

Zhu De speech at National Xinhua Bookstore Publishing Work Conference 03-10-1949

At the time of the founding of the People's Republic of China, it is very meaningful to hold the National Xinhua Bookstore Publishing Work Conference. Chairman Mao said in the opening speech of the Chinese People's Political Consultative Conference: "With the arrival of the climax of economic construction, there will inevitably be a climax of cultural construction." Regarding this inevitable climax of cultural construction, we certainly do not agree. It is not unprepared, but we must also admit that we have not prepared enough so far. We must overcome the cultural backwardness of our nation so that we can "appear in the world as a nation with a high degree of culture." This matter is no easier than defeating a Chiang Kai-shek with the aid of American imperialism. In order to be able to completely win the battle on the cultural front, we must organize our various units on the cultural front better and work more effectively. Publishers are undoubtedly one of the indispensable and important forces on the cultural front. When you open this meeting, it shows that you have the confidence and courage to welcome the climax of cultural construction.

Revolutionary publishers have done a lot of work in the past and have made many achievements, and their role in the entire revolutionary cause should not be underestimated. But of course, you already know that being satisfied with what we have achieved will prevent us from taking on new tasks. In the past, publishing work served the revolutionary military and the people's political struggle. Now that the national production and construction undertakings have begun, publishing work must serve the production and construction undertakings. This is a new task for our publishers. The fact that the revolution has won across the country, the fact that the climax of cultural construction is coming, will continue to put forward many new and important tasks in front of our publishers, requiring everyone to learn from the beginning. If a person cannot continuously improve himself ideologically and cannot pursue progress in his business every day, he must not be able to do any job well, and of course he cannot do well in publishing work. A revolutionary publisher must always remember that he is responsible to the people, a political worker and a propaganda worker among the people, so he must first learn from the people, and those who can learn from the people can do well. The work of educating the people. Revolutionary publishers must raise their daily business to the height of politics, strive for perfection to improve business, and increase work efficiency. Therefore, he must study Marxism-Leninism and Mao Zedong Thought seriously, study various policies, and use it with his own Combine business.

The just-concluded CPPCC meeting and the various documents produced by it all show the great revolutionary unity of the Chinese people, and this unity was achieved under the leadership of Chairman Mao Thought. This kind of unity may and must be achieved in all the undertakings of national construction, and the same is true for publishing. When referring to the publishing industry in the guidelines of the CPPCC, it said: "Develop the people's publishing industry and pay attention to publishing popular books and newspapers that are beneficial to the people." It is an arduous task to turn this sentence into fact. We are a big country with a population of forty-five million people, and our publishing business is still naive compared to advanced countries. Therefore, we must unite all those who are willing and possible to serve the people's publishing industry to work together, and we must unite the private publishing industry and public-private partnerships around the public publishing industry to work together in the new China. If we don't do this for cultural construction, we will not be able to get things done well.

As long as you can study earnestly, improve your thinking and abilities, and work hard in unity on the one hand, I believe that you will be able to form a large and powerful force to make the new democratic publishing business vigorous. Develop and meet the needs of the people. You know,

when you are holding this meeting, millions of people who are eager for books and newspapers and eager for culture are eagerly waiting for you.