

ABD (Asian/Pacific Book Development) is published quarterly by the Asia/Pacific Cultural Centre for UNESCO (ACCU), Tokyo, with the cooperation of UNESCO and UNESCO Member States in Asia and the Pacific. ABD serves as a newsletter for UNESCO's networking programme, Asia-Pacific Cooperative Programme in Reading Promotion and Book Development (APPREB), for which ACCU is the regional coordinating agency.

News articles in the Asian/Pacific Publishing Scenes of ABD (pp13–20) are contributed by the national correspondents of 25 countries in Asia and the Pacific.

Articles and photos without indication of copyright (© followed by copyright holder's name) may be reprinted for educational and non-commercial purposes provided that they be accompanied by a credit line "Reprinted from ABD (Asian/Pacific Book Development), published by Asia/Pacific Cultural Centre for UNESCO" including author's name and volume/number. Three voucher copies should be sent to the Editor-in-Chief.

Opinions expressed in signed articles and news of the correspondents are those of the authors and do not necessarily represent the opinions of ACCU or those of the Editorial Committee of ABD.

ABD is available on-line from Volume 31 in APPREB Internet website operated by ACCU. (URL: [http://www2.accu.or.jp/09/09\\_02.html](http://www2.accu.or.jp/09/09_02.html))

## From the Editor-in-Chief

*Linguists have pointed out, especially since the late 1980s, that the linguistic and cultural diversity of mankind has been threatened due to, among other things, the current rapid progress of globalization, while major languages like English have become more predominant. Moreover, it is recognized that the speakers of endangered languages are likely to be socially, culturally, and politically disadvantaged and oppressed.*

*Recently, UNESCO organized two big conferences on this subject: the International Expert Meeting in Paris in March 2003, from a linguistic viewpoint, and the conference in Bangkok (see p. 6-9) in November 2003, from an educational viewpoint. ACCU attended both of these conferences out of great concern for these issues.*

*In my experience in regional activities in Asia and the Pacific, I have found that Western approaches and know-how do not necessarily apply to the activities of the peoples of Asia and the Pacific. Many minority peoples are important constituents of several nations of our region. However, their languages are now in danger of disappearing. Therefore, when initiating any project on the safeguarding*

*of endangered languages in this region, it is essential to pay particular attention to an overview of the target people, not only from the linguistic viewpoint but also from historical, political and religious perspectives.*

*It is also imperative to focus on the interplay between education and culture in order to encourage educational decision-makers, teachers and other stakeholders to maximize the contribution of education to the preservation of cultural heritage. Involvement of local experts and those on literacy education, and editors/producers well versed in oral tradition is also very effective for the reinforcement of such projects.*

*In view of the priority given to the promotion of cultural diversity, ACCU is considering its future role in this area, through educational and cultural programmes. I hope this issue will stimulate our readers to think about how to revitalize endangered languages and inspire further discussion and comments.*



Sato Kunio

### Editorial Committee Members

Akutsu Masaru  
Kodansha Ltd.  
Amadio A. Arboleda  
Josai International University  
Kanehira Shonosuke  
Publishers Association for Cultural Exchange (PACE)

Machida Kazuhiko  
Tokyo University of Foreign Studies

Maeda Kanji  
Sanshusha Publishing Co., Ltd.

Michiyoshi Gow  
Michiyoshi Design Laboratory Inc.

Shima Tayo  
Consultant, children's literature

Shindoh Masaaki  
Shogakukan Inc.

Sato Kunio  
ACCU

### Editor-in-Chief

Sato Kunio  
Director-General, ACCU

### Editorial Office

Culture Division, ACCU

### Design

Michiyoshi Gow  
Nakamura Kazuyo

Published in co-operation with UNESCO

All correspondence should be addressed to:  
The Editor-in-Chief, ABD  
Asia/Pacific Cultural Centre for UNESCO (ACCU)

6, Fukuromachi, Shinjuku-ku,  
Tokyo 162-8484, Japan  
phone: (81) 3 3269 4436, 4435  
fax: (81) 3 3269 4510  
e-mail: [abd@accu.or.jp](mailto:abd@accu.or.jp), [culture@accu.or.jp](mailto:culture@accu.or.jp)  
<http://www.accu.or.jp>,  
<http://www.accu.or.jp/appreb>

©Asia/Pacific Cultural Centre for UNESCO, Tokyo, January 2004  
134th issue since 1969  
Printed in Japan by  
Kyodo Printing Co., Ltd.  
ISSN 0916-7838

