The book industry in Saudi Arabia: a descriptive and analytical study

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THE BOOK INDUSTRY IN SAUDI ARABIA:
A DESCRIPTIVE AND ANALYTICAL STUDY

by

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A Doctoral Thesis
Submitted in partial fulfilment of the requirement
for the award of Doctor of Philosophy
of the Loughborough University of Technology
July, 1985

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Professor and Head of Department
of Library and Information Studies

Supervisor: Mr. John P. Feather
B.Litt., M.A.
Senior Lecturer: Department of Library and
Information Studies

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DEDICATION

This thesis is dedicated to the memory of parents, to my wife for her support, encouragement, and patience, and to my son Abdullah and my daughters Amal, Haifa, Sahar, and Samar for their sacrifice and patience especially when I was away at Loughborough.
fiction had the capacity to:

Stretch our imagination, challenge us and change us. (7)

In justifying the importance of fiction, Landsberg (8) focused upon the advantages to be gained from being an avid reader, maintaining that a well read child:

Is not alone. He is better equipped to interpret his own experience and measure it against that of others; he has an ample frame of intellectual reference for every new encounter or dilemma in his life.... Reading fiction allows the child to know himself better, and endows him with an invaluable store of our cultural symbols and archetypes. (9)

1.2 Effect on academic performance

A further benefit of voluntary reading is that children who are personally motivated to read do so fluently and with understanding. This ability to read for meaning can affect a child's performance in school.

Clark's (10) longitudinal study of a group of fluent readers progress through school, revealed that the ones with a wide range of reading interests were both successful and confident in the classroom, and that:

They did well in oral as well as written work in arithmetic as well as in language...these children had a wide range of experiences to contribute to discussions in the classroom. As a group they seemed popular with others, and many were leaders. (11)

If reading habits and abilities are formed through encounters with fiction (12), then regular voluntary reading must have a positive effect on developing a child's functional reading skills. Carlsen (13) in his work on creating readers observed:

Recreational reading is the parent from which informational reading springs. (14)
In a developing country like Saudi Arabia there is a pressing need for variety of studies researches which should be devoted to the various fields of national development of the country. In the last decade numerous works which have been done, mainly by the students studying abroad, were written on selected topics related to their own society and the relevant aspects of national development of Saudi Arabia. In the field of Library and Information, for example, there is noticeable interest and growth in the studies dealing with developing indigenous librarianship. From 1974 to 1984, more than ten Ph.D. dissertations, most of them from American universities, have already been written to cover important subjects in the library field. Furthermore, this was not the end because there are many more studies still in progress in other field which probably comes close to the study in the area of national media and journalism. Several works have already been published especially in journalism. In addition there are some Saudis who are still conducting their works in the field in some international universities in the States and Europe.

An important area seems so far, to be completely forgotten by the national research workers, that is book publishing. Although the subject is related to the library field and to the media, none of the previous studies have ever dealt with this topic. This investigator felt the need for studying this subject for the first time in the late 1970s when he was working as director of Riyadh International Book Fair which was organised annually by King Saud University since 1978, due to his involvement and his direct contact and dealing with indigenous publishers, booksellers and distributors.
and their equivalents elsewhere in the Arab World, besides some international book publishers and suppliers. As a result, he had become acquainted with Arabic publishing and was aware of the dimension of the problems and difficulties affecting the book industry in Saudi Arabia and the Arab World as a whole.

These valuable experiences were backed by academic study in the field of Library and Information Studies. Also, this student had carried out a previous similar study in the publishing of serial publications in Saudi Arabia which was presented to the Graduate School of Librarianship, University of Denver, Denver, Colorado, in partial fulfilment of the requirement for Master of Arts degree in 1977.

Another important reason which may be added to the above is that this student has a special interest in this study.

Therefore, this student believes the previous mentioned reasons are good enough in justification of the selection of this topic, and at the same time they are basic impetuses to conduct good study which can contribute to the national interest in its field.
ACKNOWLEDGEMENTS

First and foremost I would like to express my deep appreciation and special gratitude to my supervisor Mr. J. P. Feather for his guidance, patience, interest and constant encouragement throughout the whole of my study. Also the author is particularly grateful to Professor P. Havard-Williams, Professor of Library and Information Studies and Head of the Department who acted as a Director of Research of this study, for his invaluable help and encouragement. Thanks are also due to the staff of the Department of Library and Information Studies, Loughborough University of Technology and to the encouraging academic atmosphere in this university. In Saudi Arabia, I am indebted to all the publishers included in this study, many people and officials who assisted one way or another in making this study possible and who are too many to be mentioned by name but I am grateful to them all.

Special thanks must go to the staff of King Saud University Library who offered their assistance at various stages of this work.

Finally, thanks are due to King Saud University, Riyadh, Saudi Arabia for the financial support throughout the course of this research.
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TRANSLITERATION AND DEFINITION OF TERMS

Arabic words, names and phrases used within the text of this study have been transliterated in a standard form throughout. However this is not always the case for some names of persons or places, which are in the most widely known form; for example, Riyadh rather than Ar-Riyad or Al-Riyadh; Mecca rather than Mekkah; Medina rather than Al-Medinah; Dammam rather than Al-Dammam and so on. As regards to the spelling, the writer, as far as possible, followed the transliteration system used by both the Board on Geographical Names (BGN) and the Permanent Committee on Geographical Names for British Official use (PCGN) of 1956 and its 1972 revision. The BGN/PCGN system is similar, to some extent, to Arabic Romanization approved by the Library of Congress.

Definition of Terms:

In order to facilitate a full understanding; these are the definition of terms used in the text.

A.H. Anno Hegirae
AL, al or EL, An Arabic article definition equivalent to el (the) in English Language. It appears in the text in various forms according to its location; it is written with a capital only at the beginning.
ALECSO Arab League Educational Cultural and Scientific Organization.
GCC Gulf Co-operation Council
GDP General Directorate of Publications
GOTE General Organization for Technical Education
GPHM General Presidency of Holy Mosques
<table>
<thead>
<tr>
<th>Acronym</th>
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<tr>
<td>IPA</td>
<td>Institute of Public Administration</td>
</tr>
<tr>
<td>IU</td>
<td>Islamic University</td>
</tr>
<tr>
<td>KARC</td>
<td>King Abdul Aziz Research Centre</td>
</tr>
<tr>
<td>KAU</td>
<td>King Abdul Aziz University</td>
</tr>
<tr>
<td>KFU</td>
<td>King Faisal University</td>
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<tr>
<td>Kingdom</td>
<td>Kingdom of Saudi Arabia</td>
</tr>
<tr>
<td>KSU</td>
<td>King Saud University</td>
</tr>
<tr>
<td>LC(s)</td>
<td>Literary Club(s)</td>
</tr>
<tr>
<td>ME</td>
<td>Ministry of Education</td>
</tr>
<tr>
<td>MHE</td>
<td>Ministry of Higher Education</td>
</tr>
<tr>
<td>MI</td>
<td>Ministry of Information</td>
</tr>
<tr>
<td>MIE</td>
<td>Ministry of Industry and Electricity</td>
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<td>MISIU</td>
<td>Mohammed Ibn Saud Islamic University</td>
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<td>MPE</td>
<td>Ministry of Pilgrimage and Endowments</td>
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<tr>
<td>PGE</td>
<td>Presidency of Girls' Education</td>
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<tr>
<td>PIRIP</td>
<td>Presidency of Islamic Research Ifta and Propagation</td>
</tr>
<tr>
<td>PR</td>
<td>Publication Regulations</td>
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<tr>
<td>PYW</td>
<td>Presidency for Youth Welfare</td>
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<td>SA</td>
<td>Saudi Arabia</td>
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<td>SACAS</td>
<td>Saudi Arabian for Cultural and Art Society</td>
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<tr>
<td>SANCST</td>
<td>Saudi Arabian National Centre for Science and Technology</td>
</tr>
<tr>
<td>SAUDIA</td>
<td>Saudi Arabian Airlines</td>
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<tr>
<td>SIDF</td>
<td>Saudi Industrial Development Fund</td>
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<tr>
<td>SPDC</td>
<td>Saudi Publication Distribution Co.</td>
</tr>
<tr>
<td>SR</td>
<td>Saudi Riyal</td>
</tr>
<tr>
<td>UAQU</td>
<td>Umm al-Qura University</td>
</tr>
<tr>
<td>UPM</td>
<td>University of Petroleum and Minerals</td>
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KINGDOM OF SAUDI ARABIA SUMMARY

COUNTRY

Formal Name: Kingdom of Saudi Arabia
Short Name: Saudi Arabia

GEOGRAPHY

Location: South Western Asia
Size: Approximately 2,240,000 sq.kilometres, 865,000 sq.miles
Capital: Riyadh, also the largest city
Major Cities: Jeddah, main sea port on the Red Sea, Mecca, Medina, Dammam, Ta'if, Abha, Buraidah and Ha'il
Topography: No perennial streams or rivers.
Empty quarter, Rub Al-Khali: lies in the south east of the country. It is probably the largest sandy desert in the world, 640,000 sq. kilometres
Climate: Hot in the summer, dry and cold in the winter.
Boundaries: In the west the Red Sea. In the east Arabian Gulf, Qatar, United Arab Emirates and Oman.
In the north Jordan, Iraq and Kuwait.
In the south Yemen Arab Republic and South Yemen (Aden).

SOCIETY

Population: The official population census figure of 1974 was 7,012,624. The number of the Bedouins was 1,884,000, about 27%. Estimation in 1980
was 8.8 millions. Anticipation for 1985 10 millions. National growth between 2.8 - 3% per annum. Population density is no more than 3 persons per sq.kilometre overall. Arable land is 155 persons per sq.kilometre and cultivated land is 1337 persons per sq. kilometre.

**Language:** Arabic is the national and official language. English is widely spoken.

**Religion:** Islam. In fact the country is the homeland of Islam because it houses the most holy cities in Islam, Mecca and Medina.

**Calendar:** Based on the Islamic lunar year which is 10-11 days shorter than the Gregorian year. It is reckoned from 622 A.D. in which the Prophet Mohammed's migration, Hijrah, from Mecca to Medina took place. Thus 1984 A.D. approximately coincides with 1404 A.H., Anno Hegirae.

**Currency:** Saudi Riyal, SR, is the national monetary unit. Currency rates - one US dollar is about 3.56, or one sterling pound is worth 4.50 Saudi Riyals.

**National average per capita:** The national average per year in 1982 was SR58,400, about £13,000.
CHAPTER ONE

INTRODUCTION

1.1 Publishing and Society:

At the beginning and before turning to the main subject, it is necessary to define the activity of publishing and what this business is all about:

1. A publisher: a person or a company in business to issue for sale to the public through booksellers, books, periodicals, music, maps, etc. In the sixteenth century London trade, the Licence to print a work was assigned to a printer who was, by implication, the publisher of it, though sometimes in association with sponsors. Later in the same century bookseller-publishers became more influential and commissioned printers to work for them. Publishing as business separate from book-selling dates from the early nineteenth century.

2. The person whose business is the issuing of the books, periodicals, music, etc., as the agent of author of owner: one who produces copies of such works and distributes them to the booksellers, and other dealers or to the public.

3. The person, firm, or corporated body undertaking the responsibility for the issue of book or other printed matter to the public. The same person or firm may be printer, publisher and bookseller, or printer and publisher, or publisher and bookseller, but since the opening of the nineteenth century, publishing has been, for the most part, a separate business.
In spite of the fact that these definitions of publisher are from diverse reliable sources, it is evident that these deal with the work from the point of view of general and specialised dictionaries, and yet give almost similar meanings in terms of their restriction in their explanation to the literal meaning of the word.

In fact, the publisher besides his being a businessman, also has an important cultural message and a vital role to play in a contemporary society. In this connection J.P.Dessauer wrote:

*Book-publishing, as we have noted, is both a cultural activity and a business. Books are vehicles of ideas, instruments of education, and vessels of literature. But the task of bringing them into existence and purveying them to their readers is a commercial one requiring all the resources and skill of the manager and entrepreneur.*

As far as the actual concept of book publishing concerns us, C.B.Grannis pointed out:

*It is a formidable succession of activities no one of which can, by itself, be called publishing. It is only when a manuscript has been transformed into a book and then distributed to its intended marketplace, that the process of publishing is complete. To perform an editorial service alone, whether at a risk or for a fee, is not to publish; to purchase printing and binding services alone is not to publish; to promote sale is not, in itself, to publish. Book publishing is to do all these things, in an integrated process, whether carried out by a single firm or several. It is the whole intellectual and business procedure of selecting and arranging to make a book and of promoting its ultimate use.*

So, the publisher is one important person of the four partners, author, publisher, printer and bookseller, who are
The publisher is the coordinator of the above processes by which a book is produced. As an observer described him:

...is the grand strategist and organiser of the whole undertaking, who brings the three other partners together, and who usually serves as the basic taker or the business risk of book-publishing.

The discussion of this sub-section will be much briefer than the subject probably needs due to the incidental comments throughout this investigation about the role which the book and the publisher play in a society.

Despite the fact that the publishing industry in any nation comprises a small segment of business in terms of volume and capital investment, it is a crucial enterprise because it contributes significantly to the whole aspects of any nation's development, and without an effective indigenous publishing a country will continue to depend on the outside world. In Third World nations publishing plays a vital cultural role similar probably to that of educational institutions, or that of radio, television, cinema or theatre.

It is probably a widespread wish for most of the developing countries in Asia, Africa and Latin America to have their own book industries. In some countries this issue is becoming a matter of national pride. It is, on the other hand, a crucial necessity and national ultimate objective for self-expression by the nation's scholars, thinkers, writers and artists. For this reason the book industry deserves critical attention from the governments in such countries because it is essential for the preservation of the national heritage.
Quite apart from the tremendous advances which have been achieved in the field of information science and the strong challenge from the new non-print media which have made them serious competitors for the written matters, books and other reading materials are still indispensable tools for education, chief means of communication and, no doubt, important storage of information in science and technology. So, the printed word will remain the key element as an instrument of instruction in the education system; the principal channel for the dissemination and diffusion of knowledge and one of the most accepted media for transmission of knowledge, at least in the non-industrialized countries, for generations to come.

Publishing and society affect each other, while publishing affects society politically, culturally, socially and economically. On the other hand, it depends very much on the society of which it is a part; in other words, this industry will be influenced deeply by social, economic, cultural and political factors. Publishing should reflect and stimulate national philosophy, culture and values of a nation as a stepping-stone and means to preserve the national heritage. It is not possible to have an active flourishing publishing enterprise in a society where the reading habit, for example, has not yet been cultivated, nor when the per capita income is hardly enough to cover the basic necessities of living. Among such communities one must not expect any demand for books because the top priority will be given to food, clothing, health and education.

1.2 Objectives and Scope of the Study

This study starts by providing a basic knowledge of the emergence of early printing in the Arabic language in Europe, the Ottoman Empire, and the Arab World. Then it shows in some detail the emergence of printing and publishing in the
region before and after the unification of the country in 1932. Gradually, the study approaches its main theme, the current state of book publishing in the Kingdom of Saudi Arabia. It is the intention of this study to focus mainly on the private publishing houses or book trade publishers. Among other objectives, this work expects to achieve the following:

- To investigate in some detail the indigenous commercial publishing houses
- To examine the chief aspects of the local publishing process such as book production, promotion, sale and distribution
- To determine the subject coverage of the Saudi publishers' output
- To reveal to what extent the national product meets the local book market demands
- To discuss the obstacles and difficulties facing the publishing industry at the present time
- To show the nature of the relation between the publishers and their authors
- To determine the book production with regards to its quality and quantity
- To show the government impact on the local book industry through both its direct involvement in book publishing and printing and its broad policies towards the industry in general
- To shed some light on the role of the government as a major publisher, and, last but not least
- To suggest some practical solutions and recommendations for the problems the study reveals in accordance with the findings of the investigation.
It is expected that this research is of value, not only to the book industry in the country but also to the national interest and the government planners who set hopes on such studies to discover practical ways to boost the book industry which, no doubt, affects socially, economically and culturally the national human resources which stand now at the heart of the development process of all government programmes.

