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EDITORIAL ON CHINESE COMMUNIST PARTY PUBLICATIONS

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## FOREWORD

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## EDITORIAL ON CHINESE COMMUNIST PARTY PUBLICATIONS

Following is a translation of an unsigned editorial in the Ta Kung Pao, Peiping, 2 December 1959, page 1.

The party's publications are the effective tool for organizing and educating the popular masses. They are the most effective weapon to be used by cadres and the masses in studying the party's directives and to exchange advanced experiences, as well as to be used when they are to study current political policies, cultural subjects, and theory. They are the indispensable spiritual food in the life of the people. To get the party's publications into the hands of readers quickly and to enable even more of the cadres and masses to read these publications is a completely important and glorious political task of the postal and telegraph departments.

Following the national all-round great leap forward of 1958, postal and telegraph departments penetrated the directive to "organize postal service around issuance of newspapers," and, under the leadership of party committees on various levels, have relied on the masses, strived to improve their service, served the interests of readers, raised quality, adopted measures for speeding delivery, and attained considerable success. There has been a grand increase in the number of publications issued. By November 1959, the number of newspapers and magazines published exceeded the number published in the year 1957 by 94.1 and 43.3 percent respectively. Publications disseminated in urban and rural areas effectively transmitted the party's directives and policies and promoted a continued leap forward in industrial and agricultural production.

At present, following the continued leap forward attained in industrial and agricultural production, the demands of the broad masses to read publications are becoming more and more urgent and more readers are concerning themselves not only with domestic affairs, but also require that publications explain in detail party policy in good time, explain the features of socialist construction and the day-to-day production achievements, new creations, and new experiences, so that in the socialist emulation movement there will be an uninterrupted sequence of brand new achievements. Therefore, there is an urgent demand for a continuous and uninterrupted leap forward in issuance of publications, for a truly good job in investigation, research, and dissemination, for good work in editing and interpretation, for a continuous raising of quality, and for an appropriate expansion of quantity in order positive-

ly to satisfy the requirements of the masses and do an even better job in serving the needs of the great leap forward in the national economy. Concerning the drop in quantity at the first of each month and each quarter and concerning the fact that quality in certain areas is poor, we can see that the needs of the readers are still not satisfied in a very good manner. This should be solved quickly.

The great leap forward in the national economy has entirely beneficial effect on the development of publications work. Party committees at various levels give special attention to and support publications work, and the propaganda sections of many party committees consider publications work to be an important and integral part of the overall propaganda work plan. Under the influence of the great leap forward, various publications also continued to retain their full contents, improved their publishing format, and uninterruptedly raised their quality. In recent years, particularly since the great leap forward, publications-issuance workers accumulated many advanced experiences. Especially, having one through anti-rightist study and strive-to-the-utmost education, personnel in postal and telegraph enterprises have acquired a new spirit and determination; they are striving to the utmost and are reforming their work in every way. The various postal and telegraph departments must become adept at grasping and using these helpful principles, must fully develop the positiveness and creativeness of the personnel, and further comprehend the party Central Committee's directive on publication of publications and books. Under the leadership of party committees at various levels, to raise the quality of publications and to further improve publications-issuance work is entirely possible.

The foremost and most crucial task now confronting publications-issuance workers is to do a really good job in rural areas and do an even better job of serving the cause of the great leap forward in agriculture. There inevitably will be an appropriate increase in publications requirements in line with the continuous leap forward in agricultural production and in technical reform in agriculture, as well as in line with the gradual attainment of mechanization, water conservancy-ization, electrification, and fertilizer-ization in the countryside. The great expansion of economy and culture in the countryside will also demand publications work. Publications-issuance work must be done in a positive manner so that these requirements will be met. Various levels in postal and telegraph departments should strengthen indoctrination of personnel in the matter of knowing the political meaning of doing a good job of publications-issuance in the countryside; they should plant the ideology of supporting agriculture and serving the cause of an even greater expansion of agricultural production and, by relying on party committees in the communes as well as by relying on the masses, they should strive to strengthen research work, learn and grasp the economic and cultural condition prevailing in the communes and among the masses, and do a good job in dissemination and editing work in line with different requirements in publications activity. Because there is considerable scattering, diversity, and poor communications in rural

areas and because transport equipment is sparse, in order to do a good job in dissemination, editing, and propaganda work, we should grasp the principle of integrating state forces and forces of the masses, and, under the leadership of party committees at various levels, solve the problems in a regularized and suitable manner. Postal and telegraph departments must help the communes and production brigades to establish and strengthen publications-issuance stations (and personnel), thereby setting up a publications-issuance network in the countryside. These forces must then be adjusted to parallel commune cultural and propaganda activity in the business of publications-reading, so that each publication will be able to play its full role.

It is particularly necessary to strengthen work connected with the selling of publications in the cities. Because there are many people in the cities, there are many different demands on publications by readers; moreover, the complex circulation of the population makes publications sales an even more important task. Publishing personnel and distribution workers must strengthen their mass outlook, uninterruptedly reform their attitude toward and method of serving the people, fully respond, for their convenience, and positively, actively, and enthusiastically serve them. We know that exploiting all methods which will benefit the readers so that publications will more quickly and more certainly be placed in their hands is the important standard in publications-issuance work. Therefore, when possible and in line with needs, business hours should be extended, more sales-points should be established, sales should be increased, before coming on duty and afterward, and circulation to enterprises, factories, and schools should be carried out. At the same time, we must continue to reform management and control, and we must solve the problem of suspended sales on major holidays or vacation days as well as the problem of impediments to sales on regular days. It must be pointed out that if urban publications sales are to be carried out in a good way, it is not enough to rely only on postal and telegraph departments; we must mobilize as many personnel as we can in organization enterprises, factories, schools, and streets, organize various types of publications-issuance stations, and open mass-type publications dissemination stations. If this is accomplished, publications sales will be made in a better way and readers will be better served.

In order to further improve publications-issuance work, we must strengthen control over enterprises. There is editing, distribution in various directions, and transportation to be considered in publications-issuance work, and these various processes are onerous; moreover, demands for higher quality are considerable. Therefore, we must have a rational work arrangement and comprehend various types of systems--such as the preliminary editing system, etc. The accounting departments should strengthen supervision and inspection of issuance funds and thoroughly eliminate the unfavorable phenomenon of being in debt. It must be pointed out that because the system of publications distribution is not tight, the retrieving of leather wrappers is poor, and

certain units are rather reckless and misuse material; the quality of shipping and issuance work is then affected. The various postal and telegraph departments' leadership should give attention to this problem and strictly carry out the system for retrieving publications' leather wrappers in order to guarantee shipping of publications.

The year 1960 is about to begin. In order to welcome this new year-period of continued leap forward, we must do a good job in publications work, continue the great mass movement, intensively develop various types of socialist emulation, use the "one dragon" emulation, joint-work emulation, technical-demonstration emulation, raise the quality of issuance work, and satisfy the demands of the masses in a positive way. We believe that the warriors fighting on the issuance front definitely will raise higher the red flag of the general line, strive, advance victoriously, and continue to do a good job in issuance work in order to fall in line with next year's continuing great leap forward in socialist construction.

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