazines in many foreign languages for foreign readers. Apart from importing books, the main function of Guoji Shudian is to distribute China's publications in foreign countries. By the end of 1980, stable co-operative relations have been established with over 800 foreign partners in more than 100 countries and regions. In 1980 alone, 10.25 million copies of books and periodicals in foreign languages and 1.88 million copies of Chinese publications were distributed. At present, Guoji Shudian distributes 14 Chinese periodicals in 21 languages and some 500 Chinese newspapers and magazines. Those with a fairly large circulation are 'China Pictorial', 'Beijing Review', 'China Reconstructs', 'Chinese Literature', etc.
Among the Chinese periodicals with a large circulation are "Red Flag", "Philately", "Cultural Relics", "Archaeology", "Historical Research", "Geographical Knowledge", "Scientific Experiment", "Shanghai Magazine of Chinese Traditional Medicine", "People's Literature", "Chinese Language and Literature", etc. By the end of 1980, there were almost 300,000 subscribers to Chinese periodicals and several hundreds of thousands of foreign mail-order customers in more than 170 countries and regions.

Over the past 30 years, the Foreign Languages Press has published some ten thousand books in foreign languages their contents ranging from politics, economics and history to classical and contemporary literature. Books providing the basic information about China's socialist construction are most popular among foreign readers. For instance, "A General Guide to China", which contains fairly complete information about the country, has had a circulation of 60,000 copies; 20,000 copies of "China's Landscape", a large photo album, and more than 20,000 copies of the English translation of "A Dream of the Red Mansions", a classical Chinese literary masterpiece, have been sold. A great number of subscription orders were received soon after the announcement of the publication of English and Japanese translations of "Research on Questions of China's Socialist Economy", written by the well-known Chinese economist Xue Muqiao. Also well received by foreign readers and tourists is the book "60 Scenic Spots in China". Other foreign language publications, such as the "Textbook for Elementary Chinese" and the picture album "The Summer Palace" are also popular among the 1980 publications distributed abroad.

Each year the country publishes more than 20,000 titles of books, of which about 7000 to 8000 are exported. Exported books in Chinese are mainly sold to public or university libraries, research institutes of Sinology as well as Chinese nationals and ethnic Chinese in various parts of the world. More than 50,000 copies of "Xinhua Dictionary", a reference book on the Chinese language, have been exported. Other exported publications include traditional Chinese paintings and their reproductions, such as the "Shizhuzhai (Collection of Letter-paper Designs)" and works of famous painters and calligraphers such as Qi Baishi, Xuy Beihong and Fu Baoshi. These works have been reprinted again and again over the past few decades. Paper-cuts, records and tapes are also exported.

Exports of Chinese publications on science and technology, though not large in number of titles and copies, have risen considerably in recent years. The distribution of books on archaeology, topography and traditional Chinese medical science has continued to increase. Some have been translated into foreign languages, such as "The Illustrated Book on Points of Chinese Acupuncture".

.../...
In order to further expand the export trade of books, Guoji Shudian and the China National Publishing Industry Trading Corporation have taken part in the international book fairs held in Frankfurt (Federal Republic of Germany), Egypt, India, the Philippines and elsewhere to exhibit the latest-Chinese books and periodicals and discuss co-publication projects with foreign publishers, with good results.
V. Libraries

Chinese libraries used to book-storing pavilions closed to the public in ancient times. It was not until modern times that some progress was made in this respect, thanks to the initiative of such Chinese scholars as Liang Qichao, Cai Yuanpei and Li Dazhao. However, over a long period, libraries did not make much headway. According to the statistics of 1950, there were only 63 public libraries of some size, 17 specialized libraries and 133 university libraries in the whole country.

After the founding of the People's Republic of China, libraries took on a new look. Following the period of rapid development in 1956, called 'march on science!', and the period of readjustment, consolidation and raising the level of the national economy in the early 1960's, libraries have made positive contributions not only by providing information and materials for the national economic construction and national defence, but also by increasing political and ideological consciousness and raising the cultural level of the broad masses of the people.

In recent years there has been a new stage of development. The Communist Party and the People's Government have paid more and more attention to the work of libraries. In January 1981, the State Council promulgated the Provisional Regulations for Conferring Titles on Librarians, Bibliographers and Archivists. In September 1981, the National Conference on Libraries in Institutions of Higher Learning passed the Regulations on Library Work in Institutions of Higher Learning of the People's Republic of China, which laid down provisions with respect to the nature, tasks, orientation and policies of libraries, their staffing, budgets, system of leadership and other important matters.