As stated above, the emphasis of this research is on the book trade. However, since the government is a major publisher, the study would not be complete without a reference to the government as publisher by picking up good examples of the government publishing bodies as follows:

1.2.1. **Government as a publisher**

**The Universities** - the national universities are in reality government educational institutions. Presently there are seven universities. These are actively involved in book publishing. It is an objective of the study to deal with them as fundamental indigenous publishers and to show the characteristics of the university publishing and the problems they face.

**The Ministry of Education and the Presidency of Girls' Education** - these are the official authorities in charge of male and female education under the university level in the country. Their role in writing, printing and distributing the textbook will be discussed in some detail.

**King Abdul Aziz Research Centre, KARC** - an independent government body founded to serve the history, geography, literature and intellectual heritage of the Kingdom of Saudi Arabia.
1.2.2 Quasi-government publishing bodies

Literary Clubs (LCs) - non-profit-making organisations.

So far the state has established eight clubs in the principal cities of the Kingdom. Since their founding the clubs have contributed in the indigenous book publishing and have encouraged some local writers to appear in print. The clubs depend heavily on the subsidies offered mainly by the government.

**Saudi Arabian for Cultural and Art Society (SACAS)**

existed almost for the same purpose of the literary clubs. In addition, SACAS is also concerned about the local arts and cultural workers in the country.

1.3 Related Literature

The reasons behind selection of this subject have already been indicated in the preface, whereby the worker decided in 1979 to conduct an in-depth study about book trade publishing or book industry in Saudi Arabia. Since then he has been collecting all the materials that seemed relevant to it. As it is evident that the subject had not been studied before, and because of the obvious absence of the national bibliographies in Saudi Arabia and most of the Arab states, this student has decided to make a general searching on Arab world level by tracing this subject directly at the Arab publishers, booksellers and distributors. To achieve this purpose, he wrote to the major ones in the Arab World, expressing his concern and his intention to study book industry in Saudi Arabia, asking their support and their co-operation in this respect by supplying, or suggesting, any materials relevant to his proposed work, or even related to the Arabic book publishing business in general. The response received was tremendously encouraging and can be categorised into four groups:
1. Some publishers, book suppliers, expressed their apologies indicating that they have neither materials nor any knowledge of written materials about the subject.

2. Some of them suggested some titles they thought to be of relevance to the study.

3. Others supplied the student with some materials mostly related to librarianship and library science field or journalism, which is relevant in varying degrees to some aspects of the history of Arabic printing rather than book publishing as business.

4. The rest, and they were few, for one reason or another did not reply.

Although the outcome of this search was negative, in other words, it did not find out any related materials, this student feels that such research was necessary because it might bring into existence some unknown materials, or at least reveal or produce basic sources which might help the worker.

Furthermore, an updating search, this time inside the country, and a fresh reviewing of literature was carried out by the worker during his trip to collect data for this study in Saudi Arabia. This visit was made in the first three months of 1983 and enabled the worker to attend the fifth Riyadh International Book Fair held between February 26th and March 7th, 1983, which was attended by the major publishers from the kingdom and other Arab states. As a result of tracing and researching this subject, the literature has revealed one work, one paper, and some articles which may border the present work. The central theme of these are given below:

The work is divided into two parts in 268 pages. Part one; a subject bibliography and constitutes the main part of the book. It is a numbered bibliographic list including 767 publications. It is arranged alphabetically according to the book subject. The information given about each item was: author's name, title, place of publication, publisher, date of publication and the number of page, if any. Part two; in thirty pages, most of them tables in which the author analyzed the bibliographic list of the first part.

The book is an attempt to survey the Saudi publications in the stated period rather than to concentrate on the book publishing business in the country. In the second part, the author described in brief some of the problems facing book publishing during the stated period, especially in the area of book distribution. However, the author did not deal with the technical aspects of the book industry, including printing, editing, authorship, book production, promotion and sale; besides he did not suggest any proposal or solution to the problems and difficulties raised by the study. It is evident that the study on hand is completely different from Sa'ati study for the following reasons:

1. The previous study is a subject bibliographic list covering most of the book, from page 7 to page 178.

2. The study neither dealt with the book publishing processes such as book writing, printing nor the technical aspects of book publishing like editing, production, promotion or book sale.

3. The study was out of date especially as a lot of changes have taken place since 1979.
To show some of these changes in terms of publisher's production increase, three examples were picked up from the different categories of indigenous publishers used by the study including government, semi-government and private publishers. Table (1.1) shows such differences in figures so it is obvious that the study on hand is not only different from Sa'ati's previously mentioned study but it is also new in its subject, approach, methodology, treatment and hopefully its findings.

Table 1.1: Increase of book production for three different publishers

<table>
<thead>
<tr>
<th>Name of the Publisher</th>
<th>Category</th>
<th>Publisher's Output</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>In 1979</td>
</tr>
<tr>
<td>King Abdul Aziz Research Centre</td>
<td>Government</td>
<td>9</td>
</tr>
<tr>
<td>Jeddah Cultural Club</td>
<td>Semi-Govt.</td>
<td>4</td>
</tr>
<tr>
<td>Tihama</td>
<td>Private</td>
<td>2</td>
</tr>
</tbody>
</table>

Finally, Sa'ati's work would have been useful as a subject bibliographic study if the author had put some restrictions on the publications to be included, and if it was re-organised and revised by omitting some items and updating it.

This worker believes that the book industry in Saudi Arabia is still a fertile subject which should invite more in-depth studies to concentrate on the various aspects of this industry. Therefore, this study in its conclusion will suggest some subjects for further studies in the future.
2. The same author wrote two articles about the same subject in al-Yamamah weekly magazine issued in Riyadh. The first one appeared in Volume No.134. Its main focus were the books published in Saudi Arabia in 1969 and 1970. The second one published in Volume No.486 covered the titles published in the country in 1976 and 1977. The third article by the writer was written in the World of Books Volume 4 No.1 April-May, 1983. This one was specifically written about the books published in the country in the year of 1980. It is evident that these periods were covered by the first two articles in his previous book which included the books published in the country from 1970 - 1979. However, the last article was not included in the book.

3. The same writer wrote another article in The Social Science College Bulletin, Imam Mohammed Ibn Saud Islamic University, Riyadh, Volume No.5, 1981. It was entitled "Publishing in Saudi Arabian Universities". In the article the writer has discussed some aspects of publishing in the national universities; among these, for example, the variety between the publishing departments in the universities in terms of dependency or affiliation. He noticed that King Saud University publishing department is related to the Dean of the University Libraries but separate from the university printing press, while in Imam Mohammed Ibn Saud Islamic University it is a separate department from both the university libraries and the university printing press. The writer was worried about the quality of the materials published by the universities, some of which he thought to be of a low standard.

This article is of value in spite of it being restricted to some aspects of the university publishing in the kingdom; its treatment is too general, not making any suggestion for solution, besides its overall brevity.
4. Abbas Tashkandy wrote a paper presented at the first meeting of Saudi librarians. (7)

At the beginning of this paper the writer has discussed historically the factors behind the appearance of the Saudi book. From his point of view that the religious heritage particularly in the holy cities, Mecca and Medina, is an important reason, besides other reasons such as the emergence of printing presses, which were first established in the Western Province and later in the rest of the country, and education.

With respect to Tashkandy's analysis, the writer depended completely on two bibliographic lists. The first one was Saudi Publications Catalogue, compiled by Shukry al-Anany, published by the Ministry of Education. (8) The writer gave his views about this bibliographic list when he said ...it is so full of mistakes that any analysis which will depend on this bibliographic list will be misleading. (9)

The second bibliographic list is Sa'ati's previous work. (10) Tashkandy has analysed, in brief, the trends of publishing in accordance with the above lists. Although the writer confessed that these lists were inaccurate, in reality, he has no other alternative but to use them both or one of them because they were the only available bibliographic lists.

The study in hand may be concerned with the second part of the paper in which the writer discussed generally and briefly some aspects of current business of indigenous publishing such as authorship, capital investments in the book publishing, the carelessness or ignorance of the local publishers to the technical aspects of books such as the imprint data, indexes, bibliography and the external book design. The writer has pointed out the problem of book distribution where the poor individual distribution is dominant. He noticed also
that the capital investment in the book industry was tremendously low and that the real publishers, in the pure sense, were not in existence at the time of the study, 1980. On the other hand, he was optimistic about the future of the book industry in the Kingdom. At the conclusion he included that what so far was done regarding the national bibliography were merely individual unsatisfactory attempts simply because the national bibliography is a huge project; its performance is beyond the ability of individuals.

Thus, the paper concentrated mainly on the reasons behind the emergence of the local book in the Western Province. It based its analysis upon incomplete individual bibliographic lists. In its treatment it was general and did discuss the whole aspects of book publishing business. The writer has suggested some ideas which might improve book distribution.

5. Finally, A. al-Majid, a previous journalist and currently a publisher, wrote an article in *World of Books* journal entitled, *The Book Industry in Saudi Arabia*. This five page article was a description of the present situation of book publishing in the country. Al-Majid believes that the publisher in the full western sense of the word is not yet in existence neither in Saudi Arabia nor in the entire Arab world. However, he pointed out that in the present time there are only twelve private and government bodies which may be considered publishers in Saudi Arabia. (11)

The writer criticised particularly the lack of organisation of the book publishing business. He supported what Sa'ati had indicated in his study in connection with the dependence of the publishing houses on the government purchase. The writer has emphasized the lack of trained staff working in the local publishing houses and has noticed the serious gap in the technical book production in pure and applied sciences
suggesting that the Saudi publishing houses should pay more attention to the production of scientific monograph and the technical book in general due to the importance of this field, and to cope with and match recent ambitious development plans of the Kingdom. The writer has compared the newly emerged business in the country with the advanced book industry in the United States and Europe which, in this writer's view, is an unfair and meaningless comparison.

The article is a criticism of the current state of local book publishing. Although al-Majid has referred directly and indirectly to some problems facing this business he did not propose any solution. However, he has raised a useful point when he suggested that book publishing needs to be subsidised by the government.

1.4 Methodology

The methodology used for collecting the required data for this study can be divided into three techniques:

1.4.1 Literature Review: all the various sources in Saudi Arabia were used, in addition to some authoritative sources in the Arab World including Arab League Educational, Cultural and Scientific Organisation (ALECSO) in Tunisia, besides the above-mentioned search of Arab publishers and book suppliers. These sources proved the lack of information relevant to the study in hand.

1.4.2 Questionnaire: due to the lack of literature about this study, it was evident that the questionnaire method was the most appropriate technique to be adopted. Thus, a comprehensive questionnaire was designed to include all the details of the studied subject. This questionnaire can be divided into six distinctive but related parts as below:
- General information about the selected publishing houses
- Author agreements
- Production and cost
- Book promotion
- Sale and distribution
- Copyright law and others.

The questionnaire is reproduced as Appendix A and B. The total number of the survey questions was 107. They were carefully selected in accordance with the data required for analysis.

Dealing with the preliminary stage, since the survey was directed at Arabic speaking respondents it was naturally written in the Arabic language (Appendix B). In order to locate ambiguities, omission, any sort of errors and the like a pre-test was made by testing the first draft of the questionnaire on six different publishers in Riyadh whose comments and observations were considered. In addition, the questionnaire was reviewed by S.Khalifah of Cairo University, one of the Arab academic experts in the field, who himself has written his Ph.D. dissertation about book publishing in Egypt. Dr.Khalifah has given his comments and views openly and generously.

Consequently, all the comments, views and observations were taken into consideration when preparing the final Arabic draft of the survey.

The next step was to circulate the questionnaire to the publishers selected for this study. The only criteria involved in respect to the selection of indigenous publishers for the study was the publishers' output. The study will
include the publishers who produced ten ordinary books, in any subject area, since the establishment of the house up to the end of the first quarter of 1983. This student did not have in mind, in advance, any specific figure for the number of local publishers to be included in this study, the publishers' output being the only standard involved. As a result forty-two book trade publishers, governmental and semi-government publishers would be covered. The publishers were located in Riyadh, Jeddah, Mecca, Medina, Ta'if, Dammam, al-Khobar, Buraidah, Jazan, and Abha. However, 45% of the publishers are based in Riyadh.

The procedure of the questionnaire circulation was done as follows:

1. In Riyadh city, the headquarters of nearly 45% of the selected publishers, and the residence of the student, a primary personal contact was made with all the publishing firms to submit to them copies of the survey accompanied by copies of the introductory letter from King Saud University explaining the purpose of the questionnaire. Another reason for this contact was to make an arrangement for the next meeting after giving the respondent enough time to complete the survey. The purpose of the second meeting was to collect the questionnaire copies circulated earlier, to check them, and to make sure that the returned copies had been completed to the fullest possible extent. The meeting also provided an opportunity to rectify any misunderstanding, ambiguities or other problems concerning the questionnaire as a whole.

2. In the other cities, a similar technique was followed. However, since the writer has to meet the owners or the managers of the selected publishing houses, therefore he wrote a covering letter to those in which he included definite
times for collecting the survey copies and carrying out the interviews. This, along with the university introductory letter, was attached to the questionnaire when posted. An allowance of one month was given for the surveys to reach their destinations (usually a letter takes between twenty-four to forty-eight hours within the Kingdom), and for the respondents to complete the survey. It is maybe worth mentioning that some publishers, for one reason or another, preferred to complete the questionnaire in the presence of this student during his visit to the publishing house. The time needed to accomplish this and for the general interview ranged from two to three hours.

1.4.3 Interviews: it has been indicated earlier that there were three different kind of interviews. In addition to the publishers' interviews with some of the government officials responsible for or somehow related to the book industry, the important ones among those were:

1. The deputy Vice Minister for Interior Information of the Ministry of Information, who supervises the General Directorate of Publications.

2. The Director of the General Directorate of Publications who is directly in charge of the publishing of all publications published within the country as well as imported publications from abroad.

3. Some officials in the Ministry of Education who are responsible for elementary, intermediate and secondary school text books.

4. Directors of the departments of both public and school libraries.

5. The officials in the General Presidency for Girls' Education in charge of school text books and also those responsible for the school libraries.
The third type of interviews was conducted with some experienced and concerned individuals, among those the editor-in-chief of World of Books, some university lecturers at King Abdul Aziz and King Saud Universities, in addition to some librarians, some well-known authors whose works were published by both indigenous and foreign publishers, such as Abdullah Ibn Khamis who won the State Prize for Literature in 1404 A.H.(1983) and the owner of the Farazdaq Commercial Printing Press in Riyadh, and Ahmed A.Attar who has written over sixty works and who won the State Prize for 1405 A.H.(1985).

1.5 Data Collection

As indicated in the Preface, the worker's interest in this subject can be traced back to the late 1970's, since which time he has attempted to collect all sorts of information which seemed to be relevant, from various sources. It is evident that the data collection for this work, in most cases, was built mainly on face-to-face contacts, either through the questionnaire or the various interviews. Therefore, to carry out and achieve the study purpose, this investigator, after he had finished the preliminary stages of the research, made a field trip to Saudi Arabia between December 26, 1982 and April 18, 1983.

During the visit all the arrangements concerning the data gathering were made. Copies of the survey were circulated through the supplementary visits which covered the private, government and semi-government publishers. The various interviews, updating literature reviews, besides other activities linked to the different aspects of this matter were all achieved in this visit which covered the main cities where the publishers are situated. With regard to collecting questionnaires, personal contact was the dominant method
applied. The publishers' response was indeed significant; 41 or 97.58% were collected due to three important reasons: first, the previous knowledge of this writer by all the local publishers; secondly, the continuous follow-up visits to publishers in the different parts of the country, visits which were also used for unstructured interviews; and thirdly, the generous cooperation of almost all the publishers, who believe the study will suggest some solutions to some of the problems they face at the present time.

