



Producing High Quality Textbooks and Improving the State of Publishing —36th Training Course on Publishing Held in Tokyo

The 2003 Tokyo Training Course on Publishing, "Production of Educational Materials in Print for Children and Youth" took place from 16 September to 12 October 2003 in Tokyo with the co-operation of Japan International Co-operation Agency (JICA). This year, 10 participants comprised of editors, designers and publishers from 8 countries, namely Indonesia, Malaysia, Pakistan, Philippines, Kenya, Saudi Arabia, Senegal and Costa Rica, attended the course. As in previous years, the main venue was the Japan Publishers Building where ACCU is located.

Through the course, participants were expected to: 1) seek ways to improve the publication of educational materials by examining present conditions, issues and problems, 2) gain practical skills and knowledge in the production, and 3) share information and experience with fellow participants to build a network for future co-operation.

With the above objectives, a three-week course was organized, comprising lectures, discussions, visits and a practical workshop. As the situation of book publishing is diverse among the countries that participated and educational materials can cover such a broad field, the course focussed on the production of science textbooks, which is the most universal subject and the most likely to be utilized after returning to their home countries.

The course began with discussions to share views on the state of textbooks and general publishing in each country through group and plenary sessions and to compare and reflect respective situations. Presentation of the books they had brought was another eye-opener for many who had



Participants of the Training Course with Mr. Sato, Director-General (third from left in the front) of ACCU and staff members

only had chances to see their own books. Lectures covered the detailed process of primary science textbook production, Japanese textbook system, encyclopedias and reference books for children, science kits and attractive experiments, material development, copyright, digital publishing and reading promotion, with Japanese situations as examples.

To confirm what they had learned in lectures, as well as to see the actual situation, participants visited several publishers including Kodansha, the largest publisher in Japan, printing firms, two different types of libraries, an elementary school, a museum on printing and another on science and environment. Gatherings with eminent figures in publishing including members of the Japan Board of Books for Young People (JBBY) were also held.

Near the end of the course, participants had a full day to prepare 8–10 pages on one of the 2 designated science topics for

higher elementary school children. Guided by Mr. Shirao Ryutaro, a designer and professor of Musashino Art University, and Mr. Takaishi Kazuharu, Editor-in-Chief of Primary Science Textbooks at Tokyo Shoseki, the largest textbook publisher in Japan, all the participants produced individual works at a week's notice. A three-day field trip to Kyoto was held at the end of the course, including visits to a medium-sized publisher and a printer both operating successfully away from Japan's capital, Tokyo.

At the final discussion session, all the participants expressed their hope and will to utilize the knowledge and experience which they acquired during the course. They had learned not only about high technology, but also the enthusiasm of Japanese editors to produce high quality books with efficiency and strong group work. ACCU also hope that the network nurtured during their stay will also support future improvement in publishing.

The regional training courses which had been organized since 1967 ended with this 36th one. ACCU is planning to launch a modified version of the publishing training course which will be answering to today's exact needs, either on a sub-regional or national basis. We hope our future training programme will effectively benefit book development and reading promotion in respective countries.

List of Participants

Costa Rica—Mary Anne Ellis
Freelance graphic designer and illustrator

Indonesia—Rinderiyana
Technical Staff of Information Technology for Primary and Secondary Education, Teacher Training Office



A practical workshop

Indonesia—Halfino Berry Achyardinata
Publishing Director, Pt Syaamil Cipta Media

Kenya—Rusiana Makasi Mitau
Science Editor, Longhorn Ltd.

Kenya—Frederick Owino Oyuga
Assistant Publishing Manager, The Jomo Kenyatta Foundation

Malaysia—Noreidah Binti Othman
Editor, Dewan Bahasa dan Pustaka Malaysia

Pakistan—Anwar ul Haq Abbasi
Assistant Production Officer, National Book Foundation

Philippines—Ani Rosa Soriano Almario
Product Development Officer, Adarna House, Inc.

Philippines—Don Timothy Ignacio Buhain
AVP/Head, Business Development, Rex Book Store, Inc.

Saudi Arabia—Abdulaziz M Alsalem
Educational Supervisor, Ministry of Education

Senegal—Anta Coulibaly
Chief, office of planning activities in editing, National Institute for the Study and Development of Education

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National Book Policy in the Pacific Islands

The UNESCO Office for the Pacific States held its biennial meeting with the Directors of Education for the region from 24 to 28 November 2003 in the Cook Islands.