1. Major Libraries and Their Geographical Distribution

For historical reasons, China's libraries remain very unevenly located as in the case of other economic, scientific, technological, cultural and educational establishments. They are concentrated mostly in Beijing, Shanghai and the capitals of provinces and autonomous regions and along coastal areas in the eastern part of the country; they are affiliated to institutions of higher learning and organizations of scientific research. In the vast rural areas and in medium and small cities, libraries have far from played their proper role as an important lever in cultural and educational development. The following are nationally important libraries with a collection of over 3 million books:

.../...
Beijing Library. Founded in 1909, it is the biggest national library in China. According to the statistics of 1981, it had a collection of 11 million volumes of books with a staff of 955 members. It is a national centre of book-collection, bibliographies, inter-library loans and international exchange of books and periodicals, as well as a centre for organizing co-operation among different kinds of libraries, theoretical research on library work and international academic exchanges. It is also the seat of the Chinese Institute of Librarians.

Shanghai Library. The largest municipal public library, next in size only to the Beijing Library, has a collection of 7 million volumes of books with a staff of 554 members.

The Library of the Chinese Academy of Sciences. Founded in 1950, it is the biggest comprehensive scientific and technological library in China. With a collection of 4.58 million volumes of books and a staff of 403 members, it is the centre of books and information under the Chinese Academy of Sciences and the Chinese Academy of Social Sciences. In accordance with the principle of co-ordinated division of labour, they serve as centres for providing books and materials for the whole country of their respective systems and trades (See annexes for statistics on book-collections).

2. Types and Functions of Chinese Libraries

Libraries are usually classified under the following major types according to their administrative authorities, the readers they serve, the scope of their book collections and their specific orientations and tasks:

1) Public libraries. They mainly include national libraries or comprehensive libraries subordinate to the provincial, municipal, prefectural, county or district authorities. These libraries are generally under the jurisdiction of the central or local cultural departments. By the end of 1980, there were 1,732 public libraries above the county level with a collection of 199,043,000 volumes of books. Except for Beijing Library, all are named after their administrative areas, for instance, the Library of Zhejiang Province, the Municipal Library of Suzhou, etc.

2) School libraries. They are mainly libraries in universities and high schools.

University libraries are among the most important of all Chinese libraries. They are information centres of books and reference materials in the universities as well as academic institutions serving teaching and scientific research. According to the 1981 statistics of the Ministry of Education, there were...
670 college and university libraries (an increase of five times over that of 1950) with a total collection of 193,620,000 volumes of books and a staff of 17,297 members.

High school libraries have made considerable progress since 1949. However, because of the shortage of funds, they still fall far short of the needs of the vast number of teachers and students. In order to change this state of affairs, the Ministry of Culture, the Ministry of Education and the Central Committee of the Communist Youth League held a joint meeting in May 1981, which attracted nation-wide attention. It can be expected that with the continued increase of funds for cultural and educational undertakings, efforts in this field will be stepped up accordingly.

3) Specialized libraries. Libraries and reference rooms established by scientific research institutes, government departments or industrial enterprises for the purpose of data-gathering and studying are as a rule classified as specialized libraries, most of which were established after liberation. No complete statistics are available yet owing to the complexity of their administrative jurisdiction. However, the Chinese Academy of Sciences can be cited as an example. Before liberation, there were only 17 libraries under its jurisdiction with a collection of 600,000 volumes of books. By 1980, the number of libraries had reached 140 with a collection of 11 million volumes and a staff of 2,400 members.

4) Other types of libraries. Rural people's communes and production brigades have established a number of libraries in recent years. There are no complete statistics available at present, but it is estimated that there are about 20,000 such libraries.

These different types of libraries lay stress in different degrees on: preserving the national cultural heritage; conducting publicity and educational work so as to raise the people's scientific and cultural level; providing information and reference materials for the development of the national economy, science and technology.

3. Financing Book Collections

Under the country's socialist system, except for the collectively owned libraries of the people's communes, all types of libraries are financed by the People's Government. Therefore, their main properties such as books, premises, office and service facilities are owned by the people as a whole. According to incomplete statistics, the State spends.../...
annually approximately RMB 200 million yuan on books and reference materials and builds a floor space of more than 2.06 million square metres for library accommodation.

Generally speaking, libraries in institutions of scientific research and higher learning have sufficient funds while public libraries at the county level and those in high schools have less funds.

With regard to book collections, the libraries keep mainly printed copies. Only a small number of microforms, tapes or videotapes are available. Only a few universities and research institutes have access to computerized data bases by import from abroad or by their own research and development.