Although attempts have been made to have the only uncollected copy, No. 42 of the questionnaire returned, it was evident that the publisher concerned was uncooperative, despite several personal visits by the worker and the promise made by him to have it done.

The field work visit, which lasted fourteen weeks, was also used to conduct the interviews with the government officials in different Ministries and Departments which related to the book industry one way or another.

1.6 Study Limitation

1. It is out of range of this work to include well-known government publications which generally consist of statistics, reports, yearbooks and the like.

2. Apart from what has already been mentioned in the objectives and scope of this study sub-section, all the materials published by any other government and quasi-government are out of the interest of the study.

3. It is also beyond the scope of this work to study historically the area of early printing because that, in this writer's view, deserves a detailed independent study.
On the other hand, it is useful in order to have a clear picture of the present situation of book publishing in the country, to give a very brief historical sketch of the emergence of printing in the Arabic language in Europe, in the Ottoman Empire, and in the Arab states and in some detail in the country before and after the Saudi era as a preliminary background to precede the current state of indigenous book industry in Saudi Arabia.

4. The term of book used in this investigation corresponds with the UNESCO identification of a book as a non-periodical printed publication of at least forty-nine pages, exclusive of the cover pages, published in the country and made available to the public.\(^{(12)}\)

5. The work does not intend to include any private commercial publisher whose output up to the end of the first quarter of 1983 is less than ten ordinary books in total.
REFERENCES


CHAPTER TWO
EARLY PRINTING IN ARAB WORLD

2.1 Introduction

The Arabic language belongs to the southern group of Semitic languages. It is the official language for all Arab states. Arabic is spoken by over one hundred and forty million people living in the Arab world. Since Arabic is the language of the holy Quran and the Islamic religion it is therefore used widely not only by Arabs but also by Moslems all over the world, no matter what their native tongue. The Arabic alphabet has twenty-eight characters; they are all consonants, the vowels being signs inserted above or below the letters. The alphabet is also used by other languages such as Persian, Urdu, Kurdish, Pashto, Swahili, Malayan and others.

Arabic characters are one of the most widely used in the world. The shape of the letter differs in accordance with its position in a word; initial; medial or final. Arabic, unlike the Latin languages, is written from right to left.

2.2 Arabic Printing

2.2.1 In Europe

Arabic printing from moveable type appeared for the first time in Europe; probably the first Arab book was printed in Fano, Italy, in 1514. It was on Christian prayers in 211 pages entitled Kitab Salat al-saw'ai. The printing press which printed the book had been established by Pope Julius II. Two years later another religious book was printed: al-Zaboor's book, sifr al-Zaboor, (Genoa; Petrus Porrus). It was in four
oriental languages, among them Arabic and Hebrew. It may be worth mentioning that the Medicis founded in Italy a famous printing press which printed several works in Arabic on the Christian faith. (1)

Arabic printing became gradually more widespread in some European cities such as Rome, Milan, Paris, Oxford, Leiden, Berlin and Leipzig in a relatively short time and in various subjects, whereas at the beginning the concentration had been upon religious works.

2.2.2 In the Ottoman Empire

The Ottoman Empire dominated the Arab world at the beginning of the fifteenth century. This domination continued until World War I.

When printing was invented in Europe about the middle of the fifteenth century the Arab world was divided into small provinces and states under Turkish occupation. The Ottoman sultans virtually isolated Arabs from outside contact. Like any other colonist, the Turks had fought the Arabic language and enforced use of the Turkish tongue which had become dominant and official in government affairs of the provinces. In this atmosphere and while European countries were continuing to improve, expand and make use of printing, the sultans in Istanbul rejected any change or improvement favourable to their people particularly Arab Moslems. The Ottoman sultans claimed that printing was against the Islamic religion, while in fact the real reason behind that restriction was the fear that if they allowed printing to the Arab majority of their Empire it would mean an increase of literacy, culture, education and knowledge which may have threatened their power. Therefore, Sultan Bayezit II (1481-1512) issued an Imperial Decree in 1484 which included the prohibition of
use of printing for non-Jewish citizens in the empire. Sultan Selim I (1512-1520) renewed his father's order concerning the prohibition particularly in Arabic characters.

The first printing press which existed in the Empire was a Hebrew press set up at the end of the fifteenth century, and the first book published on it was on Jewish history in 1490. Some other non-Moslem minority groups in the empire were allowed to establish printing presses in their own languages.

Arabic printing in the Empire eventually appeared when Sultan Ahmet III (1703-1730) issued an Imperial Firman, Decree, in 1727 in which he allowed Sait Efendi and Ibrahim Muteferrika to establish a Turkish printing press in Istanbul in 1728.

Those pioneers deserve credit for the founding of printing in the Turkish and Arabic languages in Turkey. From that press they issued some important books in Arabic, Turkish and Persian. The first works printed were maps of the Sea of Marmara and the Black Sea. A total of sixteen works were published until Muteferrika's death in 1745. Y. Safadi stated that in 1883 there were fifty-four presses in Istanbul. A bibliography published in 1890 included 4,000 books, mostly in Turkish, printed in Arabic characters. In 1908 the number of presses increased in Istanbul to ninety-nine. When Kemal Atatürk came to power in November, 1922, he abandoned Arabic characters and romanized the Turkish language by using Latin characters.

2.2.3 In the Arab World

In the Near East, Lebanon had the first printing press, which was established at the Qazhaya monastery in 1610 using Syriac letters. The first book printed by the press was
**Kitab al-Mazamir**, a Christian liturgical work. (5)

According to K. Sabat this book was the only one known from the output of the press, which did not continue for long. He believes that the reasons behind its failure were, on the one hand, the country and the region in general were not ready for it yet and, on the other hand, Arabic printed books published in Europe, which were much better in terms of quality of printing, started to arrive in Lebanon, Syria and the neighbouring countries where they were distributed free of charge to churches and individuals. (6)

**First Arabic Printing Press**

The earliest Arabic printing press working with the Arabic alphabet was founded in Aleppo, Syria, in 1706 by one of the Arabic printing pioneers, al-Shammas Abdullah Zakhîr, who carried out the idea of the Patriarch Athansius Dabbas in establishing the first Arabic printing in Aleppo. (7)

The first book printed by this press was *al-Mazamir*. The press continued until 1711 when it ceased; the total number of books printed by the press was ten titles.

As a result of religious conflict within the Milkite community, al-Shammas Abdullah Zakhîr moved to Lebanon in 1728 and established the first Arabic printing press in Lebanon at al-Shuayer Monastery. (8) The second Arabic printing press in Lebanon was set up by the American Protestants who brought it from Malta in 1834. (9) Later on many presses were established in Lebanon by foreign religious and educational institutions for the benefit of different Christian sects and missions. Some priests were sent to Europe to study and train in the printing field and later returned to introduce, in addition to the religious mission efforts,
printing to the Arab world, particularly in Lebanon, Syria, Palestine and to some extent in Iraq and Egypt.

In Egypt the first Arabic printing press was established during the French expedition in 1798 when Napoleon Bonaparte brought two presses, one of which was provided with types in Arabic, Greek and French. Whatever may be said about the reasons behind bringing those presses, it is evident that the main purpose was to enable the French to make propaganda for their occupation among the Egyptian people.

To achieve this purpose, Napoleon put these presses into operation even before the expedition disembarked at Alexandria harbour. Thus, he was able to distribute a proclamation issued in Arabic and French to the Egyptians from the ship.

From the same printing presses the French issued Le Journal de Decade Egyptienne and Courière de L'Egypte. The official press for the expedition was set up in Cairo as L'imprimerie Nationale. It was headed by the French orientalist, J.J.Marchel, who published among other publications, Courière de L'Egypte. Perhaps the most important publication issued by this printing press was al-Tanbih (The Awakening) which appeared in December 1800.

After the French occupation failed in 1801, the printing presses were taken back to France.

So, for the next twenty years Egypt remained without a printing press due to the political instability until Mohammed Ali, the father of modern Egypt, became ruler of Egypt and established the first official printing press, "Bulaq", in 1821. This press played an important role in the intellectual life in Egypt and in the rest of the Arab world as well.
In Palestine Nasîm Bak founded the first printing press in al-Quds, Jerusalem, in 1830 and published some religious books in Hebrew. In 1840 the Franciscans established an Arabic press. (15) From that time some other printing presses were founded by different Christian sects, Moslems and Jews, due to the holy status of Palestine for Christians, Moslems and Jews. (16)

In Iraq lithographic printing came into view relatively late because of the struggle of Turkish pashas and local lords for ascendancy while the masses suffered from insecurity, corruption, miscarriage of justice, and illiteracy. There is a difference of opinion among the historians about its beginning, although it is believed that the first lithographic press was established in 1821 at al-Kazimiyah, but lithographic printing did not become stable until 1856 when the Dominicans brought to their monastery in al-Mousl a lithographic press. (17)

The first official government printing press was the wilayah printing press in Baghdad founded by the best Turkish governor Iraq had ever seen, Midhat Pasha, in 1870. (18)

In the Arab countries of North Africa the printing press was introduced to Algeria during the French campaign occupied this country. Estafette d’Alger was issued in French in 1830. (19) The first Arabic lithographic press was seen in 1832 when the French Occupation issued Warakat Khyor al-Jaza’ir Moniteur Algerieu. In September 1847 the French Occupation issued the first Arabic Journal, al-Mubashir, in the Algerian capital city.

In Tunisia, Francois Bourgade established a lithographic press in 1845. It is not known for certain whether any Arabic books were printed by this press. However, the first Arabic book was published in 1849. (20) In July 1860 the first
issue of the irregularly published journal, al-Ra'ed al-Tunisi, was published. It seems that it was published by the government press which was established in the same year. (21)

The French brought the first press to Morocco; it is not known exactly when the first Arabic printing press was established. According to Adīb Murowah, the first Arabic printing press in the city of Tangier was set up in 1907 by the Lebanese journalist, Farajallah Nammour, who brought the press from the Catholic Press in Beirut. (22)

In Sudan lithographic printing was established by the local government. It is not known precisely when the press was set up. The government orders concerning the establishment were issued in 1831 when the country was under the domination of Mohammed Ali of Egypt. (23)

In Yemen the Ottoman Sultan, Abdul Hamīd II, issued his order in 1877 to establish in San'a the first printing press which was considered to be the first in the whole Arabian Peninsula, to issue the weekly San'a'official gazette published in the Arabic and Turkish languages. (24)

Bahrain saw its first printing press in 1938 which was brought from England by A.al-Zaid who was one of the printing pioneers in the Arabian Gulf region. The owner named it al-Bahrain Printing Press (Maṭbā' t al-Bahrain). (25) From this press the government published school text books and other official publications. In the following year the owner issued the Bahrain newspaper which was published from the same press. In 1952 the second printing press (al-Maṭb' at al-Sharqiyyah), which was more sophisticated compared with its previous equivalent, was established. In 1963 Arabian Establishment for Printing and Publishing was established; it was
the largest printing press in the country from which the government and the Bahrain Oil Company published their official publications. (26)

In Jordan the first printing press was set up in 1909 in Haifa (Jaffa) by Khalil Našer who transferred it in 1922 to Amman to publish the Jordan newspaper. (27) The press published some government and commercial publications. Later, many presses were established; up to 1962 there were 106 printing presses scattered in the main cities of Jordan. (28)

In Kuwait the earliest printing press, al-M'arif, was set up in 1947. It is evident that this printing press did not meet the increasing need; therefore, the government established in 1954 a government publication department to be in charge of issuing the official gazette and other government publications, in addition to making plans for establishing the official government printing press which opened officially in October, 1956. (29) Subsequently the number of printing presses and publishing houses have increased to reach seventy-one private presses besides the official presses. (30)

Finally, in Qatar the first printing press was al-Urūbah in 1956; it was a private one. This press published government publications as well as commercial ones. The press was extended several times to fulfil the continuous demands of both public and private sectors, especially as it was the only one in the country. In 1959 Qatar, the national press (al-Wataniyah), was opened. This press included an offset division. (31) According to Y. al-Juburi the real beginning of publishing in Qatar was in 1970 when several journals and newspapers started up. From that time some of them were able to establish their own printing presses. (32)
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CHAPTER THREE

EARLY PRINTING AND PUBLISHING IN SAUDI ARABIA

3.1 Introduction

The history of book and serial printing in Saudi Arabia is fairly young. It began with the establishment of the first printing press in Mecca in 1300 A.H. (1882 or 1883) during the Turkish domination.

The cities of Hijaz, especially Mecca and Medina, had been known as commercial centres before the emergence of Islam due to their location on the international caravan routes. Their importance had increased after Islam, because in addition they have become religious and learning centres as well. The Great Mosque of Mecca and the Prophet's Mosque in Medina played an essential role in the educational and cultural life of the people in these cities.

Book authorship in Islamic Heritage subjects preceded the emergence of the earliest printing press. Arabist C. Snouck Hurgronje, who was in the province when the printing press was opened in Mecca in 1883, indicated to this fact when he said:

Until that press began work, the reading public of Mekka was almost entirely supplied from Cairo. In Cairo too, works of Mekkan writers, but almost exclusively works of a religious character, were printed. (1)

India was another important book supplier, al-Dhuhaib stated:

The relations between India and Arabia were represented in many aspects, such as: the exchange of Ulamas visits and their influence on one another, which led to the spread of wahhabism in India. In the
beginning of the fourteenth century of the Hegira, India became a centre from which books of the Caliph reached everywhere; as India was not under the political dominance of the Ottomans. Some Arabs and merchants living in the Gulf helped in the spread of these books, by publishing them at their own expense as a deed of benevolence and charity. (2)

Even after the printing presses were founded in the region, they were unable to meet the demands and did not print enough books due to their limited capacities. Therefore, Cairo, Delhi, Amritsar and Bombay stayed the chief book providers for Mecca and Medina which re-exported some of the imported materials to other parts of Arabia.

The subjects of these books were mainly Islamic religion, history and the Arabic language. After King Abdul Aziz united the country, his government took care of Islamic book publishing in general and especially what was relevant to the Sheikh Ibn Abdul Wahhab's doctrine. (3)

In the Islamic world, libraries grew out of the interest or requirement of educational institutions or individuals mainly because some of the rulers, caliphs, sultans and kings were book lovers; for this reason they took a serious interest in establishing libraries or donated materials to some mosques and public libraries to be used by other followers of the Moslem faith. However, this tradition was not always the case; in Mecca and Medina, for example, there were some libraries founded because there was a necessity for them as an integral part of, or to support, the school curriculum.

M.M. Aman pointed out:

The Arab-Moslems who emerged from Arabian Peninsula had no libraries and library or book tradition, but as they conquered
the centres of old civilisation
their interest in books and libraries
developed. They not only adopted
Persian literature and Greek science
but also developed their own book
industry by the seventh century and
libraries by the ninth century. (4)

The libraries were either built inside the mosques or
attached to them. The library collection in the holy cities
developed through the years by one or both of the following
methods:

1. Donation
2. Endowment.

The first collection in Mecca was endowed in 487 A.H.
(1085) by Sheikh Mohammed Ibn Futuḥ al-Miknasi, subsequently
other donations were added. (5) In 1233 A.H. (1817) a school
(Madrasah) with a library was established near the Gate of
Peace, Bab as-Salam, of the Great Mosque by a servant of the
Abbasid Caliph al-Muṣṭansir. Another school with a library
had been founded at the expense of the Mamluki sultan Kait
Bey. (6) The site for the Great Mosque library, Maktabat
al-Haram, was chosen in 1299 A.H. (1881) behind the Gate of
Duraibah. The case of the Prophet's Mosque library in Medina
was almost the same. The library had developed through dona-
tions by wealthy people, scholars and rulers. In 587 A.H.
(1191) the King of Persia donated his own private library to
the Prophet's Mosque. Due to the inadequate location, the
book collection in Mecca and Medina were subject to some
disasters like floods or fire. In 886 and 1141 a fire de-
stroyed thousands of useful manuscripts in the Prophet's Mosque. Perhaps the most famous library in Medina was the 'Arif
Ḥikmat al-Ḥusaini library which was founded in 1272 A.H. (1855).
A.Tashkandy, who wrote his Ph.D. dissertation about the
library, has indicated that the total number of the manuscripts
housed within the library were:

- Arabic 239
- Turkish 203
- Persian 49
The subjects of those manuscripts were various, among them algebra, alchemy, arithmetic, astronomy, astrology, botany, geometry and medicine.\(^{(7)}\)

According to the Hijaz Wilayat Salnamah, the official periodic book of the state of Hijaz, of the year 1891-92 there were seventeen libraries in Medina including 21855 items, among these some priceless Quranic collections in the Prophet's Mosque.\(^{(8)}\)

In addition to Mosques, and public and school libraries, private libraries were founded by some booklovers and wealthy people. Probably the well-known al-Majidiyah library was the clearest example. It was established by M. Majid Kurdi in Mecca, its collection numbered between six and seven thousand titles and was open to the general public.\(^{(9)}\)

The libraries mentioned above, along with many others beyond the range of this study, played an integral intellectual and educational role to that of the holy mosques in Mecca and Medina in the cultural life of Hijaz.