### List of Correspondents (25 countries)

#### Australia—Stephen Matthews

Publisher, Ginninderra Press, PO Box 53, Charnwood, Act. 2615

#### Bangladesh—Mohammad Mahbubur Rahman

Member Directing Staff (MDS) and Joint Secretary to Government of Bangladesh, Bangladesh Public Administration Training Centre (BPATC), Savar, Dhaka

#### Bhutan—Rinzin Wangmo

Youth Information Officer, Department of Youth, Sports and Culture, Ministry of Education, Thimphu

#### Cambodia—Tes Dary

Administration Office, Section of Planning and International Relation, No. 169, Preah Norodom Blvd., Boeung Keng Kang 1, Chamkarmon, Phnom Penh

#### China—Wu Xusheng

Executive Editor-in-Chief, Information on Publication, No. 38, Tai Ping Qiao Xi Li, Fengtai, Beijing 100073

#### Fiji and the Pacific Islands—Linda S. Crowl

Publications Fellow, Institute of Pacific Studies, University of the South Pacific, PO Box 1168, Suva

#### India—S. C. Sethi

President, The Federation of Publishers' & Booksellers' Associations in India, 84, Second Floor, Daryaganj (Opp. Cambridge Primary School), New Delhi 110002

#### Indonesia—Alfons Taryadi

Member, Council Board, Indonesian Book Publishers Association (IKAPI), Jl. Kaliparis 32, Jakarta 10330

#### Iran—Lili Hayeri Yazdi

Cultural Advisor, International Affairs Department, Institute for Intellectual Development of Children & Young Adults, Fatemi Ave., Hejab St., PO Box 14145/136, Tehran

#### Japan—Kiyota Yoshiaki

President, Shuppan News Co., Ltd., 2-40-7 Jimbocho, Kanda, Chiyoda-ku, Tokyo 101-0051

#### Kyrgyzstan—Asel Aitmatova

Press-secretary for National Commission of Kyrgyz Republic for UNESCO, 54 Erkindik str., 720040, Bishkek

#### Lao P.D.R.—Soubanh Luangrath

Director of Children's Cultural Centre, PO Box 6244, Vientiane

#### Malaysia—Siatan Ahmad

Chief Executive Officer, Malaysian Book Promotions Sdn Bhd., B 510 Blok B Kelana Square, Jalan SS7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor

#### Mongolia—Jambyn Dashdondog

Director General, Mongolian Children's Cultural Foundation, PO Box 2106 46/46, Ulaanbaatar

#### Myanmar—Myo Thant

Central Executive Committee Member, Myanmar Writers and Journalists Association, 529, Merchant St., Serpay Beilman, Yangon

#### New Zealand—Brian Phillips

Publishing Consultant, PO Box 19-862, Woolston, Christchurch

#### Pakistan—Ahmad Faraz

Managing Director, National Book Foundation, G-8/4, Taleemi Chowk, Islamabad

#### Papua New Guinea—Otto Anduari

Principal Editor, Standards Division, Curriculum Development Division, PO Box 446, Waigani, NCD

#### Philippines—Dominador Buhain

President, Philippine Educational Publishers Association, 84 P. Florentino St., Quezon City

#### Rep. of Korea—Jong-Jin Jung

Secretary General, Korean Publishers Association, 105-2, Sagan-Dong, Jongno-gu, Seoul 110-190

#### Singapore—Selven Sadanandom

Manager, National Book Development Council of Singapore, Geylang East Community Library, 50 Geylang East Avenue 1, Singapore 389777

#### Sri Lanka—Ranjith Amarakeerthi Palihapitiya

Chairman, Sri Lanka National Book Development Board, Ministry of Resource Development, Education & Cultural Affairs, Isurupaya, Battaramulla

#### Thailand—Usanee Watanapan

Director, Book Translation Institute, Academic and Educational Standards Bureau, The Office of the Basic Education Commission, Ministry of Education, Dusit, Bangkok 10300

#### Uzbekistan—Sagdullaeva Gulchekhra

Editor in Chief, The World of Book, State Uzbekistan Agency of Press and Information, 30 Navoi Street, Tashkent, 700129

#### Viet Nam—Phan Thanh Hao

Assistant Editor-in-Chief, The Education and The Times, 1B Le Ngoc Han St., Hanoi

\* In ABD, from the first issue of volume 33, the name of a Japanese person is written family name first, then given name, to be consistent with Japanese custom.