

DOCTORAL THESIS IN BRIEF

DOCTORAL THESIS ON ECONOMICS
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 for Publishing Activities in Vietnam*
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Publishing has a special important role in political, economic and social life in general and in culture in particular. The social relations of publishing is very diverse, rich and complex. Publishing activity is a specific one in the field of culture and ideas, and quite sensitive from socio-political view. Currently, the state management for publishing activities in Vietnam is still quite limited. Organizational model and policy mechanisms for publishing activities is still inadequate. Some publishers pay too much attention to the economic benefits that overlook the functions of the political, cultural and social. Many publications with unsound contents, inconsistent with the traditional culture of Vietnam have appeared. The situations of contraband, illegal printing have not been prevented or handled promptly... In addition, in the present context, an individual can instantly publish publicly his or her works worldwide easily. This has a positive impacts, but can also cause negative impacts or risks in the economic and social life. Therefore, subject: *State management of publishing activities in Vietnam* by post graduate Nguyễn Anh Tú has profound significance in practice.

Besides the introduction, conclusion and list of references, the layout of the thesis consists of three chapters.

Chapter 1: Rationale and practical experience of state management for publishing activities

Narrow sense (as well as the understanding and use of the thesis), publishing is the creation organizing process, impacts on the creative process of the author to have manuscripts, handle and complete the draft, template, prints the publications in order to serve more people. Publications include the following categories: Printed books; braille books; paintings, photographs, maps, posters, leaflets and brochures; calendars; sound recordings, video recordings with contents substituted for books or illustrating books.

State management for publishing activities, according to the author, means that State acts on publishers, on printing and distribution bodies through the process of building strategies, policies and legislation; organizing and directing; controlling publishing activities, creating the most favorable environment so that publishing activities go in proper orientation, contribute to improving people's knowledge, are highly effective in a sustainable way on the terms of environmental fluctuations domestically and internationally.

Thus, the state management for publishing activities including 3 contents: 1)

Development of strategy, planning, policy and law for publishing activities; 2) Setting up and implementing policies and laws for publishing activities; 3) Controlling publishing activities.

Through synthesis of international experiences in this field, the author found that: In China, orienting the contents of publications is directed by the Central Propaganda Department with persistent motto “social benefits are the number 1” in the development of the publishing industry. In Korea, the government considered the publisher as a regular business unit; book distribution model is realized from the publisher to the wholesaler and to the retailers of books. In Japan, publishing activities are regulated by the Constitution and laws of copyright without publishing law. United Kingdom is one of the countries with copyright law very soon, but it did not establish specialized agencies tracking publishing activities.

Also in the US, the State does not intervene directly in the publishing activities, the federal government has no specialized agency to manage publishing activities, except copyright Department of State is the management organization on state level who regulates intellectual properties... The summary of state management experiences for publishing activities in the countries mentioned above will be able to elicit useful lessons for the present case of Vietnam.

Chapter 2: Analysis of the current status of state management for publishing activities in Vietnam

It can be seen that in recent years, the quantity, structure and quality of publications in Vietnam have been continuously increasing. The structure of the distribution is relatively reasonable, meets the diverse needs of readers, increasingly better serves the political tasks of the country. The contents arrays of books are also positively changing. In evaluating the richness of the book market, the actual survey results showed that, among those questioned, 4% answered “strongly agree” that there are many books for readers. The number of questioned people said “agree” is 45%. When people were surveyed about the quality of the book, 4% answered “strongly agree” that there are many valuable books, 28% “agree”.

The enacting activity of publishing law has been paid attention with proper concerns. Vietnam has the Publishing Law (in 1993, 2004, 2008, 2012). In addition, there are some other laws and policies related to the publishing activities such as the Civil Code, the Law on Intellectual Property.

Under the provisions of the Publishing Law of 2012, the competencies of inspecting and controlling activities are classified into classes as follows: Ministry of Information and Communication is assigned with state management the of publishing activities across the country; The Department of Publishing, Printing and Issuing is the competent authority of the Ministry of Information and Communication; Service of Information and Communication is the specialized

agency of the provincial People's Committee.