4. Reading Room Facilities and Book-lending Service

Read-in and lend-out are the main forms of service in all kinds of libraries. Owing to the influence of traditional feudal ideas of book-storing pavilions, which imply a fear of loss of books, or as a result of limited facilities (the small size of the premises and insufficient number of seats), the closed shelf system is adopted in all libraries except those in scientific research institutes and a few universities with regard to part of the books, thus directly affecting the number of readers coming to the libraries and the circulation of books. According to the statistics of the public libraries of four provinces and one municipality in north China and some college libraries in Beijing, the book-lending rate generally amounts to 25-30% of their total collections. The situation is however, changing; the open-shelf system is being adopted by more and more libraries, and reading rooms are being expanded with the completion of new library premises. It is clearly stipulated in the regulations laid down by the Ministry of Education on libraries in institutions of higher learning that "open-shelf or semi-open-shelf systems should be gradually adopted with regard to the lending of books and reference materials" and that "service systems should be improved to raise the efficiency of book use". At present, about 40% of the institutions of higher learning have expanded or are expanding their library premises. It is expected that by 1985 the situation of libraries lacking premises and seats will have greatly improved.

5. Inter-library Exchanges on the National, Regional and International Levels

Inter-library exchanges with foreign countries are mostly undertaken by Beijing Library and the Library of the Chinese Academy of Sciences. The former maintains good exchange relations with 2,494 libraries or reference material departments in 126 countries and regions, the latter with more than 1,700
academic institutions in 101 countries and regions. The books and reference materials they receive through exchanges comprise 25-35% of their total acquisitions every year.

With the daily increase of scientific and cultural exchanges both at home and abroad, some other central libraries (such as those of medical science, geology and agricultural science) and libraries in universities and research institutes or even some provincial and municipal public libraries have begun to carry out varying degrees of international or inter-regional exchanges of books as a major means of increasing their collections. In order to make these exchanges more efficient, the Library Administration under the Ministry of Culture held a special joint meeting with Beijing Library in 1980 to discuss guidelines for co-ordinating and improving their work.

Active and rational exchanges of publications will not only help to satisfy each other's needs, but also to deepen mutual understanding, enhance friendship among the people of all countries and promote human progress.

.../...
VI Training of Publishing Personnel

The training of professionals in the fields of publishing, printing and distribution and the steady improvement of their scientific and cultural knowledge and their professional and administrative skill constitute important factors for the development of the publishing industry. This question has increasingly attracted the attention of the publishing circles. Publishing personnel are trained mainly through two channels: vocational schools and on-the-job training. Higher and secondary vocational schools are very limited in number, most of them being various kinds of schools for skilled workers. There are now more than 200,000 people working in the fields of publishing, printing and distribution (workers and staff of printing houses and the Xinhua Bookstores comprise some 90% of the total). On-the-job training is the principal method of improving their capability and skill.

The following is a brief account of the training of personnel in the fields of publishing, printing and distribution:

1. The Training of Publishers and Editors

At present there is still no school of editors in China. There are only some specialized courses in a few universities, such as the course on classic documentation in Beijing University and the course on bookbinding and designing in the Central Institute of Arts and Crafts; both a very small in enrolment. Therefore, in publishing houses there are usually university graduates who receive the necessary training only after they have been assigned by the State to their posts.

In recent years, some publishing houses have adopted various measures to give the newly recruited young editors basic training in editing skills. In 1980 and 1981, for instance, the People's Publishing House and the People's Literature Publishing House organized classes of advanced study for young editors, and the Commercial Press arranged lectures on editing, while the Zhong Hua Book Company organized classes on the ancient Chinese language. In addition, some young editors are sent to universities to attend courses relevant to their work, so as to acquire more professional knowledge.

In order to provide more possibilities for editors to improve their professional skill, publishing houses actively encourage and support their participation in social and academic research activities. Those who have a long experience in editorial work and are qualified to engage in research on special subjects or in creative writing are given a leave of about one month every year to do so.

.../...
The Publishers Association has also taken active measures to provide study opportunities for publishers and editors. Since 1980, many study courses have been organized for editors of literature, liberal and fine arts, science and technology and for editors of children's reading materials and books in minority nationality languages. Study arrangements have also been made for editors-in-chief and associate editors-in-chief, heads of editorial departments and senior editors of publishing houses throughout the country. Moreover, many public lectures and academic seminars on bookbinding and designing and on copyright have been held.

In addition, over the past two years, the National Publishing Administration and the Publishers Association have invited foreign experts to give lectures in China, for instance, the Director General of the World Intellectual Property Organization, the Director of the Unesco Copyright Division, and other copyright specialists from Japan, the United Kingdom and the United States. Editors and publishers have also been sent abroad for visits, investigation and study, such as taking part in the training course in Japan and Kuala Lumpur, Malaysia on book publishing and study courses for senior editors sponsored by the Asian Cultural Centre for Unesco, and also in training courses for the developing countries on copyright and neighbouring rights jointly sponsored by WIPO and the United Kingdom in London and other places. In accordance with the agreement with the British Publishers Association, editors have been selected for studies in some of the big publishing companies in the United Kingdom.