Representatives from the Cook Islands, the Federated States of Micronesia, Fiji, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, and Vanuatu attended. Those from Kiribati, the Marshall Islands, and Nauru were unable to attend. As part of the meeting, Dr. 'Ana Taufe'ulungaki, Director of the Institute of Education, and Linda Crowl, Publications Fellow of the Institute of Pacific Studies (IPS), both of the University of the South Pacific, led a focus day on national book policy.

Dr. Taufe'ulungaki spoke on enhancing literacy and language acquisition as well as quality of life through improved book provision. Ms. Crowl reviewed the Pacific's efforts to focus on book policy, including its contribution to publications for the World Education Forum, and discussed the book chain in the Pacific. Country representatives gave reports about book policy and the book chain in their particular nations, based on a questionnaire that had been circulated prior to the meeting.

Representatives of the book chain in the Cook Islands presented a panel discussion, explaining their contribution to book provision. They came from government and the private sector, describing their duties or business and addressing their interaction with other aspects of the book chain. They described particular achievements, hurdles, and solutions in their efforts to provide books and to create reading audiences. The Directors of Education were very pleased to hear from participants and practitioners in the book chain, to hear how government might assist book provision.

Ron Crocombe, author and publisher, pointed out that supporting people with motivation is much more important than creating structures and bodies.

Marjorie Crocombe, author and publisher, pointed out that language teaching in the Cook Islands started with teachers who created their own material and that creative writing at USP started with staff and students who formed a society to publish their own and others' work, as the USP professor of English had rejected the idea of offering a creative writing class.

Johnny Frisbie, author and library director, pointed out how important indigenous languages are and that potential writers are smothered because they cannot express themselves in English.

Jean Mason, author and museum curator, mentioned the lack of printing services had driven down the number and availability of documents, even for official business.

Teremoana Hodges, principal of the Teachers' Training College, said concentration on language, values, and cultural studies is needed to keep the nation strong.

Ian George, artist and curriculum developer, related how Pacific Islanders created Tautai Trust by themselves to support art.

Wendy Evans, typesetter, discussed how the presentation of text makes a difference for readability and attracting readers.

Brian Chitty, bookseller, described how difficult it is to make a living selling books after Customs and valued added tax are charged, damages and losses, and competition from overseas booksellers.

Justina Nicholas, national librarian, mentioned that the Ministry for Cultural Development found it difficult to recover costs (i.e. make sales) after publishing books.

Mahiriki Tangaroa, of the visual arts industry, described how helpful the initiative by the Bank of the Cook Islands to support art had been. With an artist-in-residency programme and a guest artist from overseas each year, Cook Islanders have been inspired to try new media and to market their works. There are no such programmes for writers.

The Permanent Secretary for Education for Papua New Guinea, Peter Baki, described his country's experience in creating and promulgating legislation for national book policy. Papua New Guinea is the only Pacific Islands country with national book policy so far, and the policy is part of its National Information and Communication Policy. Mr. Baki said legislation was necessary

- to protect and promote the rights of students, teachers, and the education organization in creating a knowledge society
- because book policy must promote availability and affordability of books,
- because in the book business, profit margin also influenced the decision to produce, produce and distribute books, rules and regulations to control this practice are necessary, and
- because a book council must be made up of all interested in education and a knowledge society.

UNESCO (Paris) had kindly supplied *A guide to sustainable book provision, Restructuring the Book Sector: The Example of Mongolia*, and *Handbook for Writers of Children's Books*. ACCU (Tokyo) had kindly supplied *Formulating the National Book Policy: Need and Guidelines*. The Institute of Pacific Studies supplied *Book Provision in the Pacific Islands*, *IPS Publishing Guide*, *Pacific Languages in Education*, and *Voices in a Seashell: Education, Culture and Identity*. The Directors of Education perused these publications while discussing ideas and ramifications for their particular countries.

The focus day provided a great deal of data about publishing and the book scene in the Pacific Islands. It also provided a rare opportunity for Directors of Education to brainstorm together about solutions to book provision dilemmas. In an ocean as vast as the Pacific, this kind of high-level matter is hard to achieve. The Directors agreed that they would pursue policy specific to their country that would enhance public and private participation in providing books and creating reading publics.

(by Linda Crowl, IPS, University of South Pacific)



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