3.2 Emergence of Printing and Publishing

The previous introduction has shown the state of the Hijazi intellectual atmosphere in which the printing press had emerged.

As was earlier pointed out, the first printing press originated in Mecca in 1300 A.H. (1882 or 1883), founded by the Turkish governor of Hijaz, Othman Nury Pasha. It was the second press in the Arab Peninsula after the San'a' printing press, which was established in 1877. The Turkish authority named it Hijaz Wilayat Maṭ'bat, the Hijaz State Printing Press. However, it had some other names such as Maṭba'at al-Wilayah or al-Maṭba'at al-Miriyah as it is sometimes called.\(^{(10)}\)
It is evident that the Turkish government had installed it to publish government reports, records, official communications, and some other documents, but in the course of time the press expanded to publish some works mainly in Islamic religion, with some concentration upon the works of the scholars ('ulama) of the Great Mosque of Mecca. In the first three years the press was able to produce forty-five booklets, pamphlets and books in the Arabic and Malayan languages. Perhaps the major output of it was the first weekly official gazette, Hijaz, which was issued in Arabic, and Turkish in 1908 and continued until the outbreak of World War I. Another journal had been issued by the printing press called Shams al-Haqiqah in 1908.

Available evidence suggests that the government press was, at the beginning, merely a small manual machine inadequate even for the government demand; therefore in 1884-85 the Turkish government provided it with a middle-sized lithographic machine, and afterwards with a larger one in an attempt to fulfil the pressing demands for both government and public needs. Whatever the output of this press was, obviously it participated in book and periodical printing and was one of the major printing press pioneers which played a substantial role by providing the general public in the region with some necessary reading materials in accordance with its limited capacity. Eventually, the printing press was unable to continue functioning; on 28/3/1328 A.H. (1918) an article appeared in Hijaz newspaper describing the bad situation the press had reached due to the lack of financial support, maintenance, equipment and supplies. Unhappily, this miserable position continued until the Hijaz was captured by King Abdul Aziz Ibn Saud.

In 1924 the Saudi government began to issue the weekly official gazette Umm al-Qura, which was published by the same printing press after it had been renamed Umm al-Qura printing
press or government printing press. In 1354 A.H. (1936) the printing press started a new era when a real improvement took place by renewing and replacing the old machines with new electric equipment, and by providing more staff and supplies. (13)

**Shams al-Ḥaqiqah printing press:** In 1909 the Shams al-Ḥaqiqah weekly newspaper appeared in Mecca. This paper survived for only a short period of time. At the beginning it was published by the state printing press. Subsequently the paper had its own printing press which continued functioning even after the newspaper disappeared.

**Al-Taraqqy al-Majidiyah printing press:** Established by one of the important printing pioneers in Hijaz Province, Mohammed Majid Kurdi 1292-1349 A.H. (1875-1930) who made a major contribution to the cultural life of the province and who, as earlier indicated, opened his own private library to the Meccan general public. He also encouraged the authors, particularly the religious leaders ('ulama) of Mecca to publish their works, sometimes at his expense. After Shams al-Ḥaqiqah closed down M. Kurdi bought its printing press besides two other machines to constitute his own, the well-known al-Majidiyah printing press. (14) This printing press had a reasonable capability so it was able to print considerable religious and cultural pamphlets, booklets and books written by the 'ulamas of the Great Mosque. In the light of available evidence, al-Majidiyah was, at that time, the second most important printing press, following the state printing press, as it made a significant share in the educational and the cultural life of the Hijaz region in the pre-Saudi era. (15)

**Al-Iṣlah printing press:** A private commercial printing press founded in Jeddah in 1327 A.H. (1909) by some individuals essentially to publish the weekly newspaper which appeared in
the same year. Al-Islah, a newspaper, appeared for several months. This printing press did not make much contribution to book printing; only two works were produced in Islamic religious subjects. However, A. al-Dhubaib and M. al-Shamikh believe the printing press did not cease for a long time after the disappearance of al-Islah because they found some books produced by the same printing press in 1328, 1329, 1334 A.H. (1910, 1911, 1915).

According to Umm al-Qura, the weekly official gazette, al-Islah printing press was sold to Mohammed Zaynal who renamed it al-Shargiyah.

In Medina the printing business was initiated relatively late. The first printing press was al-Ilmiyah which came into being in 1329 A.H. (1910) under the control of Kamil al-Khaja, the chief of the city merchants; it was administered by Abdul Qadir Shalabi.

Another small manual printing press was instituted in 1346 A.H. about (1927) by Ahmad al-Faydabady, the headmaster of the religious science school. It was called Taybah al-Fayha. This printing press made some contribution to book printing, principally to printing the religious works of Ulama of the Prophet's Mosque.

Al-Medina Printing press: This was a modern one. It was founded by the brothers Othman and Ali Ḥafiz in 1355 A.H. (1937) who bought Taybah al-Fayha printing press to be the foundation stone of their printing press which they brought from Cairo to publish al-Madina, a weekly newspaper which started on Muharram 25 1356 A.H. (8th April 1937). Al-Madina printing press made a substantial contribution to the publishing field in the western province in general and essentially in the Medina region many works in various subjects had been printed by the press. Moreover, some national periodicals such
as al-Manhal monthly magazine were printed by the press as well. It is worth mentioning that the Hafiz brothers have been actively engaged in the printing and publishing business since 1937. These pioneers are at the moment owners and publishers of several national and international newspapers and magazines which are published inside and outside of the country.

In comparison with what was previously seen in the Arabic printing chapter, it is clear that the emergence of printing in Hijaz province came late compared with the neighbouring states. Among the important reasons behind that were:

1. The general decline which had occurred in Islamic world and especially in Arab states before, and even worse, during the Ottoman domination because the Turks isolated the Arabs from the rest of the world.

2. The lack of foreign interest; in the case of what was later called Saudi Arabia it did not attract any of the European powers, unlike the newer neighbouring countries - Syria, Lebanon, Palestine, Egypt and Iraq, where the western governments had and have some interest; therefore the western influence was minimal.

3. The lack of education which made illiteracy a widespread problem, especially in the Arabian Peninsula.

In the nineteenth and early twentieth century there were two factors which helped, to some extent, to diminish Arab Peninsula isolation; these were:

Firstly: the opening of the Suez Canal in 1869. As a result contact with other countries became easy due to the location
of Hijaz on the Red Sea which had become a major world trade route.

Secondly: the opening of the Hijaz Railway in 1908 which links Hijaz region with Jordan, Syria and Turkey. Unfortunately, this track was destroyed during World War I.

With regard to education in the province, the Ottoman government tried after 1869 to bring about some educational reforms to the provinces under her dominance. Concerning this matter Ibn Dohaish pointed out:

The Turks after 1869 attempted to introduce some educational reforms, but with little success. The few schools founded in the Hijaz were limited in their intake very largely to the children of the Turkish official class. (22)

Finally, perhaps the most important event Arabia has ever seen, after the emergence of Islam in the seventh century, was the unification of 80% of Arab Peninsula in 1932 as one political entity under a single ruler. This incident, which put this country on the step of the twentieth century, had the most crucial effect on the region politically, socially and intellectually.

The efforts which had been made in early Saudi era concerning encouraging printing and publishing can probably be summarised as follows:

1. Supporting the government printing press by installing new electric machines, importing foreign experts from Syria to train the Saudi staff and by sending some Saudi students abroad to train in the field of printing in Egypt.
2. To assist private presses enterprises, the government exempted printing paper, equipment, and some other materials from custom duty.

3. The government stimulated some commercial printing presses; as a result some private presses national and foreign, emerged. Among those a branch of the Salafiyah of Egypt was opened in Mecca in the early years of King Abdul Aziz's reign.

4. Furthermore, King Abdul Aziz (1932-53) who was a book lover, subsidised totally or partly the printing of numerous important books in Islamic heritage, religion, Arabic linguistic and history. Among those, for example, were the works of Sheikh Mohammed Ibn Abdul Wahhab and some works of Sheikh Ibn Taymiyah.

3.3 Characteristics of Early Printing and Publishing

Thus, obviously, in comparison with the pre-Saudi era, printing and publishing had achieved some progress, but not at the rate desired, for various reasons. These will be discussed in the following chapters. The publishing situation continued with no significant change until the early 1960s. In this period, printing and publishing was characterised by:

1. The number of books and copies published were quite insignificant.

2. In terms of subject coverage the books published were limited and the stress put mainly on Islamic religion books and on Arabic literature, language and history. That perhaps reflects some emphases of the society in that time.

3. Lack of printing presses. That is why the books at the end of the last century and the beginning of this century were printed in Cairo and India, which continued as the
main printers and book suppliers for the region until Egypt completely took the role, and later Lebanon, and to some extent Syria, have become considerable book printers and suppliers to the whole region.

4. The concept of modern publishing does not exist here; the author or entrepreneur does much the same as an early publisher in any country, taking the manuscript to the printer without any coordinator (publisher).

5. Rarity of new titles - most of the books were heritage and classic books.

6. Despite the fact that the printing press had emerged in 1883 in the western province in the country, it appeared in the other provinces very much later; the first press operated out of the Hijaz province was Riyadh printing press established in Riyadh, Central Province, by the scholar, Hamed al-Jasir in 1954. (23) Seven years later al-Mutawa Printing Press was opened in Dammam in the eastern province; in the southern province, it came as late as 1970. (24)

7. Printing at this stage was characterised by bad quality editorially and aesthetically.

8. Low demand for books because of the high rate of illiteracy which explains the reason behind the print run of a local book.

Although this student believes that early printing and publishing played a substantial role in the intellectual life of Hijaz, he, on the other hand, strongly supports what Professor M.al-Shamikh concluded, that the major contribution made by the early printing presses in that era was in enabling journalism to emerge, and made the social environment in the
Hijaz as well as other parts of Arabia ready for change. In other words, it paved the way for the dramatic changes which took place later and touched all aspects of the society of what is presently known as the kingdom of Saudi Arabia. (25)
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CHAPTER FOUR

EDUCATION IN SAUDI ARABIA

4.1 Introduction

The emergence and development of modern education in Saudi Arabia in fact goes side by side with the unification of the country and its political stability. The need for modern education was certainly felt more after the conquest of the Hejaz, and the urgent demands for secular education were readily agreed to. Thus, in 1344 A.H. (1924) the Directorate of Education was founded as a governmental authority in charge of all education within the country. Obviously, several obstacles and difficulties faced the newly established authority, among them:

1. The severe lack of sufficient financial resources
2. A desperate shortage in the number of national teachers
3. The vastness of the country and the poor transport and communication system.

Nonetheless, some educational developments were achieved.

In 1373 A.H. (1953) the Directorate of Education was replaced by the Ministry of Education; a change was necessary in the face of increasingly heavy educational responsibilities. Thus, education in the country began a new era. The new ministry set out, as a first step, the aims, objectives and functions designated to each department. Several administrative districts were established to oversee day-to-day running of education within the area. Last, but not least, sufficient budgetary allocation was provided and within several years the Ministry was able to meet the challenge of responding to the educational needs of the society; thus
thousands of elementary, intermediate and secondary schools were opened besides many technical vocational institutes, colleges and various other educational institutions.

Education in Saudi Arabia is not compulsory; it is, however, free at all levels including higher education. Article No.233 of the educational policy includes:

> Education in all its forms and stages shall be free of charge, and the State will not charge tuition fees. (1)

Co-education is prohibited in all stages except in nurseries and kindergartens.

4.2 General Aims of Education

The state educational policy issued in 1970 defined the general objectives of education as follows:

> The purpose of education is to have the student understand Islam in a correct comprehensive manner, to plant and spread the Islamic creed; to furnish the student with the values, teachings and ideals of Islam, to equip him with the various skills and knowledge, to develop his conduct in a constructive direction, to develop the society economically, socially and culturally, and to prepare the individual to become a useful member in the building of his community. (2)

4.3 Education Administrations

Education in Saudi Arabia is completely under the control of the State. Educational responsibility may be divided between four major authorities:

1. The Ministry of Education which administers and supervises general education for boys at all stages below the university level.
2. General Presidency for Girls' Education, an independent governmental body in charge of girls' schooling at all levels and stages including higher education.

3. General Organisation for Technical Education. This government authority is newly established to be in charge of this sort of education which was, until 1981, under the direction of the Ministry of Education. The financial budget allocation given to the organisation in its first year was SR1,701,195,000, or 6.59% of the total state expenditure on education. (See Table 4.5).

4. Ministry of Higher Education, established in 1975 to carry out, with the universities in the country collaboratively, the state educational policy concerning the field of higher education throughout the Supreme Council of Universities.

In addition to the previous authorities, there are some other government ministries and departments which provide general education or specialised vocational or technical training for their staff or for their children. Among these authorities, for example, are the Ministry of Defence, National Guard, Ministry of Health, Ministry of Labour and Social Affairs and the Ministry of Post, Telegraph and Telephones.

All the above participating governmental authorities are responsible for the administration and the financial control of general education while technically the Ministry of Education is in overall control.

4.4 Organisation of Education

In regard to the structure of education in Saudi Arabia, the system can be divided into the following:
4.4.1 General Education

This consists of: 1. Elementary, 6 - 12
                2. Intermediate, 12 - 15
                3. Secondary, 15 - 18

It should be noted that there is a pre-school from 4 - 6 which precedes the elementary school but attendance of this school is not required for admission in the elementary school.

4.4.2 Technical Education

The country's need for technicians, skilled and semi-skilled, is so critical that most of the technical manpower working in the Kingdom at the present time is non-Saudis who need to be replaced by Saudis. The main obstacles to the rapid development taking place in the country at the present time are the serious shortage of trained nationals because the local technical and vocational institutions do not produce enough qualified Saudi manpower to meet the country's pressing needs. So, to solve this problem and to be prepared for the future demands, the government established in 1981 the General Organisation for Technical Education to be in charge of technical education which, until recently, was the responsibility of the Ministry of Education.

The new authority is undertaking ambitious long and short term plans to improve and develop vocational and technical education. The plans include providing sufficient financial allocation, developing the present technical and vocational institutions, opening new institutes and technical colleges, employing the best teachers, encouraging more students by giving high grants, by providing pre- and in-service training and by applying the well-studied plans.

Technical education below university level might be divided into the following stages and divisions:
4.4.2.1 Industrial Education, which is divided into three levels:

4.4.2.1.1 Secondary: to be joined by the Intermediate school graduates. Its duration is three years.

4.4.2.1.2 Higher Technical Industrial Institute: the candidate is required to have the Certificate of Secondary Vocational Institute. The study period is two years and three for those intending to be teachers in the industrial institutes.

4.4.2.1.3 Technical Colleges: the first one was already opened in Riyadh in 1983; more colleges in different provinces are expected to open in following years.