2. Training of Skilled Printing Workers

Very few opportunities for training in printing existed previously in China. There was not a single printing institute, except for a printing department in the Central Institute of Arts and Crafts and a special course on the designing and building of printing machinery in the Shanxi College of Machine-building. In 1980, the Printing Institute of Beijing was established, the first of its kind in the history of Chinese printing. It is an engineering institute under the direct leadership of the Publishing Administration of the Ministry of Culture. Its main function is to train skilled personnel for scientific research, vocational education and production in the publishing industry throughout the country. At present, it has only two faculties: printing technology and printing machinery. In the years ahead, it will gradually expand to include such faculties as printing administration, automation of the printing industry, plate-making machinery and bookbinding machinery.
There are three secondary technical schools for printing. The oldest is Shanghai Printing School, founded in 1953. Its primary purpose is to train foremen, team leaders, heads of workshops and technical staff of printing houses. There are more than 2,500 graduates from this school.

In order to enable a new generation of printing workers to master their basic professional skill through vocational training in technical schools before taking up their jobs, quite a few provinces and municipalities have in recent years set up printing technology schools. At present, there are about a dozen such technical schools. In Beijing, vocational classes in printing over a period of three years are run in some senior middle schools with a total enrolment of more than 400.

In order to bring into full play the existing technical force of printing enterprises and to improve their qualifications, spare-time and full-time education in science and technology, economic administration and general knowledge have been organized for workers and staff of these enterprises. In 1981, the Association of Printing Technology and the Chinese Printing Company sponsored study classes to train leading cadres of book-printing houses in the whole country in rotation. Printing companies in many provinces and municipalities also sponsored classes for their leading cadres above section chiefs and heads of workshops and made arrangements for them to acquire experience and technical knowhow in the management of modern enterprises. In addition, the National Publishing Administration and the Association of Printing Technology have sent printing professionals abroad on tours of investigation, visits and study and invited foreign printing experts to give lectures in China. For instance, study groups were sent to the United States and Japan to investigate printing technology and to the United Kingdom to visit the international exhibition of printing equipment, and a member of the Committee of Directors of the Research Association (U.K.) was invited to give an address in Beijing on the recent development of printing technology in the United Kingdom.

On-the-job training of skilled printing workers has also been stepped up in recent years. Printing companies and book printers in many provinces and municipalities have run staff colleges and various forms of training classes for those temporarily released or released half-time from their work. For instance, the staff college run by the Shanghai Publishing and Printing Company has two faculties: lithographic printing and typographic printing. Workers with an educational background of senior middle schools and above are selected to leave their posts temporarily for three years' study. The courses include mathematics, physics, chemistry, theoretical mechanics, mechanics of materials, mechanical drawing, electrical engineering, electronic technology, electric transmission of printing machines and principles of printing technology. The training class for offset printing workers in Zhejiang Province enrolls junior middle school graduates with...
more than two years of practical experience in offset printing for training rotation. The courses include offset printing technology, structure and regulation of offset printing machines, electric transmission of offset printing machines and offset printing materials.

3. Training of Distribution Personnel in Bookshops

The administrative departments at all levels of the Xinhua Bookstore have in recent years given various forms of training on a rotational basis to large numbers of their new and young employees as well as older ones. In 1981, the Publishers Association and the head office of the Xinhua Bookstore sponsored seven terms of study classes for distributors throughout the country, including managers and business section chiefs from provincial and municipal bookshops. In addition to organizing studies, these classes compiled such teaching materials as "Retail sales", "Procurement" and "Distribution of Scientific and Technological Books" for the training of staff workers for bookshops at the grass-root level. The provincial and municipal Xinhua Bookstores also sponsored in 1981 different forms of training courses, research classes and vocational lectures, at which managers, heads of sales departments, purchasing agents and salesmen in county bookshops as well as distributors in the rural areas, totalling more than 7,000, were trained.

In order to ensure that new employees receive training at regular schools before taking up their jobs, many provinces and municipalities have since 1978 established schools for book distribution. In some provinces and municipalities, classes on distribution are set up in senior middle schools, which are responsible for general knowledge courses, while the bookshops arrange for the professional courses.

In order to step up the training, assessment and rational use of technical personnel in the field of publishing and printing and encourage them to improve their technical proficiency, the State has introduced a system of different titles and ranks for professional posts, and regular checks are made for promotion.