In fact, the competent authorities of inspecting and controlling publishing activities had recently active work. Typically in 2014, Department of Publishing, Printing and Issuing conducted 11 inspections by plan, 5 accidental inspections, 8 tests; issued 9 decisions on sanctioning of administrative violations with the total fine of 1,348 million VND. Central Interdisciplinary Inspection Team of preventing illegal print also conducted 10 inspections, posed administrative fines to 2 printing institutions with a total fine of 130 million VND.

Inspectorates of the Ministry led to implement six planned inspections, 1 unscheduled inspections, issued 8 decisions to pose administrative penalties with the total fine of 186 million VND...

Evaluating the effectiveness of state management for publishing activities in Vietnam in recent years, the author of thesis says that most publishers have business and manufacturing in a small scale, encountering difficulties in funding, with low economic efficiency, and have not been interested and invested properly yet by governing bodies. The whole publishing industry revenue is generally very low, except the Publisher of Education who has a special advantage. Book prices remained higher than the income of the manual workers, the discount rate is not the same nationwide. Material facilities and capital of many publishers do not meet the requirements.

In particular, sales of the publishers from 2011 to 2014 declined continuously. Profit after tax of the publishers also decreased as from 2010 to 2011, then it showed signs of rising again because the publishers saved the cost, maximized the use of profit sources of other economic operating businesses.

Some regulations on State management for publishing activities recently have proved to be inconsistent with the current development level of this activity. For example, publishing policies are not adequate and reasonable yet; managers and editors of publishers slowly adapt to the market mechanism, and social life is changing in newly features, the development is getting high speed, the reading needs are being increasingly diverse, multi-layered and multi-dimensional. Technical facilities and managerialism have not been invested adequately. The book propagating and development of reading culture are not commensurate with the new requirements. Besides, the state management policy for publishing activities is unstable and not sustainable yet.

However, in general, we have made the appropriate strategic direction for the publishing, facilitated publishing development in socialist-oriented market mechanism. Institutionalizing guidelines and directions of the Party to make them the mechanisms, policies and legislation system on publishing has been improved gradually, creating the basic legal framework for publishing activities to be stable in the socialist-oriented market economy and international integration.

The direction and management of publishing activities by committees, government and managing bodies from the central to local levels have made progress.

Chapter 3: Some solutions to improving the state management for publishing activities in Vietnam

The author forecasts that the hard changing of publishing from traditional forms to many other ones such as electronic publishing, distribution and publication on the Internet, development of audiovisual media, reading books on mobile network... is the trend of the modern world. The emergence of the Internet also made multi-dimensional information boom, causing the directions and control of information to become difficult... In this situation, first of all, the author raised the view of socializing of publishing activities (by allowing equitization of some publishers or establishing some pilot private publishers). And the actual survey results showed that, among those questioned, 15% answered “strongly agree”, 45% “agree”.

In author’s opinion, to perfect the state management for publishing activities, in the forthcoming time we need to make some specific measures as follows:

- Improving strategies: Proactively integrating into the region and the world, while preserving and promoting the national cultural identity in publishing activities.

- Completing policies, laws and regulations: Developing and perfecting the legal system, particularly the Publishing Law and some laws and other legal explanatory documents.

- Completing the implementation of the State management agencies’ direction at the central level and of the direction and management for publishing at local level; Investing with focus, upgrading and modernizing infrastructure and technology of the publishers, the printing establishments and the distribution bodies of publication, thereby enhancing the overall operation capacity of the publishing unit; Formating institutions to support publishing activities.

It is immediately necessary to establish Vietnam Fund for supporting publishing (including publishing, printing and distribution of publications); To build national major book programs and other supportive policies.

- Improving control: the State must have policies enabling publishers to develop in the right directions, serving political tasks, avoiding the commercialization and the pressure of market economy; It needs to strengthen the sanction for fining the acts of producing and consuming counterfeit books and pirate books.

The thesis was successfully defended at the school level jury of National Economics University, December 2015.

Introduced by LÊ HỮU