4.4.2.2 Commercial Education, which consists of two levels:

4.4.2.2.1 Secondary Commercial Education: these institutes require the Intermediate Education Certificate (IEC) or its equivalent. The duration is three years. Graduates gain the Commercial Secondary Education Certificate (CSEC) which enables them to work for the private sector such as banks or for the public sector.

4.4.2.2.2 Higher Commercial Education: applicants should have the CSEC or SEC. The study duration is two years conducted either in the day school or in the evening schools for employees to improve their qualifications.

4.4.2.3 Agricultural Education: There is one secondary agricultural institute in Buraidah. The duration of study is three years and the IEC is the admission requirement. The graduate can work for the government or the private sector, or attend the colleges of agriculture in one of two universities in the country.
4.4.3 Teacher Institutes

The educational authorities are aware of the vital role which teachers can play in national development. Therefore, the Ministry of Education and the Presidency of Girls' Education opened several suitable teacher training institutes for all stages. In addition, the state provided the teachers with a special cadre; undertook in-service training to train the indigenous teachers, to encourage them and to raise their standards and to enrich their experiences and knowledge to enable them to carry out their educational work properly. A considerable improvement has occurred over the last few years. Continuous development is taking place in the teachers' training institutes, the training programmes, and the schools curricula, and in replacing temporary hired buildings with newly constructed buildings established in accordance with the government school building programmes.

All these changes aim to develop and to make use of the previous experiences and to raise the standards for both teachers and students alike in an attempt to improve the quality of education.

In regard to the training of national teachers, several centres for sciences and mathematics have been established to train highly specialised teachers in these fields.

Besides the qualified teachers who graduate annually from the colleges of education at the universities, many junior colleges for men and others for women teachers have been founded to provide more Saudi qualified teachers in various subjects. In the field of English language, which is taught as a second language, the Ministry of Education selects a considerable number of teachers every year to take part in the teaching programme which is prepared in advance by the Ministry and one of the universities in the United Kingdom.
This two years' study enables the graduate to teach English as a second language in both Intermediate and Secondary schools.

There are also various institutions to provide teachers in different subjects. Among these is the Physical Education Institute founded in 1974 to prepare qualified teachers in the teaching of physical education in Elementary, Intermediate and Secondary schools (See Table 4.2).

What is previously mentioned was a very brief summary about the general education system for males which is administered and supervised by the Ministry of Education. However, in addition there are some educational institutions established by other governmental ministries to achieve specific purposes such as preparing and providing some of the technicians, qualified personnel and skilled staff in various fields needed by these authorities. Furthermore, the government established in 1961 the Institute of Public Administration (IPA) which is well known both nationally and internationally. IPA is generally responsible for organising training programmes for public sector employees.

4.4.4 Special Education

This type of education started in the late 1950s. Its purpose is to provide equal educational opportunities for the physical disabled.

In 1962 a Special Education Department was established in the Ministry of Education to undertake responsibility for this type of education; the department developed later to become the Directorate General for Special Education. By 1981 there were twenty-seven institutes for males and females up and down the country at all stages of education; ten of those for the blind, another ten for the deaf and seven for
the retarded. (See Table 4.6). According to the statistics of education of 1981/82, the school population for special education was 2196 students. The Ministry provides both general education at all stages and vocational training. Board, lodging, clothes, transport and recreation are also provided free of charge. Furthermore, to encourage the students to join these institutes some financial grants are paid monthly by the Ministry.

4.4.5 Private Education

Private education came into existence before the unification of the Kingdom. The Ministry of Education encourages and supports financially this sort of education.

The Ministry has complete control over the private schools to ensure that various educational standards are applied. Naturally, private schools are not free of charge. However, the tuition fees are fixed by the Ministry which offers financial assistance in addition to the textbooks for all levels in an attempt to spur these schools into putting forward their educational message side by side with the public schools.

There is a wide variety of schools from kindergarten to secondary. In addition there is a great number of specific subjects taught in the private schools. Some of these schools are day schools and some have both day and evening study; others have only evening school. (See Table 4.3).

4.4.6 Girls' Schooling

As earlier indicated, co-education is prohibited in Saudi Arabia. Female education remains absolutely segregated from that of men. Before 1960 there was no official education
### Table 4.1: Schools in Ten Years 1972/73 - 1981/82

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<th>Year</th>
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Source: Educational Statistics in the Kingdom of Saudi Arabia (15th Issue)
provided by the government. However, there were some private schools in the main cities in addition to the traditional teaching 'kuttabs' which were also founded in some cities and towns. In 1960/61 the government established Girls' School Administration, an entirely separate authority, which subsequently developed and was renamed the General Presidency for Girls' Education to administer and supervise the girls' education in all stages.

The educational system adopted for girls is the same as that of the boys. Also, the girls study additional practical courses such as home economics and the like.

In 1960 the first fifteen elementary schools and one class for women training as teachers were opened. The budget allocated for the first year was two million Saudi Riyals; three years later the first intermediate secondary schools and women teacher intermediate institutes were founded. In 1968 the expenditure on girls' schooling jumped from two millions in 1960 to ninety-two millions Saudi Riyals increasing almost fifty times within eight years. (3)

The first college established for women was in Riyadh in 1970, and subsequently more colleges have been opened in many cities; by 1984 there were eleven colleges, each with different academic departments which teach various subjects in literary, social science and scientific fields.

All these colleges award Bachelors' degrees, some award Masters, and at least two of these colleges have recently started granting Ph.D. degrees in particular fields such as social sciences.

To prepare enough qualified Saudi women teachers, the Presidency established in 1979 the first junior college
for women teachers; by 1983 there were twelve junior colleges scattered in twelve cities and towns up and down the country. (4)

So, the education in the country, and in particular girls' education, has grown rapidly in a relatively short time from a modest base to a complex system embracing institutions from kindergarten to graduate schools. Female education has achieved tremendous progress so that within three decades the enrolment reached in 1981/82 639,117 in all academic stages from a total of 1,682,148 male and female students in the country. (See Table 4.6).

4.4.7 Adult Education

This form of education cares for illiterate adult men and women especially those born before 1950 who are either over-age for the age of day school or for those who, for one reason or another, were unable to attend the day schools. Adult education began in 1949 when the public schools opened evening classes for adult males. In 1954 the Department of General Culture was established as a unit within the Ministry of Education to be in charge of the adult education for men. The department set up the literacy campaign programme to be carried out during the evening in the public schools. These programmes are divided into two stages: combatting stage and follow-up stage. Each lasts two years, at the end of which the learner is entitled to take the examination for the Elementary Education Certificate. Female adult education is similar to that of male except female education is conducted in the late afternoon while men's school is in the evening.

The state is determined to eradicate illiteracy from the country; therefore long-term plans have been set up in accordance with the Royal Decree No. M/22 dated 1972. The implication of the decree was to set up a High Committee
consisting of all the government ministries and departments concerned, to be in charge of defining their responsibilities and obligations and to co-ordinate all efforts in this respect. The decree also defined a period of twenty years, started in 1973, to eliminate illiteracy from the country.\(^{(5)}\) So massive campaigns have been undertaken by several government ministries and departments such as the Ministry of Education, Presidency of Girls' Education and others.

The enrolment in adult education has increased significantly during recent years. In 1972/73 the number of the schools for both males and females was 768 with 55,115 students; the total enrolment in 1981/82 rose to 146,192 studying at 3,307 schools (See Table 4.3).

With regard to some communities which are too small to establish schools, the relevant educational authorities provided free transportation for the children to go to the closest school. The same methods are applied to temporary Bedouins' gathering places. The state has also been organising massive summer literacy campaigns since 1969, where public school teachers can contribute to these literacy courses which last 100 days and concentrate on small villages in remote areas. The campaign people include medical doctors, in addition to qualified teachers. The aims of such campaigns are comprehensive; in other words, it is an attempt to develop the covered areas medically, socially, culturally and educationally. Over the last decade the literacy campaigns have shown considerable success so that the campaign people were able, in many ways, to change the type of life and concepts, and to encourage many of the Bedouins to abandon their typical patterns of life and settle down.

Furthermore, there are many social service centres, institutions and community development centres, radio and
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television programmes and other facilities which are dedicated to serve this purpose.

According to the state plans illiteracy will be eradicated from the country by the end of 1993.

4.4.8 Higher Education

In Saudi Arabia, like any other country, university education became a necessity; it is devoted to instruction and research. One of the most important purposes of this education is to produce highly qualified citizens in various fields to carry out the demands of the country's development plans and to fulfil the increasing needs resulting from the rapid growth.

In spite of the fact that higher education has started so recently, it has achieved a significant academic standard in a relatively short time. In 1969/70 the university total enrolment was 6,942, within the last decade the figure has risen to 47,990 in 1979/80, an increase of seven times in one decade at an average annual rate of 21.3%.

The higher educational institutions in Saudi Arabia consist of the following:

4.4.8.1 Universities: At the present time there are seven universities with over sixty-five colleges. The nation's largest and oldest university is King Saud University in Riyadh and the newest one is Umm al-Qura University, established in 1981. (See Table 4.5).

4.4.8.2 Other higher educational institutions: Besides the universities, there are numerous separate colleges and institutes which have been established up and down the country over the last years. These are:
4.4.8.2.1 Girls' Colleges: At the present time there are eleven colleges devoted to girls' higher education, each college acting as an independent higher education institution. In general, the girls' higher education is supervised by the General Presidency for Girls' Education under-secretariat for colleges.

4.4.8.2.2 Junior Colleges: There are nineteen junior colleges, twelve for women teachers and seven for men teachers. Those for girls are administered by the Presidency of Girls' Education whereas the men's are administered by the Ministry of Education.

4.4.8.2.3 Science and Mathematics Centres: Established by the Ministry of Education to qualify male national teachers in these fields.

4.4.8.2.4 Higher Technical Institutes: The country has four higher industrial and commercial institutes in Riyadh and Jeddah. The period of study is between two and three years. The candidates are required to have the Secondary Education Certificate for Technical Education.

4.4.8.2.5 Military Academies: The Kingdom has four different military academies; each of these requires the male student to have the Secondary Education Certificate. The study duration is three years, after which the successful student is awarded a Bachelor's degree in the Military Sciences. The academies are as follows:

4.4.8.2.5.1 King Abdul Aziz Military Academy - administered by the Ministry of Defence and Aviation;

4.4.8.2.5.2 King Fahd Police Force College - administered by the Ministry of Interior;
4.4.8.2.5.3 King Khalid Military College - administered by the National Guard;

4.4.8.2.5.4 King Faisal Air Force College - administered by the Ministry of Defence and Aviation.

4.5 Higher Education for Girls

Officially the Presidency for Girls' Education is responsible for girls' schooling; its Undersecretariat for Girls' Colleges is the division which handles higher education. However, the girls have three alternatives to pursue their higher education:

Firstly, to attend university. Three out of seven of the Saudi universities provide an equal opportunity for female students to obtain university education in a wide variety of subjects at both undergraduate and postgraduate level.

Secondly, to join women's formal higher education. There is preparation for this in eleven women's colleges all over the country; they may also attend one of the twelve junior colleges for women teachers.

Thirdly, to join the university as an external student where attendance is not required. Two universities offer such opportunities. However, this only applies to arts and some social science subjects.

4.6 Saudi Students Studying Abroad

Higher education in the country has a relatively short history. The oldest university was opened in 1957. The rapid comprehensive development the Kingdom witnessed in the 1970s and the early 1980s has resulted in a serious shortage in qualified Saudis in almost every field. As a result, both public and private sectors have relied heavily on the foreign nationals to meet pressing demands.
In the universities, for example, fifty percent of the teachers are non-Saudis. That explains why the institutions of higher education as well as the other government ministries send a large number of students for further studies and training, particularly to specialise in the fields not available in the country. In 1979/80 the number of Saudis studying in foreign universities was 10,035. Fifty-one percent of those were pursuing scientific fields, namely natural sciences, engineering, medicine and agriculture. In 1983 the figure for the Saudi students in the United States alone is over 10,000.

4.7 Development of National Human Resources

The development of local human resources is the key element in the state development plans. To achieve this purpose, the first national development plan 1970/75 allocated $5 billions. The second plan 1975/80 has increased to $22.7 billions, while the allocation for it in the third plan 1980/85 was $36 billions.

No wonder that this matter has been given a higher priority in the government programmes. Over the last decade rapid developments can be seen in almost every field. It is, however, that kind of change which is not easy to cope with. The dramatic growth is most apparent in the education sector. To realise the extent of this development, one has only to look at public spending on education. In 1972/73 the allocation for this sector was SR 1,591,506 thousands or 12.1% of the total state budget. The expenditure has increased over the last decade by 10.71% as annual rate to reach in 1981/82 SR 25,823,287 thousands or 8.7% of the total budget of the state, coming second to the allocation for defence and aviation (See Table 4.4). The increase in the same year compared with that of 1980/81 was 10.9% in the number of schools and institutions, 8% in the number of classes and 12.6% in the number
of teachers and administrators. The figure for the
students in 1981/82 in all stages including higher education
was 1,682,148 studying in 12,619 educational institutions
staffed by 121,141 teachers and administrators. (See Table
4.2).

Despite the impressive developments that have been
achieved in this field, it cannot be said that education in
the country is without problems, or that these are easy to
solve. Saudi Arabia, like any other developing country,
has its problems. Perhaps the major one is the serious
shortage of national teachers which is caused by the rapid
growth in the education; as Bederly said:

In contrast to most Arab countries
Saudi Arabia faces the problems of
abundance rather than of poverty.
The major obstacle to the rapid develop-
ment of the society is the critical
shortage of trained Saudi manpower.
Unlike most developing countries, which
must contend with the dissatisfaction
of a large number of unemployed intell-
lectuals and university graduates, Saudi
Arabia literally cannot produce graduates
fast enough to meet its needs, especially
in technical fields. (7)

Another critical problem which is also related to
the fast development of education is school buildings. Although
the authorities concerned started long ago an overall school
building programme, there are still a considerable number of
temporary hired school buildings needing to be replaced
because the rented buildings are inadequate. Although these
obstacles were not the only problems facing education in the
country, they are probably the most important ones. In
addition there are others related to different aspects of the
education system, some connected with the curricula, others
with quality and quantity and so on. This student trusts
that most of these problems will find their solutions sooner
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<tr>
<th>Fiscal Year</th>
<th>Budgets &amp; Allocations</th>
<th>(1) Government Total</th>
<th>(2) Public Expenditure on Education</th>
<th>(3) Ministry of Education Budget</th>
<th>(4) as % of (3)</th>
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Table 4.1: Government Budget and Budget of Education in Ten Years

Source: Educational Statistics in the Kingdom of Saudi Arabia (15th Issue) 1981/82
### Table 4.5: Government Budgets for Education (Thousand Saudi Riyals)

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<th>Year</th>
<th>Ministry</th>
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**Legend:**
- **Princ:** Principals of the universities.
- **Org.:** Organization of the universities.
- **Ed.:** Education of the universities.
- **Adm.:** Administration of the universities.
- **Minis.:** Ministry of the universities.
- **D.:** Development of the universities.
- **R.:** Research of the universities.
- **Uni.:** Universities of the universities.
- **H.:** Higher education of the universities.
- **E.:** Education of the universities.
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Table 4.6: Students in Ten Years 1972/73 - 1982/83

**Source:** Educational Statistics in the Kingdom of Saudi Arabia (15th Issue)
or later, especially as the educational planners in the country are now realising and are aware of the seriousness and the dimensions of these problems.

Finally, the author strongly believes that human resource development is the essence and the necessity for development in the Third World nations. In Saudi Arabia recognition of its work is due to the national development plans which put this crucial resource as the main interest in the development process.