The titles of professional posts for publishing staff and printing technicians are as follows:

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<th>Classification</th>
<th>Senior Rank</th>
<th>Middle Rank</th>
<th>Junior Rank</th>
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<td>Editorial staff for books and</td>
<td>Senior editor &amp;</td>
<td>Editor</td>
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<td>Printing technicians</td>
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The titles and promotion of professional and technical personnel in the fields of publishing and printing are determined mainly according to their level of learning, professional competence and achievements while taking into due consideration their educational background and record of service in their profession. The titles are determined by assessment (or academic) organizations. The titles of senior editors, associate senior editors and senior engineers are determined by the assessment committees in the different ministries of the State Council or the provinces, autonomous regions and centrally governed municipalities. These titles with their certificates are conferred by the governments at the respective level.

The titles are reviewed once every one to three years. The cases of those who make outstanding contributions or show a brilliant performance can be reviewed at any time and they are eligible for exceptional promotion.
VII Book Reviews and Book Promotion

The promotion and the review of books are important means to build up links between the publishing houses and the readers. Attaching great importance to such work, Chinese publishing houses and book distribution departments help readers to become acquainted with the contents of books and the recent developments in publication through various means of publicity and recommendation, thus playing the role of bridges and intermediaries between the books and the readers.

An important method of promoting the healthy development of publication is to publish book reviews in newspapers, recommending good books while criticizing bad ones. In the early days after the founding of New China, the General Administration of Information and the General Publishing Administration - government institutions in charge of news media and publication - jointly issued the "Directive on Carrying Book and Journal Reviews in All Newspapers and Periodicals", stipulating that journals and newspapers should, in accordance with the needs and possibilities, devote special columns or issues to reviews and information about books and other publications. It also pointed out that such reviews should be serious and helpful to readers, authors, editors, publishers and distributors. The wording should be earnest, responsible and appropriate as far as possible. The issuing of this directive resulted in the newspapers and journals attaching greater importance to book reviewing and book promotion. In recent years about 1,000 significant book reviews have appeared annually in newspapers at and above the provincial level and in various academic journals.

In recent years, the variety of books published in China has steadily increased. To help them in buying books or borrowing them from libraries, readers wish to be informed promptly about the publication and content of new books. Many book publishing and distributing departments have therefore increased their publicity and promotion activities. In addition to carrying advertisements about new books in newspapers and on television, giving news about books in radio broadcasts, and issuing book catalogues and other publicity materials, they have published numerous special journals on books which are well received by the readers.

The magazine "Reading", started in 1979 by the Joint Publishing Company, is a monthly carrying cultural and ideological comments on books. It contains reports, reviews and discussions on books, ancient and modern, Chinese and foreign, as well as on people and events connected with the books. The book reviews have helped to increase interest in reading, raise the readers' scientific and cultural level

.../...
and enrich their spiritual life. Since its publication, this magazine has attracted the attention of readers both at home and abroad. The "Forest of Books", also started in 1979 (by the Shanghai People's Publishing House), is a bi-monthly giving guidance on reading. It focuses on literature, history and philosophy, and carries information about books and authors of all times and all countries. Its articles contain a wide range of knowledge, facts and interests. Some of its columns have special features.

"Catalogue of New Books of the Whole Country", compiled and published by the Archives Library of Chinese Publications under the National Publishing Administration first appeared in 1950. It is a monthly listing new books according to the copies of editions submitted by publishing houses throughout the country in compliance with the rules laid down by the State. It is arranged by category and contains tables of special subjects, such as children's reading materials, books in minority nationality languages, foreign languages and braille. This library also edits and publishes the annual "National Cumulative Catalogue of New Books on Science and Technology" sponsored by the distribution offices of Xinhua Bookstore in Beijing and Shanghai, is a kind of reference newspaper devoted exclusively to reporting forthcoming books on science and technology. At present, it appears fortnightly. Every month, it announces in advance some 500 titles of scientific and technical books to be published in Beijing, Shanghai, Tianjin and Chongqing, and more than 70% of the total number of scientific and technical books published monthly in the whole country. Readers can be assured of receiving a supply if they fill in the order form attached to the newspaper indicating the number of copies required and file their subscription with the local Xinhua Bookstore within the specified time. "Book News", published by the Shanghai distribution office of Xinhua Bookstore since 1980, is a fortnightly journal giving quick and timely information on forthcoming books. Its main contents include news about books and writers, excerpts from new works and book knowledge. It covers a wide spectrum of knowledge and is informative and entertaining.

