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CHINA PRESS AND PUBLISHING DIRECTORY = Chung-kuo pao k'an ho ch'u pan ming lu. Beijing: Modern Press; London: Longman, 1985 -

This directory has been published in English to meet the growing international demand for access to Chinese publications. It aims to provide a full and systematic introduction to all the publishing houses and major book-distribution organizations in China, and gives details on 1682 newspapers and periodicals that are being distributed worldwide.

In the first section, 296 publishing houses are listed by province, then alphabetically according to the name of the publisher in English. The Chinese name in characters and Pinyin, address, telephone number, cable, date of founding, scope and area of publication, plus number of titles published in 1983 are given. Following this, similar details on 375 booksellers are provided in 3 sections: Xinhua, Foreign Language Bookstores and antiquarian bookstores.

In the Newspapers and Periodicals Section titles are grouped under 21 broad subjects, e.g. art and literature, medicine, social sciences. Under each subject entries are arranged alphabetically by the English (or other foreign language) title. Each entry also contains the Chinese title in characters and Pinyin, frequency of publication, commencing date and evolution, publisher, address, telephone, overseas distributor, 1983 circulation, and brief description of contents.

Finally, there are indexes to the English names of publishers, booksellers and periodicals. The index to the English (Latin etc.) names of Chinese periodicals is particularly useful for librarians and others faced with the common problem of identifying the correct Chinese journal title from a citation in English. Unfortunately the directory is not wholly reliable in this regard. The English titles listed in the directory do not necessarily correspond to what appears on the Chinese journals themselves. For instance Chung yüan wen wu is listed as Relics of central China, whereas the actual issues currently bear the title Cultural relics from central plains (earlier issues had Relics from central plains). This is not an isolated example. In addition, Chinese periodicals which carry no English title have been given made up ones in the directory, for example Vernal breeze bimonthly for Ch'un feng. Moreover there is no index to Chinese titles, only to their translated names, a serious omission which ought to be rectified in later editions.

In conclusion, this directory is a useful introductory guide to Chinese publishing, but its value as a reference tool is limited by the weaknesses referred to above.

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