No doubt the growth of education in the country has influenced Saudi Arabian society intellectually, socially and economically. Certainly the tremendous growth of education contributed sharply to the decrease of illiteracy in the country. In regard to what extent this large scale problem was eliminated, so far there is no announced official figure concerning this matter. In foreign observers' views the illiteracy rate is very high. On the other hand, internal observers who live with the prosperity of education have their own contrary views; to them foreign assumptions are to some extent exaggerated and doubtful, because such anticipations are based on guesses and not on solid facts. This student cannot anticipate any percentage; in his personal view the illiteracy rate is still a really serious problem which hinders the national development. However, he asserts that the illiteracy rate has widely declined, particularly over the last decade; he is also confident that the future of education is both bright and promising for various reasons, amongst them:

1. The educational authorities and some other bodies concerned have undertaken since 1973 long-term programme in an attempt to eliminate illiteracy from the country within a twenty year period.
2. Education has a significant achievement by any standards. The prospects are that it will even increase in the future in terms of quality and quantity.

3. The chief emphasis of the first and second five-year plans, 1970/75 and 1975/80 was on infrastructure, specifically roads, seaports, buildings and airports. The emphasis of the third one, 1980/85, was on industry, agriculture, communications, electricity and human resources. However, the fourth development plan, 1985/90, will shift the state expenditure towards the development of human resources; indeed, the new five-year plan is devoted almost completely to performing this purpose. Probably the reason behind that is that the national planners are keenly aware of the investment in human capital especially as the state is at the present time in the process of fostering the diversification of the economic base by establishing new industries, in order to lessen the country's overwhelming reliance on the oil sector, which, consequently, will decrease on the dependence on non-Saudi imported labour.

4.8 Education and Publishing

There is no question that education is the key element in any nation's development, and the society of the future has often been described as the learning society.

Education is particularly closely related to the publishing business since the education is:

1. The crucial element in establishing the general readership in a society. This investigation will show later (Chapter six) that until 1966 there was no single commercial publisher. The sensational growth of education in the Kingdom in the course of the last two decades has provided
the opportunity for indigenous trade publishing houses to emerge. At the present time there is a tremendous number of small, medium and large private publishers.

2. It is the essential means to the creation of purchasing power which is necessary for book mass production and consumption.

3. Education is also the starting point to the advancement and improvement of the economic situation and social status.

4. Finally, education is, itself, a major consumer and producer of books.

As a result of these and other factors, the book industry in Saudi Arabia is symbiotic with the growth of education opportunities in the forms of increase in the number of schools, school population, colleges, universities, other educational institutions and libraries.

There is no guarantee that educated persons will necessarily be readers. This is especially true in the developing countries including Saudi Arabia. It is evident that reading in our society is seen as an end in itself rather than a means to life-time education. In Saudi Arabia the reading habit generally can be traced back to the introduction of formal education in the last four decades. The overwhelming majority of the Saudi students have as an ultimate objective in going to school to pass the final examinations and eventually get certificates which guarantee them improvement on their prospect of economic advancement and social mobility.

A large portion of the literate people are yet to develop the habit of reading for leisure purposes. Available
evidence suggests that the vast majority of people spend their spare time in watching television and video, playing cards, socialising and sports. Many people in our society buy books in large quantities for social reasons such as prestige rather than their values. Although many people consider books status symbols, this does not mean that they are book readers. A high percentage of people, including students, read newspapers and magazines rather than books. It is obvious that more saleable works are the religious, Islamic heritage and literary books besides social studies, biography, political and cookery works.

A real fear is that the current method of teaching in our education system at all stages, including higher education, is not that sort which creates the reader, because the available evidence shows the Saudi students during the school years depend entirely on their textbooks with no wider or further reading. Furthermore, the majority stop reading as soon as they leave schools and universities.

The writer strongly believes that the authorities should work jointly with the universities, as well as other relevant organisations, to conduct in-depth studies of the reading habit, the sociology of books and psychology of reading at a national level. Such studies, when conducted on a systematic basis, will help education planners, teachers, librarians, and will guide the indigenous publishers in deciding what to publish instead of adopting a trial-and-error method in anticipating public demand.

The present situation regarding the reading habit, although not satisfactory, has achieved some progress. The growth of education in particular has increased the demand on books, besides it raised the level of literacy in the
society and consequently has increased the number of readers and potential book buyers.

As an observer put it:

The book industry will flourish only in literate societies where the reading habit has been formed and the people are willing to own books (8).
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CHAPTER FIVE

AUTHORSHIP

5.1 Introduction

The author takes the initiative in the publishing cycle; that perhaps explains why he always laments that he is the forgotten person in this business. Undoubtedly authorship is the key element in this trade, because the author provides the publisher with the raw materials, and he is the one on whom the publisher depends for his livelihood.

Authorship itself is a very difficult trade; though a university degree or any other degree is not essential, it does require experience, knowledge and some training.

In Third World nations the difficulty of this profession is even greater. The reasons for it being so varies from one nation to another. Perhaps one of the common obstacles is the lack of facilities of research such as developed libraries, laboratory facilities, research assistants, equipment and so on. In Saudi Arabia there is an evident shortage of experienced and knowledgeable authors and writers. Generally speaking, authors might be divided into two categories; first of all, amateurs for whom writing is an occasional activity to be practised in their spare time, who use the financial rewards as additional to their steady regular income. Secondly, professionals, trade authors, whose writings are highly professional and demanding craft from which they make their living.

It seems certain that the latter category is not yet developed in Saudi Arabia, despite the fact that there are some established full-time authors who devoted their lives to
this craft. Among them for example, H.al-Jasir, A.Seba'ai', Tahir Zamakhshari and A.Attar who won the state prize for literature, besides some others who used to be government officials and became in recent years full-time authors such as A.Ibn Khamis who is also a state prize winner. To those authors, authorship is not the only occupation upon which their livelihood depends but is in addition to income from other sources.

However, most of the Saudi authors, until now, are not free lance authors but rather government officials, academics or journalists who write in their leisure time from the jobs on which they make their livelihood.

As mentioned above, Saudi Arabia is developing rapidly. Eventually numerous lucrative opportunities will be open to individuals, especially educated people, to establish their own business, or to work for the public or private sector. Authorship is not an attractive craft; it is the dilemma of authors almost everywhere, though it is greater in Saudi Arabia due to the availability of more profitable opportunities, that very few authors can fully depend on their book writing.

Not counting the academics, the Saudi authors originated mainly through journalism; some of them are mere local writers, whereas others are very knowledgeable and have become regionally well known and have attained Arab world fame. A considerable number of indigenous authors are academics, many of whom are Ph.D. holders educated in the West, mainly in the United States and the United Kingdom, who have had experience in research writing activities during their stay abroad where the research facilities are available. Some of those after they returned, devoted most of their time and efforts to teaching due to various reasons like lack of research facilities such as good library services, equipped
laboratories, research assistants and the like, in addition there was a heavy load of lectureship resulting from the shortage of teaching staff. Some of them work in their spare time with other government departments where their experience and speciality are needed and where the financial reward is reasonable. As a result their contribution to book writing is insignificant. Within the last decade the situation has begun to change for the better when the universities themselves started to pay great attention to fulfil the other crucial function of their existence, which is research activity. The change can be seen clearly in these aspects:

1. The universities, after they built their infrastructure administratively and academically, became more prepared and qualified to undertake research activities relevant to the local environment and in accordance with the new demand of the development plans of the Kingdom. So most of the national universities came out of their ivory towers and built links with the society and local environment in an attempt to feel the problems facing the application of national development plans and to try to find solutions for such problems.

2. Within the universities the policies and regulations concerning research activity are being issued, such as regulations governing promotion of academic staff which necessitated that each member of staff, to be promoted, must have original research work either published or accepted for publication. (1)

So, well equipped, adequate laboratories as well as financial aid have been provided, good academic libraries have been developed, and heavy load lectureship have been greatly reduced owing to the return of many nationals from abroad and the import of a considerable number of non-national faculty
members. On the other hand, the country within the last decade has attracted a tremendous number of prominent academics and scholars to work either for the national universities or for other government departments. These come mainly from the Arab world and other countries, some of whom contributed a great deal to book writing in the country.

5.2 Authors and their Publishers

The study survey has shown that indigenous publishers receive book manuscripts through one or more of the following methods:

1. The author comes to the publisher and asks him to consider publishing his work.

2. The publisher conceives of a work and then commissions an author to write it.

3. The publishing firm takes the initiative in seeking out manuscripts, particularly with reputable authors.

4. Through agents. It must be kept in mind that the sort of agents are not in any means like the literary agents in the West, because this method has not yet developed in most developing areas, rather they are some persons who know both the publisher and the author who frequently act voluntarily.

Eleven out of twenty-five publishers use all the above methods. Six publishers were in favour of the first two methods. Three follow the first method only. Two publishing houses, so far, did not publish for any author but their owners. One occasional entrepreneur publisher publishes reprint editions of classic books in Islam and Islamic classic heritage, whose authors died hundreds of years ago.
As far as acceptance or rejection of manuscripts are concerned, the publisher depends on his judgement. However, in general, there are some reasons which seem to help in the acceptance or the rejection of the work. According to the study analysis the most common one is the seriousness of a work; the second is the need of the local book market for the work; the author's popularity comes in the third place, then prediction of success for a book by the publisher. In regard to the market factor it may be worth mentioning that neither the indigenous publishing firms nor any other organisations made any sort of market research concerning the local book market need or public reader trends; the publisher merely counts on his previous personal knowledge and his expectation in the future. The specialization of the author comes in the last place; this is partly justified by the fact that demand in the local book market is dominated by general books.

With regard to manuscript examination, reading and deciding whether to publish it or not, the analysis has shown that the publishing firms follow one of three methods, either to examine it by the publisher's staff only, to send to an outside reader, or to use both methods. Some of the publishers have free-lance readers who frequently specialize in certain subject areas and who act sometimes as consultants, readers and referees in their specialized subject areas. When the publisher refers the manuscripts to an outside reader for examination, he usually prepares a report about it which presumably includes its subject matter, the quality of writing and his recommendations. The majority of publishers use both techniques together. Despite the fact that some have their own readers, these are not experienced enough as commissioning, or sponsoring editors.

After the manuscript is accepted by the publishing house, it will be sent, along with the official request from
the publisher, to the General Directorate of Publications (GDP), Ministry of Information (MI) for approval. The duration of time which the manuscript is in the Directorate greatly varies; the study shows that it ranges between two weeks to a few months. However, according to an interview in the Winter of 1983, the Director of GDP has indicated that they proceed with 50% of the manuscripts within twenty-four hours after submission, 40% within a week, 9% in a month, and 1% in more than a month, due to various reasons which have nothing to do with GDP. It is worth mentioning that under Article 11 of the Publication Regulations, the Ministry of Information has to perform the reading of a manuscript within thirty days from submission day. This censoring body (GDP) is authorized according to the Publication Regulations (PR) to approve, ask for minimal or major change on the manuscript, or even to disapprove of any indigenous or imported reading material as well as audiovisual materials to be published or sold in the country. This overt censorship is based on three main reasons: religious, political and moral. If, for example, a publication contains obscenity, charges the state falsely, mocks religion or has anything libellous or defamatory, the book will be prohibited from being published or sold in the Kingdom.

5.3 Agreements

According to the study analysis all the indigenous publishers sign contracts with their authors. There is no general standard contract (model) to be applied in all houses. The contracts vary from publisher to publisher and sometimes from book to book within the publishing house. In general, the main features of the contracts might be summarised as follows:

1. They are short and do not have detailed comments, usually not more than two pages long.
2. They use simple and clear terms.

3. The contracts cover in brief the scope and nature of the agreements, the author's warranty and indemnity, production, correction of proofs, marketing, royalties, subsidiary rights, accounts and the author's free copies.

The author's agreements followed by the indigenous publishers are of three kinds. First of all, modified outright sale of the copyright. Secondly, the royalty system, payment on per-copy-sold basis. Thirdly, a profit-sharing agreement. Most of the publishers either use a combination of the three methods or at least two of them. Few firms restrict themselves to one particular method. Eighteen out of twenty-five publishers use outright sale of the copyright. However, the application of this method in its real sense is rare; instead publishers use modified sale by buying all rights of a work for a certain period of time, mostly between three and five years, and in some cases for ten years, during which time a publisher grants that a work must not go out of print. Sometimes the publisher buys all rights for one edition; thereafter the rights revert to the author.

It is understandable why authors prefer this method; it is because many publishers, as in other developing areas, do not send at all, or delay, their authors' statement of account; others do not render accurate sale statements. Non-Saudi authors, especially Arabs, prefer this method as they are not permanently living in the Kingdom. It is under these circumstances that many authors would rather sell all rights of their works to the publishers in an attempt to avoid these problems.

The second preferable method is the royalty system, the payment on per-copy-sold basis. Thirteen out of twenty-
five publishers use this system. It varies in terms of percentage paid from one publisher to another and also from author to another, it begins at 10% ranging to 25%. However, al-Islah Publishing House of Dammam pays up to 30%.

It is worth mentioning that this percentage seems to be high especially as it is almost twice the international standards. It is however, this writer's point of view that it is probably justified for various reason; amongst the important ones are:

1. In Saudi Arabia book writing does not attract enough writers as long as there are many other opportunities available for educated and cultured people which have hindered the emergence of enough creative authors; besides the print number is low, averaging about 4,000.

2. There is an evident shortage of experienced authors; in addition many of the creative writers prefer to write for the local media such as newspapers, magazines and other media rather than writing books, since it is much easier, the monetary reward is better and most important, the media places the writer in the centre of the society.

3. Most of the writers, as earlier pointed out, are amateurs; in other words, they are involved in a full-time job which leaves them little spare time to write.

4. Last and not least, lack of research facilities; libraries, if academic libraries are to be excluded, are undeveloped.

Profit sharing seems the least preferred method. Nine publishers apply it but also use at least one of the other methods. This way of payment is different among the
the houses; in terms of percentage of author's share it ranged between 30% and 50% split of profit sharing.

The relation between some indigenous publishers and their authors does not seem to be cordial; the latter feel they are somehow being exploited by the publishers. On the other hand, the publishers accuse their authors of being unreasonable since they find 20-25% royalty, which is better than the international standard, unattractive.

It is mainly for this reason that some commissioned reputable authors venture into publishing their own works at their own expense. As far as book marketing and distribution is concerned, since the government is the chief book purchaser, it is not uncommon for these authors to pay visits to the government departments concerned taking a few copies of their own work asking the people in charge to consider buying some copies.

The governmental book purchase, as we will see later, is a complicated process. Sometimes the author gets lucky because one or two departments buy the entire edition. In this case economically, it is more profitable for an author who receives, in addition to his royalty, the share of both publisher and bookseller as well, to publish his work on his expense. However, it does not always work out that way, because sometimes the government departments buy none for some reasons. Perhaps the most common one is the unavailability of the money in the department book fund or at other times the departments buy only a few hundreds or even tens of copies, so, in both cases, the remainder will be a serious problem for the author who will try to get rid of them by sending them to some booksellers, who are sometimes willing either to buy them at a reduced price or merely to sell them; accordingly 30 to 40% of the cover price will be taken by the bookseller who presumably will distribute them all over the country.
This sort of publishing differs from subsidy or "vanity" publishing which, according to Legat, is practised by:

some authors who cannot secure commercial publication for their books, or who are merely taken in by attractive advertisements, pay to have their work published.

That does not mean that subsidy publishing does not exist. Unfortunately, at the present time there is quite a number of so-called writers, poets, and novelists, who practise book writing, some of whom had experienced writing in the local periodicals who overnight became authors, others never experienced any sort of writing. Some of this writing is commissioned by a few disreputable publishers; happily not all this vanity writing finds its way to publication. However, since most of those people have everything except the ability of creative writing, they pay for their works to be published. In the book publishing business, if a book, as Wells said,

...is not written to sell, it will not be published. That means not only no money, but no 'name on the cover' either.

This is not to paint a grim picture about authors and authorship in the country; it is simply to say that the subsidy publishing exists in the Kingdom as it does elsewhere.