"Books of the World" published by the China National Publications Import and Export Corporation consists of two volumes, A and B. Volume A mainly reports on activities and trends in publishing circles at home and abroad, and carries reviews of books on social sciences and literature and sometimes also of scientific and technical reading materials; it introduces international figures, writers and scientists and their works and contains digests and excerpts of foreign works. Volume B mainly introduces various foreign institutions and their publications, documents on special subjects and some specialized commercial publications, reports on professional and academic conferences held abroad and their relevant materials. It reviews new foreign publications, contains information on the book trade, and exchanges experience on the procurement and use of foreign language materials, etc.
The "China Book News", published by Guoji Shudian since 1980, is a magazine on the book trade mainly in English but with part of the contents in Chinese. Its main tasks are: to publicize and recommend the various publications exported by China with emphasis on books and journals in foreign languages and important publications in Chinese; to report on the general situation of China's publishing and distribution industries and important activities in publishing and book trade circles. Each issue devotes some space to publications on Chinese paintings, prints, calligraphy, and other characteristic Chinese works of fine arts.

In addition to these comprehensive journals, publishing establishments in different parts of China have in recent years edited and published more than fifty journals mainly for the purpose of publicizing their own publications. Besides reporting news about book-publishing and recommending good books, some of these journals carry articles giving guidance on reading, brief accounts about writers and their works, stories about study, information on books and publications, as well as book digests. Some also carry readers' comments. Only a few of these papers are published regularly and distributed through the post offices, most of them are non-periodic and available to readers free of charge at the bookshops.

The Xinhua Bookstores throughout the country, geared directly to the needs of the vast numbers of readers, also play an important role in the publicity and promotion of books. Apart from using show windows, display counters, advertisements or blackboards and various other means to recommend new books and good books at the retail centres, bookshops in different places have in recent years compiled various types of specialized and comprehensive catalogues of new books and books in stock. They take the initiative in sending these catalogues to the organizations and readers concerned so as to facilitate their purchase of the books. On occasions of important festivals or functions, the Xinhua Bookstores in some places sponsor lectures on book reading independently or jointly with the associations of literary and art circles, writers' associations, publishing houses, libraries, cultural centres and children's palaces, at which writers, translators and scientists are invited to address the readers and give them reading guidance. These activities have given impetus to the publicity of good books, and particularly to cultivating in the vast numbers of young readers the reading habit and reading of good books.

In recent years, Xinhua Bookstores in a number of places have held 'book fairs' which are warmly welcomed by readers since they not only publicize books but also facilitate the readers' purchase. In 1980, a national book fair was held in Beijing, at which more than 13,000 titles of books issued by publishing houses throughout the country in recent years were on display and sale for two weeks. Visitors to the fair totalled 760,000, and 4.26 million copies of books worth...
.../...
RMB 3.77 million yuan were sold. Large and medium book fairs have also been held by the Xinhua Bookstores in Shanghai, Tianjin and Guangzhou. Large in scale, numerous in the varieties of books on display and convenient for the readers' purchase, they have exerted a great social influence. In order to suit certain festive occasions or to meet the needs of special professions, bookshops in some places have held exhibitions and sales of books on special subjects, such as children's reading materials and books on science and technology. Despite their small scale, they are equally welcome because the books exhibited are geared to the needs of a specific group of readers. Some books normally classified as difficult to sell quite often became best sellers at such exhibitions and sales. In some places, county bookshops have held "book fairs" in the rural areas. Usually these are roving fairs which stay two or three days in each commune. Thanks to repeated publicity through the commune's broadcasting station, good results have been achieved in enabling the peasants to have easier access to books rarely seen in the countryside. For instance, in 1980, the Xinhua Bookstore of Jiangyin County, Jiangsu Province, held 31 book exhibitions in rural areas which were visited by more than 60,000 rural readers, many of whom have the following words to say in praise: "Rural book exhibitions are wonderful indeed. There you can choose whatever new and good books you need!"
ANNEXES: STATISTICAL TABLES

Population and number of copies are presented in thousands

(1) Population: Titles and copies of books published

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Titles</th>
<th>Total copies printed</th>
<th>Average (per million people)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Titles</td>
</tr>
<tr>
<td>1952</td>
<td>574,820</td>
<td>13,692</td>
<td>785,560</td>
<td>23.8</td>
</tr>
<tr>
<td>1957</td>
<td>646,530</td>
<td>27,571</td>
<td>1,275,440</td>
<td>42.6</td>
</tr>
<tr>
<td>1965</td>
<td>725,380</td>
<td>20,143</td>
<td>2,171,480</td>
<td>27.8</td>
</tr>
<tr>
<td>1975</td>
<td>919,700</td>
<td>13,716</td>
<td>3,576,240</td>
<td>14.9</td>
</tr>
<tr>
<td>1979</td>
<td>970,920</td>
<td>17,212</td>
<td>4,071,780</td>
<td>17.7</td>
</tr>
</tbody>
</table>

