

Chinese publishers continue to seek more international readers

By CHU GUOFEI

“The Influence Assessment on World-renowned Books from China (2019)” report was held on Aug. 19. This analysis of the performance of Chinese publishing agencies in the international market, based on the number of Chinese books in overseas libraries’ permanent collection, is now in its 8th year. The report identified a total of 24,168 new, distinct books including reprints, from 501 of the nearly 600 publishers in China’s mainland, that have been accepted by overseas libraries for permanent collection in 2019.

He Mingxing, a professor from the School of International Journalism and Communication at Beijing Foreign Studies University, said that in the last decade overseas libraries have consistently had large collections focused on Chinese contemporary literature, with the public libraries of North America being the largest and the most consistent collectors. However, the annual quantity of Chinese books (excluding their copies) in overseas libraries for permanent collection has declined for three consecutive years, with a recent slower decline. He gives two reasons. First, the collection spaces of libraries and procurement funds are limited. The

quantity of paper books purchased by libraries of foreign institutions, foreign universities and research institutions in particular, has been decreasing year by year. Second, publishing institutions in China’s mainland have controlled the number of new books that are eligible to be published in recent years, in a bid to optimize the structure of the book market.

Nie Jing, deputy general manager of China National Publications Import and Export (Group) Corporation, said that CNPIEC has been working hard to build a platform for Chinese publications to go global. As the host of the Beijing International Book Fair, CNPIEC has set up library procurement areas during the BIEF to facilitate overseas counterparts. It has also seized the opportunity of increased interest overseas in learning Chinese language to promote the business of Chinese textbooks. Given the rapid development of digital publishing, it has independently developed the largest digital trading platform “Chinese Books Unicom” to build high-quality digital resource products. At the same time, CNPIEC cooperates with more than 500 domestic publishing organizations to aggregate high-quality copyright digital resources including over 540,000

Chinese e-books and 120,000 episodes of audio books, as an important channel for the export of China’s digital resources.

Yao Jianbin, a professor from the School of Chinese Language and Literature at Beijing Normal University, said that in terms of the overseas communication of Chinese literature and the construction of China’s international image, it is necessary to pay attention to the following issues. The first is that we cannot allow short-sighted opinions and short-term measures to impede our development. Instead, a long-term vision is needed in the promotion of Chinese literature. The second is to solve the problem of geographical imbalances in the process of cross-cultural exchange. We urgently need to address West-centrism. Third, to provide rich cultural resources for overseas communication, we should create more literary works that display a true Chinese style, express China’s unique aesthetics, and portray the vibrant lives and spiritual world of the Chinese people.

During this event, young publishers from Penguin Random House, Macmillan Education, Cambridge University Press and Hachette UK and from well-known publishing houses in China initiated dialogue to share experiences of how to expand overseas markets, and they expressed their desire for cooperation. Young publishers suggested that as e-books become increasingly popular, we should find more interesting entry points and develop new resource packages through a combination of teaching and research to attract young people to learn. They also shared suggestions about how to create better content to attract the attention of young readers considering the modern issue of increasingly shortened attention spans.

Overseas publishers added that besides promoting memoirs of celebrities, telling stories about ordinary people’s lives is also a good way for China to promote Chinese culture. Telling stories about China opens another window to foreign readers.



Young publishers at home and abroad share experiences of how to expand overseas markets and express the desire for cooperation. Photo: Chu Guofei/CSSST

<<FROM PAGE 1

This will not only provide support for the SMEs on both sides, but also create financing channels. Such a bank will help promote cooperation between the two sides in infrastructure construction and investment.

The participating experts also shed light on the cooperation between China and Latin America in climate governance.

Andreia Costa Vieira, a professor of international economic law and the environment at the Catholic University of Santos, Brazil, said that China and Latin American countries share common

ground in reducing environmental pollution and improving forest protection, which provides the basis for bilateral cooperation. For climate governance, the use of renewable and clean energy is very important. Latin American countries such as Brazil have great potential in the production and use of renewable and clean energy, but much more work has yet to be done.

Xu Shicheng, an honorary Member of the Chinese Academy of Social Sciences, said that China and Latin American countries can make full use of existing cooperation mechanisms and resources in the field of climate

governance, and they can establish partnerships at multiple levels and in multiple channels. For example, in terms of financial support, China can assist Latin American countries in addressing climate change through established funds.

China and Latin America can cooperate in terms of climate monitoring and disaster warning, Xu continued. They can also encourage collaboration on climate governance through economic and scientific and technological cooperation, facilitating clean energy, ecological protection, green agriculture and low-carbon smart cities.



International Trade and Regime Change: Trade Origins of Democracy and Authoritarianism

By Tian Ye
China Social Sciences Press
August 2019

International trade leads to democracy and authoritarianism

By TIANYE

Different countries have reached different domestic political results through their participation in international trade. Some countries have achieved democratic transitions, while others have undergone authoritarian consolidation. What role does international trade play in the change of a country’s regime?

Under the analytical paradigms of Karl Marx (1818–83), Friedrich Engels (1820–95) and Barrington Moore (1913–2005) and with relevant theories of international political economy, comparative politics and international economics, Tian Ye, a professor from the School of International Studies at Renmin University of China and editor-in-chief of World Political Studies, has conducted a comparative analysis consisting of a focus on Brazil of the late 19th century and the 1970s, South Korea and Singapore, Turkey and Thailand, and Venezuela and Kazakhstan. This analysis illustrates how international trade leads to two different domestic political outcomes, namely, democratic transformation and authoritarian consolidation.

International trade can help to equalize prices of production factors worldwide and thus have different effects on the income and wealth of owners of different production factors. Owners with abundant factors will use their increased income and wealth to more effectively overcome the dilemma of collective action and accumulate more political resources. Since whether or not to turn to democracy depends on the contrast of powers between classes, changes caused by international trade will directly affect the direction of authoritarian regimes. When the initial regime is authoritarian, international trade with different factor endowments will generate different impacts on the regimes of backward economies: When the labor factor is abundant, international trade tends to promote democratic transformation; when natural resources are abundant, it tends to consolidate authoritarianism.

The countries involved in the case studies are widely distributed in the world, including three East Asian countries, two Latin American countries, one Middle Eastern country and one Central Asian country. These case studies span from the end of the 19th century to the beginning of the 21st century. Given their significant differences in historical contexts, cultural traditions, economic development levels, political systems and international environments, these case studies have a strong explanatory power to support the theory presented in this book.