5.4 Incentives for Promoting Authorship

As noted above, it is obvious that there is a lack of the indigenous, experienced and knowledgeable authors which directly affects the book industry in the country. So far no accurate assessment can be made to determine the number of the Saudi authors, and the extent of their ability to fulfil
the need of the local book market because of the complete absence of the national bibliographies and statistics. Nevertheless, it is certain that the Saudi authors in general constitute a small portion and the established ones among those even smaller.

Currently the state provides three sorts of incentives which, no question did help, to considerable extent, authorship as well as book industry in the Kingdom. Because the government is in charge of all kinds of libraries - school, public, special and academic - it is the major book purchaser. In addition, some government departments such as the Ministries of Information, and Higher Education, and the Presidency of Islamic Research Ifta and Propagation (PIRIP), in order to encourage the indigenous publishers and writers buy some of their works, but this is not usually done on a systematic basis and does not always take place since it depends on various factors, among them the available money in the book fund. State assistance to promote indigenous authorship can be summarized as follows:

**Firstly**, to ensure support and encouragement, the government issued in November 1983 a Royal Order No.471/M dated 24/2/1404 A.H. The implications of the Royal Order is that every government ministry, department and agency should buy at least one hundred copies, some more, of each work approved by the Ministry of Information when the conditions below have been fulfilled:

1. The author of the work should be Saudi national;
2. The work should be printed inside the country;
3. The work should be useful for the public welfare. (6)

With regard to the purchased works, the government department concerned presumably adds some of them to its
library, if any, and distributes the remainder free of charge to its employees and to the visitors to the department. Despite the order becoming effective from the date of its issue, some government departments interpret it in such a way as to avoid the purchase on the ground that the contents of a work is unrelated or irrelevant to the department's functions and activities. For instance, a book in a literary subject does not seem related to the Ministry of Agriculture or the Ministry of Electricity and Industry and so on. In general, it is undeniable that the order was intended to support the book industry, including national printing enterprises and publishing, as well as authorship. Its greatest significance is that it is an encouraging sign which indicates that the government has become alert to the important role that the book industry may play in national development.

Secondly, the state, represented by the General Presidency for Youth Welfare, has established since 1975 several cultural organisations in the major cities of the country; these include, up to now, eight cultural literary clubs and the Saudi Arabian for Cultural and Art Society which was established in Riyadh in 1973 with five branches in five principal cities in the Kingdom.

The clubs and the Society are non-profit making organisations constituted originally to incite, induce, and to promote literature and arts activities in the Kingdom. Encouragement and assistance of the indigenous beginners or unknown writers, is a major objective, among others, behind their existence. As an example, if a work by an unknown Saudi writer is worth publishing then the clubs or the Society will take the opportunity to publish the work. Usually they buy the copyright for a certain period of time; in return they pay the writer an amount of approximately £1,000 - £3,000. In the last few years these cultural
organisations have provided good opportunities for several writers to appear in print. This is the sort of support the state provides; though it seems, in the short run, to be more in favour of one aspect of the book industry, in fact it has tended in the long run to help the whole aspects of the book industry in general.

Thirdly, the state literary prize. In 1980 the government established the state recognitional prize for literature in accordance with the Royal Order No.19645 dated 20/5/1400 A.H. The objective of the prize is to raise the literary movement standards by rewarding the national authors who have made a significant contribution to the literary development in Saudi Arabia, and to be an inspiration for authors and potential authors of the future to produce more and more of creative writings.

The state prize regulation includes:

1. The prize to be awarded by Royal Order in accordance with the State Prize Committee recommendations every year for three Saudi scholars who have already made an outstanding contribution to literature development in the Kingdom.

2. A nominee for the state prize must be at least fifty years old.

3. The state recognitional prize consists of:

   First: A certificate in the name of the winner;
   Second: A gold medal;
   Third: A sum of 100,000 Saudi Riyals a year (over £20,000) to be awarded for life.

The first year the prize was awarded was in 1983 to three Saudi scholars who contributed a great deal to the
literary and intellectual life in Saudi Arabia over the last decades. These three pioneers are: Ahmed al-Seba'ai, Hamed al-Jasir and Abdullah Ibn Khamis. According to the prize regulation the prize is to be awarded to the recipient in a special official ceremony in Riyadh under the auspices of His Majesty the King and attended by prominent scholars and Arabists from the Kingdom, Arab States and other countries. Despite the above two restrictions, the subject in which the prize is to be rewarded and the age of the nominee, the prize will have, in the future, a profound effect on the whole intellectual life in Saudi Arabia due to its high degree of recognition or status and for its huge volume of monetary rewards.

Two things probably might make this prize distinctive from the other national and international prizes: Firstly—its huge volume of financial reward. Secondly, the prize to be awarded for life, whereas other prizes are to be awarded for one time. Finally, the observers in the country are fully optimistic that in the not too distant future, the state will have similar prizes for fine arts, sciences and the like.

To conclude this chapter, it is probably important to indicate to the newly published work "Directory of Saudi Writers" issued by Saudi Arabian for Cultural and Art Society. This directory includes over 290 writers in all parts of the Kingdom. Though it is important as a reference tool, in this writer's view, it would be even more important if it was more selective. The major criticism against it is that it lists the real authors and writers along with so-called writers and makes no distinction between the true authors and writers and the persons who wrote a few articles or columns in one of the local journals.
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Chapter Six

The Publishing Industry

6.1 Introduction

Saudi Arabia is one of the developing countries in spite of a national income per capita as high as developed nations; the national average in 1982 was SR58400, about £13,000. Book publishing in Saudi Arabia, as elsewhere, tends to be shaped by diverse factors. In this connection Altbach said:

Books are not published in a vacuum. Publishing is affected directly by many social, economic and political elements, and by both national and international conditions and trends.

Publishing in Saudi Arabia is not exceptional; indeed it is affected directly by the same factors. For this reason, and to have a complete understanding of the current publishing industry, it is the purpose of this section to shed some light, in brief, on the political, social and cultural environment which contributed to making publishing a reality.

Following the unification of the country by the King Abdul Aziz in 1932, the first priorities of the government were in fundamental issues such as internal security, reinforcing the central government, and meeting the basic pressing needs of people. It took a considerable time, however, to find proper solutions to the various problems, resulting from transforming an almost illiterate tribal society into a settled one. Thus the government started gradually in establishing its administrative departments and
and offices in accordance with the urgent demands within the serious shortage of national financial resources.

The turning point in the nation's history was the discovery of oil in 1938. Unfortunately, the outbreak of World War Two interrupted oil exports. By the end of the War the financial situation in the country gradually improved, and the oil revenues slowly started to contribute to the development of the national economy and to speed up the country's development. Since then the government has been able to complete and expand its services and to establish more departments.

In the early 1950s many government departments were created and some others upgraded to ministries. In 1953, for instance, the Council of Ministers emerged. In the same year five ministries were founded: Communications, Interior, Health, Education, and Agriculture. The Ministry of Education succeeded the Directorate of Education. Since then education in the country has entered a new era and gradually expanded to cover the whole kingdom. Thus, within a few decades the nation, particularly in the field of education, has achieved spectacular progress.

The increase of cultural and intellectual activities, including book publishing, paralleled the expansion of education. It is probably true to say that education has created the basic educated or cultured class which, in fact, forms the readers and potential readers for books and magazines. So education is the major single factor affecting the publishing industry. This industry has indeed become symbiotic with the expansion of education in regard to the tremendous growth of educational institutions, school populations and libraries. This, over the last three decades, had had two effects: on the one hand, it has increased the book
market because the literates are the book buyers; and on the other hand education eliminated to a considerable extent, the high rate of illiteracy, and accordingly new potential book readers and buyers have been created.

Another major factor affecting illiteracy and the book publishing industry is the national media. In Saudi Arabia the first local broadcasting began as early as 1949. In 1953 the General Directorate of Broadcasting Press and Publication was established; its functions were to organise, coordinate and supervise all means of publication in the kingdom and to disseminate the factual information about the development and reform movement and to defend its publicity (3).

The Directorate was upgraded in 1962 to become Ministry of Information after the government realised the importance of the media. In this respect Shobaili pointed out:

> It was not until the beginning of the 1960s that government fully realised the importance and positive use of the media and began to appreciate the media potentialities in managing information and forming national opinion, protected from outside propaganda and favourable to government policy. (4)

In the field of television, the first two television stations were opened in Riyadh and Jeddah in 1965. Later more stations and a microwave network have been established to cover almost all parts of this huge country. Radio and television stations belong to the government, unlike the newspapers and magazines which are in private group or individual ownership.

In the field of newspaper and magazine publishing, as previously mentioned, the first periodical to appear in the
Saudi era was the official gazette Umm al-Qura published in Mecca in December 1924, by the Government Press.

In the last three decades the number of periodicals has increased. A study conducted by the present writer has shown the number of the serial publications up to mid-1977 had reached eighty-three titles, more than 50% published by the public sector (See Table 6.1).

**Table 6.1**: Distribution of serials by type and by frequency of publication

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Newsletters</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td></td>
<td>10</td>
<td>4</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Weekly</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Semi-monthly</td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
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<td></td>
<td></td>
<td>1</td>
<td>21</td>
</tr>
<tr>
<td>Bi-monthly</td>
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<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Quarterly</td>
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<td></td>
<td></td>
<td>1</td>
<td>9</td>
</tr>
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<td></td>
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<td>7</td>
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<tr>
<td>Irregular</td>
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<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>54</td>
<td>11</td>
<td>10</td>
<td>8</td>
<td>83</td>
</tr>
</tbody>
</table>

The General Directorate of Publications (GDP) is the department in the Ministry of Information in charge of indigenous information activities concerning the press, books, films and pictures. This directorate prepared a report (unpublished) in 1983 concerning the cultural activities in the country. (6) Although the report is neither comprehensive nor
detailed, it, however, included some statistical data which is related particularly to periodical publishing. According to the report there are 101 periodicals. Table 6.2 shows distribution of these by their types and their frequencies.

Table 6.2: Saudi Periodicals in 1983

<table>
<thead>
<tr>
<th>Frequencies</th>
<th>Magazines</th>
<th>Newspapers</th>
</tr>
</thead>
<tbody>
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<td>12</td>
</tr>
<tr>
<td>Weekly</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Semi-monthly</td>
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<td></td>
</tr>
<tr>
<td>Monthly</td>
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</tr>
<tr>
<td>Bi-monthly</td>
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<tr>
<td>Tri-annually</td>
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</tr>
<tr>
<td>Quarterly</td>
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<td></td>
</tr>
<tr>
<td>Semi-annual</td>
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<tr>
<td>Annual</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>89</td>
<td>12</td>
</tr>
</tbody>
</table>

With regard to their publishers, Table 6.3, shows distribution by issuing bodies.

Table 6.3: Saudi Periodicals by Publishers

<table>
<thead>
<tr>
<th>Publisher</th>
<th>No.of Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>48</td>
</tr>
<tr>
<td>Press Establishments</td>
<td>12</td>
</tr>
<tr>
<td>Agencies &amp; Companies</td>
<td>30</td>
</tr>
<tr>
<td>Individuals</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>101</td>
</tr>
</tbody>
</table>
Some other important conclusions can be drawn briefly from the report:

1. Most of the periodicals are issued in the Arabic language.

2. Arab News and Saudi Gazette are the only two English daily newspapers issued in the kingdom; in addition there are some other general and scholarly periodicals and bulletins published in English by private and public sectors at various frequencies.

3. The low circulation figures obviously mean a poor indicator of audience size. According to the report, the daily newspapers circulate between 50,000 and 80,000 copies, and in the case of the English ones, the figure is declining to 40,000 copies. The scholarly bulletins published by the universities range between 3,000 and 5,000 copies; sadly not all the copies are distributed.

4. The public sector is still the major publisher for the periodicals whether these are published directly by the different government departments or by the universities which are actually government institutions.


6. Geographically journal publishing is distributed unequally among six large cities throughout the country, mainly in Riyadh and Jeddah.

7. All the Saudi periodicals which were based abroad were excluded, for example al-Majallah magazine with a
circulation of 100,000 copies. *Al sharq al-Awsat* (Middle East), an international daily newspaper, circulates over 100,000 copies. This popular Arabic newspaper is printed in London, Jeddah, Riyadh, Paris, Casablanca and, soon, in the United States. *Sayidaty* is a monthly women's magazine; it has a much smaller circulation than the others. The last three periodicals are London-based. They are published and owned by the Saudi Research and Marketing Company (SRMC) which also publishes, inside the kingdom, *Arab News*, the main English Saudi daily newspaper, and the economic and business monthly English magazine *Saudi Business*. There are three journals specialized in the library field, *Arab Magazine for Librarianship and Information Science* semi-annual, issued in West Germany by Mars Publishing House, a Saudi publisher based in Riyadh, *World of Books*, a quarterly journal issued by Thakif Publishing House in Riyadh, and the third one is public sector *Maktabat Al-Idarah*, a quarterly journal issued by the Institute of Public Administration in Riyadh.

In addition, there is the newly published *Saudi Computer*, an English indigenous journal issued in Cyprus by Tihama in 1983.

6.2 The Present Structure of Book Publishing

Saudi Arabia is one of the most rapidly developing countries in the world. It has the determination, since the country possesses the financial resources, to achieve within a few years what took some other countries generations to accomplish. Remarkable progress has been made since the kingdom entered into a period of planned development fifteen years ago. However, there are some serious problems still hindering the virtual development; the most significant one is the shortage of national skilled and, even, semi-skilled manpower which made the country depend heavily on the non-national workforce.
The progress achieved over that period has covered numerous aspects of the national development. The best example is the educational sector which has accomplished spectacular achievements by any standards. Similarly, to some extent, the field of media particularly television, broadcasting and journalism. It is the trade book publishing industry, in the media field, which probably, so far, did not receive sufficient attention. The government support is very much needed at this stage to have an effective flourishing book industry, whether this assistance is through direct or indirect subsidies or through government policies, which are conscious of the importance of the book in the general aspects of the national development. It is the purpose of this study to review the background and current state of development of indigenous trade publishing; to identify the problems facing the industry; and to attempt to suggest realistic solutions to the obstacles the study reveals.

In general, book publishing in Saudi Arabia might be grouped into three categories:

1. Private sector (trade book publishers)
2. Public sector (government as publisher). Earlier it has been indicated that this investigation is concerned, in particular, with the universities and, in brief, some other public sector institutions.

6.2.1 Trade Book Publishers

In his book 'The Truth about Publishing' Sir Stanley Unwin said:

It is probably true that anyone who could make money at book publishing could make more in other business; and to the beginner who asks for advice, one is safe in replying. 'Do not go into publishing if money-making is your chief objective'. (7)
The investigator believes that what Stanley Unwin concluded is true to some considerable extent and very much applicable to the current situation in Saudi Arabia. Though the private sector publishers feel they have a national responsibility and cultural message towards their society, many of them also have a genuine love for books. However, all these reasons are not good enough to stay in unprofitable business especially when the country has tremendous unexploited opportunities available. At the present time there is a very good chance of establishing more profitable agricultural and industrial enterprises where the government offers wide-ranging direct and indirect subsidies. To realise the extent of the subsidies being offered to the Saudi businessmen, the following remarks made by the Saudi deputy Minister of Industry and Electricity are quoted:

- The Saudi Industrial Development Fund makes loans, for a nominal operational fee, of up to 50% of the capital.

- They grant tax holidays of five years for non-industrial projects and ten years for industrial-based projects.

- They provide import-tax exemptions for industrial equipment and raw materials that are not manufactured or available in the kingdom.

- The government provides other tax exemptions for profits earned by foreign partners and assists in exporting manufactured projects.

- There are no restrictions on the movement or transfer of capital or profits.