Sources: (1) Statistics of population, see "Almanac of China's Economy (1981)"
(2) Titles and copies of books, see "China Publishers' Yearbook (1981)"

(2) Publishing Houses and their Locations

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number</th>
<th>Beijing</th>
<th>Shanghai</th>
<th>Other Provinces, Municipalities and Autonomous Regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>144</td>
<td>69</td>
<td>13</td>
<td>62</td>
</tr>
<tr>
<td>1980</td>
<td>193</td>
<td>101</td>
<td>16</td>
<td>76</td>
</tr>
<tr>
<td>1981</td>
<td>215</td>
<td>112</td>
<td>16</td>
<td>87</td>
</tr>
</tbody>
</table>


.../...
(3) Books Published in the Whole Country
(Numbers of copies or sheets are presented in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Titles</th>
<th>Copies printed</th>
<th>Books Titles</th>
<th>Copies printed</th>
<th>Textbooks Titles</th>
<th>Copies printed</th>
<th>Pictures Titles</th>
<th>Sheets printed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1978</td>
<td>14,987</td>
<td>3,774,240</td>
<td>8,941</td>
<td>1,156,980</td>
<td>3,552</td>
<td>1,919,230</td>
<td>2,494</td>
<td>698,030</td>
</tr>
<tr>
<td>1979</td>
<td>17,212</td>
<td>4,071,780</td>
<td>11,136</td>
<td>1,290,800</td>
<td>3,602</td>
<td>2,080,180</td>
<td>2,474</td>
<td>700,800</td>
</tr>
<tr>
<td>1980</td>
<td>21,621</td>
<td>4,592,980</td>
<td>15,669</td>
<td>1,910,130</td>
<td>3,440</td>
<td>1,895,150</td>
<td>2,512</td>
<td>787,700</td>
</tr>
<tr>
<td>1981</td>
<td>25,601</td>
<td>5,578,300</td>
<td>18,776</td>
<td>2,830,860</td>
<td>4,144</td>
<td>1,998,410</td>
<td>2,681</td>
<td>749,030</td>
</tr>
</tbody>
</table>


(4) Books published by Subjects
(Numbers of copies are presented in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Philosophy, Social Sciences Titles Total</th>
<th>Newly Published</th>
<th>Copies printed</th>
<th>Natural Science, Technology Titles Total</th>
<th>Newly published</th>
<th>Copies printed</th>
<th>Literature &amp; Art Titles Total</th>
<th>Newly published</th>
<th>Copies printed</th>
<th>Culture &amp; Education Titles Total</th>
<th>Newly published</th>
<th>Copies printed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1978</td>
<td>1,736</td>
<td>1,503</td>
<td>299,610</td>
<td>3,474</td>
<td>2,999</td>
<td>195,830</td>
<td>1,750</td>
<td>1,465</td>
<td>131,390</td>
<td>919</td>
<td>669</td>
<td>275,090</td>
</tr>
<tr>
<td>1979</td>
<td>1,625</td>
<td>1,485</td>
<td>262,330</td>
<td>4,199</td>
<td>9,592</td>
<td>258,620</td>
<td>2,331</td>
<td>1,919</td>
<td>157,990</td>
<td>1,244</td>
<td>1,004</td>
<td>251,750</td>
</tr>
<tr>
<td>1980</td>
<td>2,091</td>
<td>1,823</td>
<td>319,420</td>
<td>5,715</td>
<td>4,839</td>
<td>228,610</td>
<td>3,322</td>
<td>2,836</td>
<td>257,650</td>
<td>2,095</td>
<td>1,706</td>
<td>549,490</td>
</tr>
<tr>
<td>1981</td>
<td>2,559</td>
<td>2,041</td>
<td>258,640</td>
<td>5,862</td>
<td>4,815</td>
<td>180,780</td>
<td>3,934</td>
<td>3,197</td>
<td>312,330</td>
<td>3,901</td>
<td>3,175</td>
<td></td>
</tr>
</tbody>
</table>

(5) Textbooks published  
(Numbers of copies are presented in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Titles</th>
<th></th>
<th>Copies printed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Newly published</td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td>3,552</td>
<td>2,209</td>
<td>1,919,230</td>
</tr>
<tr>
<td>1979</td>
<td>3,602</td>
<td>2,430</td>
<td>2,080,180</td>
</tr>
<tr>
<td>1980</td>
<td>3,440</td>
<td>2,133</td>
<td>1,895,150</td>
</tr>
<tr>
<td>1981</td>
<td>4,144</td>
<td>2,161</td>
<td>1,998,410</td>
</tr>
</tbody>
</table>


