

1949

Meetings

Dates of Meeting:

03-10-1949 – 9-10-1949

Type of Meeting:

1st national Xinhua conference

Place of Meeting:

Beijing

Attendance:

165 participants included delegates from the regional Xinhua branches, from Sanlian, as well as members of the Publishing Committee and a number of cadres from different Party committees in the propaganda sector. a Soviet representative was also present.

Major Agenda Items:

Speeches/Reports: Lu Dingyi: (the head of the CCP PD). the core principles for publishing in the PRC were summed up In a crucial passage of his closing remarks, Lu made clear the difference between the Party's publishers and the private publishing houses: "The publishing industry that serves the people does indeed have [bright] prospects. This is a truth that already lies clearly before us. Such publishing organs like Xinhua shudian and Sanlian shudian that are serving the people, have struggled bitterly for so many years, and now indeed they face a bright future. The difference between our publishing industry and the old publishing industry is to serve the people unconditionally. The profit to the cause of the people's liberation is the only profit that counts for us; no matter whether the publishers earn money or make losses, no matter whether individual satisfaction is high or low, all must serve the people. Under the rule of the GMD, the people's publishing workers went so far as to be ready to sacrifice their lives for the profits of the people. From the old point of view, such a kind of publishing and such publishing workers, were simply "stupid." But just this kind of publishing and these publishing workers are those that will have a future. Stalin has said that Communists are made from a special material. Our Communists are just the sort of special people, they unconditionally serve the people. Xinhua shudian and Sanlian shudian are models of this kind of publishing businesses; the outstanding publishing workers from all over the country will advance on this road. We must maintain and develop this glorious tradition. "He drew attention to the necessity "to cooperate honestly and frankly with the public-private joint ventures and the private publishing industry. Lu had proposed nothing less than the blue print for the transformation of the publishing sector.

Hu Yuzhi: accused the assembling of publication, printing, and distribution under the same brand as a remnant of feudal thinking.

Huang Luofeng: proposed the separation of these three activities in the long run, arguing for "professionalization."

Xu Boxin:

Shi Yucai 史育才: The director of the Soviet Union's International Bookstore addressed the audience and instructed the Chinese, who were eager to learn from the Soviet Union, on the Soviet experiences in publishing and its administration, among other things. He told the Chinese especially about the need to separate publishing, printing, and distribution.

Wang Yi:

Zhu De: [speech at National Xinhua Bookstore Publishing Work Conference](#)

Chart 2: Keynote Speakers of the 1949 Xinhua Conference

Name	Talk at 1949 conference	Past Experience	Later functions
胡愈之	全国出版事业概况	Shenghuo; diff. newspapers	GPA head; vice minister for Culture
黄洛峰	出版委员会工作报告	Dushu chubanshe (manager), Sanlian shudian (manager)	GPA Publishing Bureau head; Wenhua bu chuban shiye guanliju head
徐伯昕	国统区革命出版工作报告	Shenghuo (manager), Sanlian (manager)	GPA General Office head; GPA Distribution Bureau head; Xinhua zongdian (manager)
李文	东北新华书店工作报告	?	?
史育才	华北区新华书店工作报告	Huabei Xinhua ribao; Huabei Xinhua shudian (manager)	Xinhua shudian (manager); Wenhua bu chuban shiye guanliju vice head
王顺桐	西北区新华书店工作报告	Prop. positions in CCP CC Northwest Bureau	medium-level prop. and science admin. positions in Northwest, Beijing
邵公文	生活读书新知三联书店工作报告	Shenghuo shudian	Sanlian gen. manager; Zhongguo tushu faxing gongsi gen. manager
王益	华东区新华书店工作报告	Shenghuo, Xinzhi; Shandong Xinhua; Huadong Xinhua	Xinhua zongdian gen. manager; since 1958 Wenhua bu chuban shiye guanliju head
陈雨	华东军区、第三野战军随军书店图书馆工作报告	?	?
华青禾	华中区新华书店工作报告	?	?

Note: grey fields in column three (past experience) = Sanlian past
grey fields in column four (later functions) = posts in national publishing leadership
No information on Li Wen, Chen Yu, and Hua Qinghe is available.

Sources: Zhongguo renmin daobao: dan dai renwu jian. Shanghai: Shanghai cishu chubanshe. The control of the media in the people's republic of China. Volland Nicolai (2003). Universität Heidelberg PhD. Thesis Page 271

Other Decisions and/or Actions:

- The first major issue was the national unification of publishing and the organization of an institutional framework. During the conference, the enormous difficulties of this undertaking, arising from regional disparities, were highlighted by cadres: especially personnel from regions such as the Northwest and Central China that had only recently been occupied by the PLA had to deal with difficult topography and a lack of infrastructure. The key argument in favour of unification and centralization was “rationalization”
- the Party leadership called upon the publishers and book stores to pay attention to their bottom line, to introduce modern accounting, and to work towards equity break even
- As a medium-term goal aside from *qiyehua*, specialization emerged during the conference. Specialization concerned primarily the separation of publishing, printing, and distribution of books. The integrated production chain that handled books from the editing of manuscripts to retail sales to the customer was a particular feature of the Chinese publishing industry At the Xinhua conference, the integrated production chain was called “unscientific”

Remarks:

1. On the sidelines of the Xinhua conference, a tea party was convened where the CCP reassured the private publishers of their position in the PRC.
2. See “The control of the media in the PRC” Nicolai Volland, dec 2003 Pg 272-276
3. Huang Luofeng went to Moscow in July 1950 for a four-month period of study.