(6) Pictures published  
(Numbers of copies are presented in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Titles</th>
<th></th>
<th>Numbers printed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Newly published</td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td>2,494</td>
<td>2,085</td>
<td>698,030</td>
</tr>
<tr>
<td>1979</td>
<td>2,474</td>
<td>2,053</td>
<td>700,800</td>
</tr>
<tr>
<td>1980</td>
<td>2,512</td>
<td>2,161</td>
<td>787,700</td>
</tr>
<tr>
<td>1981</td>
<td>2,681</td>
<td>2,355</td>
<td>749,030</td>
</tr>
</tbody>
</table>

Geographical distribution of China's bookshops and copies of books sold (copies of books sold are presented in thousands)

| Year | Bookshops | | | Copies of books sold | |
|------|-----------|-----------------|-----------------|-------------------|------------------|-----------------|-----------------|----------------|------------------|------------------|
|      | Total     | In Cities       | In Rural Areas  | Total            | From bookshops   | Other bookstalls | |
| 1976 | 4,702     | 3,317           | 1,385           | 3,408,220        | 2,362,160        | 1,046,060        |
| 1977 | 4,755     | 3,427           | 1,328           | 3,378,580        | 2,296,060        | 1,082,520        |
| 1978 | 4,887     | 3,510           | 1,377           | 3,311,210        | 2,258,220        | 1,052,990        |
| 1979 | 5,129     | 3,804           | 1,325           | 3,788,480        | 2,628,430        | 1,160,050        |
| 1980 | 5,321     | 3,921           | 1,400           | 4,253,140        | 3,108,500        | 1,144,640        |
| 1981 | 5,790     | 4,315           | 1,475           | 4,897,160        | 3,268,120        | 1,629,040        |

Source: Provided by Head Office of Xinhua Bookstore

Notes: (1) The bookshops in the above table refer to sales shops of the State-owned Xinhua Bookstore, excluding administrative and distribution centres.
(2) "Rural areas" refers to supply villages and towns below county level.
(3) "Other bookstalls" refers to supply and marketing co-operatives entrusted with the sale of books and to bookstalls run by other units. Yearly statistics are not available. It is estimated that there were about 60,000 such bookstalls all over the country in 1981.

.../...
(8) Newspapers published in 1980  (Numbers of copies are presented in thousands)

<table>
<thead>
<tr>
<th>Level</th>
<th>Titles</th>
<th>Copies published yearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central level</td>
<td>36</td>
<td>8,041,590</td>
</tr>
<tr>
<td>Provincial, Municipal and autonomous region level</td>
<td>152</td>
<td>6,000,470</td>
</tr>
<tr>
<td>County level</td>
<td>42</td>
<td>14,810</td>
</tr>
<tr>
<td>TOTAL</td>
<td>230</td>
<td>14,056,870</td>
</tr>
</tbody>
</table>


(9) Magazines published in 1981  (Numbers of copies are presented in thousands)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Titles</th>
<th>Copies issued yearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive</td>
<td>124</td>
<td>166,820</td>
</tr>
<tr>
<td>Social science</td>
<td>288</td>
<td>233,910</td>
</tr>
<tr>
<td>Natural science, technology</td>
<td>1,582</td>
<td>232,810</td>
</tr>
<tr>
<td>Literature and Art</td>
<td>437</td>
<td>425,950</td>
</tr>
<tr>
<td>Culture and Education</td>
<td>259</td>
<td>209,180</td>
</tr>
<tr>
<td>Children's Reading Materials</td>
<td>44</td>
<td>160,010</td>
</tr>
<tr>
<td>Pictorials</td>
<td>67</td>
<td>33,130</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,801</td>
<td>1,461,810</td>
</tr>
</tbody>
</table>

### Libraries
(Data on books and floor space are presented in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Public Libraries</th>
<th>Libraries in Institutions of Higher Learning</th>
<th>Libraries under the Chinese Academy of Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Staff Members</td>
<td>Book Acquisitions</td>
</tr>
<tr>
<td>1950</td>
<td>63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td>1,256</td>
<td>13,484</td>
<td>163,963</td>
</tr>
<tr>
<td>1979</td>
<td>1,651</td>
<td>16,789</td>
<td>183,528</td>
</tr>
<tr>
<td>1980</td>
<td>1,732</td>
<td>19,461</td>
<td>199,043</td>
</tr>
</tbody>
</table>

Source: Compiled from data of the Ministry of Culture, Ministry of Education and the Chinese Academy of Sciences