Finally, they provide land in the industrial cities for new industries at a nominal fee. (8)

With the existence of such business opportunities it is not unusual for Saudi businessmen to hesitate to enter unsubsidised, unpredictable and risky business like the publishing industry.
In most developing countries to which Saudi Arabia is no exception, the time has not yet come when nations fully recognise the role of the book as a crucial tool in national development. Private publishing in the kingdom is not a remunerative career for various reasons, probably the most important ones which are peculiarly relevant to Saudi Arabia's current situation are: firstly, book publishing, unlike other enterprises in the country, is unsubsidised; secondly, it is universally known that the most profitable segment in this business is text book publishing. Many publishers all over the world, including developing and even most developed countries such as the United States and Britain, rely on sales to schools for their existence; that is not the case for the indigenous publishers in Saudi Arabia who rely mainly on their sales of imported books and on sales of stationery materials in addition to the sales of their own products to certain government departments. In regard to textbooks, the educational authorities concerned commission some knowledgeable authors to write textbooks at all stages under the university level and then tender the printing of them so it is only printing presses' concern because they are the only enterprises in this industry to make use of these annual huge deals especially as, according to the government regulations, textbooks should be printed by indigenous printing presses.

For the previous reasons, book publishing in the kingdom concentrates mainly on the general book. What is more, foreign books, in particular, Arab books, completely dominate the local market. Other Arab publishers are relatively more experienced than indigenous ones, especially Lebanese and Egyptian who sell their books in the kingdom at a competitive price. Book imports are and will remain a crucial integral aspect of recent publishing in Saudi Arabia. Perhaps that explains why most of the book publishers are book importers and sellers as well; it is likely to be so in the future since the publishers could not survive economically without it.
Under such circumstances one wonders how the indigenous publishing enterprises managed to endure and how they will flourish in the future; that is the essence of this study in the next chapters.

Book publishing, like other professions, requires some knowledge of its various technical aspects. As seen before, indigenous publishing in Saudi Arabia is only a few decades old. The number of book trade publishers is increasing steadily every year. However, the majority of these firms remained in the hands of small entrepreneur publishers whose basic knowledge is in book and stationery selling.

Apart from the bookseller publishers, the study analysis indicated that there are two kinds of entrepreneur publishers who are either part-time publishers (usually an unknown author came to the business originally to publish his own works and that of friends, so he practises book publishing occasionally in his leisure time owing to his involvement in other more profitable jobs), or small businessmen who have enterprise and happen to get involved in the book business. These kinds of publishers were unable to improve the standards of their book product due to many reasons, among them the lack of basic knowledge in book publishing, lack of experience, lack of finance and because this business is not their main concern. Most of the former firms are one-man enterprises and almost everything tends to be a family affair where key positions are in the hands of relatives or friends. It is not unusual in some of these enterprises for a single person to handle most of the aspects of book production.

According to the study survey, the first two commercial publishing houses in the kingdom in the relatively modern sense can be traced to 1966 when two publishing houses emerged; al-Yamamah publishing house founded by the scholar Shiekh
H.M. al-Jasir in Riyadh, and the Saudi publishing house established by the writer M. Salahiddin in Jeddah. These two publishing houses perhaps constitute the emerging core of the private sector publishing in the country. From the mid-1970s onwards the number of the private booksellers and publishers has increased so that it might by now reach one hundred. This huge increase is not only justified by the new rising demand for the book but because it is also cheap and easy in terms of official requirements to get into book publishing. As one observer has put it:

> It is easy, in terms of procedures and complexity in the government routine, to get a license for establishing a book publishing enterprise; it is so easy that anyone who has two or five titles of his own or his friends' works to be published proceeds to get a license for establishing publishing firm in which he is the manager, the editor, the staff... (9)

According to "Publishing Regulations" the principal qualifications to have an official license to get into book publishing business are: Article 4A, the applicant should be Saudi national not less than twenty-five years old, and in Article 5 he should have an accepted educational qualification by the Ministry of Information, but the Ministry has the right to waive this condition whenever the applicant has "suitable experience". (10)

It is, on the other hand, undeniable that book publishing business in the late seventies and early eighties has made good achievements in terms of increasing the number of organised publishing houses and printing enterprises, rising of quantities of book production and, to some considerable extent, improving the standards and quality of books.

Publishing firms selected by this study ranged from small part-time entrepreneur publishers as al-Rashīd
publishing house, al-Asalah for Publishing and Information to big well-organised houses such as Tihama, Dar al-Ūlūm, Okaz, and Mars publishing house. Therefore, they are greatly different in terms of their performance and their standards of product. Book publishing in Saudi Arabia, as elsewhere in Third World nations, is closely linked to bookselling and some book importing. Thirteen private publishing firms out of twenty-five originated as booksellers, stationers or booksellers and importers.

A number of the publishers who came to publishing business without being booksellers are twelve, three of those later added bookselling, import, and sometimes book distribution to the publishing business. That brings the total number of bookseller-publishers to sixteen. Nine publishers are either part-time entrepreneur publishers or have other related business such as printing, as in the case of Mecca Publishing House, al-Anwar Est. or al-Watan for Publishing and Information which concentrates in addition on the advertising business.

With regard to the development of the indigenous publishing firms, it is not unusual to find great differences among them; although it is a difficult task to set a sharp line between well-organised publishing firms and others, and in an attempt to find a reasonable distinction between the publishers, the investigator invoked particular criteria such as the firm organisation, ultimate aims, standards of production and the like. So it is to fulfil objectives of this study, and for an organisational purpose as well, that the twenty-five commercial publishers will be classified into three groups:

A. Organised (Table 6.4)
B. Semi-organised (Table 6.5)
C. Non-organised (Table 6.6)

One should keep in mind that term of organisation, used above, is a relative one adopted according to the local concept rather than the real broad sense of the word.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Booksellers</th>
<th>Image of Bookshops</th>
<th>Run by Publisher</th>
<th>No. of Titles</th>
<th>Average No.</th>
<th>Staff</th>
<th>Number of Publishers</th>
<th>Company</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>AL-Yemenah Pub. House</td>
<td></td>
<td>000-12,000</td>
<td>150</td>
<td>15</td>
<td>15</td>
<td>Riyadh Ind. Pub.</td>
<td>1971</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>AL-Lilwa for Pub.</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>6</td>
<td>6</td>
<td>Riyadh Ind. Pub.</td>
<td>1973</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Dar Al-Sharqa for Pub.</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>11</td>
<td>11</td>
<td>Riyadh Ind. Pub.</td>
<td>1976</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>Dar Al-Jumah Pub.</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>22</td>
<td>22</td>
<td>Riyadh Ind. Pub.</td>
<td>1977</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>Dar Al-Watan for Pub.</td>
<td></td>
<td>000-10,000</td>
<td>28</td>
<td>28</td>
<td>28</td>
<td>Riyadh Ind. Pub.</td>
<td>1977</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
<td>Mars Publishing</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>36</td>
<td>36</td>
<td>Riyadh Ind. Pub.</td>
<td>1966</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>House</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>45</td>
<td>45</td>
<td>Riyadh Ind. Pub.</td>
<td>1966</td>
</tr>
<tr>
<td>8</td>
<td>1</td>
<td>Saudi Publishing</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>50</td>
<td>50</td>
<td>Riyadh Ind. Pub.</td>
<td>1978</td>
</tr>
<tr>
<td>9</td>
<td>1</td>
<td>Thamea Publication</td>
<td></td>
<td>000-5,000</td>
<td>000</td>
<td>144</td>
<td>144</td>
<td>Riyadh Ind. Pub.</td>
<td>1980</td>
</tr>
</tbody>
</table>

Note: The table shows the details of various bookshops and publishers, including the number of booksellers, the image of bookshops, the number of books run by the publisher, the number of titles, the average number of titles, the number of staff, the number of publishers, the company, and the date of establishment.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Publisher</th>
<th>Date Estd. for Distribution &amp; Printing</th>
<th>No. of Publishers</th>
<th>Total No. of Titles</th>
<th>Staff</th>
<th>Average No. of Titles</th>
<th>No. of Print Shops</th>
<th>Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>AL-Awad Est. Corp.</td>
<td>1977</td>
<td>2</td>
<td>000</td>
<td>20</td>
<td>4</td>
<td>000</td>
<td></td>
</tr>
<tr>
<td>2.0</td>
<td>AL-Ishaq Publishing</td>
<td>1981</td>
<td>2</td>
<td>000</td>
<td>33</td>
<td>5</td>
<td>000</td>
<td></td>
</tr>
<tr>
<td>3.0</td>
<td>AL-ARIF Publishing &amp; Printing</td>
<td>1981</td>
<td>2</td>
<td>000</td>
<td>53</td>
<td>7</td>
<td>000</td>
<td></td>
</tr>
<tr>
<td>4.0</td>
<td>Amal Bookshop Ltd.</td>
<td>1978</td>
<td>2</td>
<td>000</td>
<td>30</td>
<td>6</td>
<td>000</td>
<td></td>
</tr>
<tr>
<td>5.0</td>
<td>Thrakli Publishing &amp; Distribution</td>
<td>1977</td>
<td>-</td>
<td>000</td>
<td>20</td>
<td>6</td>
<td>000</td>
<td></td>
</tr>
</tbody>
</table>

Table 6.5: Group of Publishers
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Booksellers</th>
<th>Run of Print</th>
<th>Total No. of Staff</th>
<th>No. of Titles</th>
<th>Owners</th>
<th>City</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>000,000</td>
<td>50</td>
<td>0</td>
<td>4,000-6,000</td>
<td>3</td>
<td>1968</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>000,000</td>
<td>27</td>
<td>0</td>
<td>4,000-5,000</td>
<td>3</td>
<td>1977</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>000,000</td>
<td>31</td>
<td>0</td>
<td>4,000-5,000</td>
<td>3</td>
<td>1979</td>
</tr>
</tbody>
</table>

The New National Bookshop | 1979
Mecca Publishing House | 1979
Mecca | 1979
Riyadh | 1972
International Bookshop | 1971
Dar Al-Ma'sha Establishment | 1971
Dar Al-Ra'a Shah for Publish | 1971
Al-Sa'edah Publishing | 1971
Al-Sa'edah Publishing and Dist. | 1971
Al-Ra'a Shah for Publish | 1971
Al-Ra'a Shah for Publish | 1971
AL-Ra'a Shah for Publish | 1971
AL-Ra'a Shah for Publish | 1971
AL-Ra'a Shah for Publish | 1971
AL-Ra'a Shah for Publish | 1971

**Table 6.6:** Group C Publishers
In the last few years the situation of book publishing in Saudi Arabia has changed for the better, and some marked advances have been made in these directions. A number of modern publishing houses emerged in the late seventies and eighties. Perhaps the largest publishing house in the country is Tihama For Publication and Bookstores. This house is unique and by no means a typical example of indigenous publishers because of its impact on the national book publishing and distribution.

As has been shown in (Table 6.4) nine out of twenty-five publishers fall into Group A. Despite the evident diversity within this group in terms of level of development, style and, to a lesser extent, subject matter area, as well as organisation, they all have their own premises separate from bookshops; generally produce a relatively considerable number of titles every year; maintain reasonable standards of book production, and have staff ranging from eight to one hundred and forty-four. Each firm has its own peculiar internal organisation with defined functions for every unit and department in the publishing house.

Group B (Table 6.5) constitutes five publishers, 20%; publishers in this group are different; three publishers are not involved in book import or sale besides their own publications, instead they are engaged in some other activities. For example, Thakif Publishing House publishes World of Books, a quarterly journal devoted to all aspects of the book concern of the Arab World; other publishers undertake printing for either some public sector organisations or for individual authors, such as Mecca Publishing House and al-Anwar Establishment. Only one publisher in this group concentrates primarily on book import and selling. Al Rifa'ai Publishing House is one of the finest publishers in this group. Despite its recent establishment, 1981, its is likely, in the not too
distant future, to be a good publisher due to the knowledge of the owner who is also an author. Similarly, the publishing firms in this group have their premises. With regard to the production, it ranges between twenty-one and fifty titles, sometimes pamphlets. The number of the staff is no more than eight at a maximum.

Group C (Table 6.6) - there are more publishers in this group than in the two previous groups. Eleven entrepreneur publishers fall in this group who are mainly booksellers. Seven of this group publishers have their own bookshops, some of them have up to three bookshops in its city or in other cities. The other four are either part-time publishers as al-Rashīd Publishing House and al-Asalah Publishing House, or their owners are engaged in other various activities such as writing in the case of Mecca Publishing House, where the owner is an active author and undertakes printing work as well. These publishing enterprises are either located in their owners' houses or merely small offices in their bookshops. The number of the staff working for each firm is even lower, some of them part-time clerks, except in the case of al-Haramain bookshop of Riyadh where the number is relatively high (thirteen) because the enterprise runs three bookshops in various locations in the city. Publishers of this group are still in the early stage of the development and they generally do not maintain standards for their production.

Irrespective of the official publishing, indigenous private sector publishers have already become a reality in the country since the middle and the late seventies when the national economy flourished. Though there are three publishing firms that existed in the late sixties, the majority of recent publishing enterprises were established in the late seventies and the early eighties.
It has repeatedly been indicated that publishing houses in general are primarily book importers, sellers and distributors. Sixteen out of twenty-five publishers, 64%, have their own bookshops; the total number for the publishers bookshops is eighty-nine. Tihama alone owns sixty bookshops and outlets in the country. The study analysis has shown that eighty-two of these bookshops sell, besides the books, other stationery materials, newspapers, gifts and the like. This overwhelming emphasis on the book sale and stationery in particular reflects the importance of such materials to the publishers who somehow linked book publishing to some other profitable business because book publishing, as pure business, cannot stand alone. It is likely that, without the ancillary activities which sustain their enterprises, the publishers will continue to lose money and gradually will drift out of business.

With regard to specialization in the Saudi publishing, the tendency among the country trade publishers has been to diversify their product rather than to specialize; no one in the twenty-five publishers is strictly sticking with a single specific subject area; generally, they publish, with varying degrees of success, according to their anticipation of the market demand. The dominant subject area in general is Islamic classic and heritage books and other fast turnover books on popular reading, poetry, fiction and the like. At least three publishers put some emphasis upon academic books. In the last few years an important and new trend has become visible on the Saudi book publishing scene. Mars Publishing House of Riyadh has already translated or made contracts with some international publishers, McGraw Hill and others, to translate over fifty titles in science and technology. These specialized books are intended mainly for Arab students at the university level in the Arab World. Al-Yamamah Publishing House is perhaps the only one which tends to specialize,
although even it has a wide subject coverage in the history, geography and literature of the Arabian Peninsula and the Arab world in general.

Ten publishing firms produce children's book series. As for technical books, six of the leading publishers, Tihama, al-Shrouq and Okaz in Jeddah and al-Ūlūm, Mars Publishing House and al-Watan in Riyadh, have already produced several titles in science and technology.

6.2.2 Organisation and Staff

The various organisational structures within the houses is evident. It seems they are individually organized in accordance with the functions of the individual enterprises to be achieved. Mars Publishing House of Riyadh with a staff of thirty-four, for example, has eight departmental units of which publishing, distribution, import service, and warehouse are some. Okaz Book Shops Company of Jeddah is another example of the other big houses with fifty staff. It has seven departments - publishing, finance, bookstore, foreign books, administration and warehouse. Dar al-Ūlūm, as big as Mars Publishing House, has only twenty-three staff working in three sections - publishing, distribution and bookshops. Tihama, the largest publishing house in the country, has about seven departments with staff of 144. It is worth mentioning that this high figure of personnel certainly do not all work in the publishing business at Tihama; the majority are running sixty bookshops and outlets scattered all over the country.

In Groups B and C the structure is less in terms of number of internal departments as well as the staff; it ranges between one man enterprises as al-Sa'adiyah Establishment and al-Rashīd Publishing House to small publishing firms such as World of Books, Riyadh based, with three
departments staffed, besides the owner, by six; most of them run the two bookshops owned by the enterprise.

With respect to the qualifications of the staff working in the publishing firms; between 30-35% have university degrees mostly in social sciences and humanities; they are usually unskilled and rarely have any sort of training in book publishing. The Saudi nationals working in these firms constitute a small portion; they do not exceed 9% including the owners, whereas the majority is from Arab states, especially Egypt, Sudan and Lebanon in addition to some Pakistanis and Indians.

Turning to the owners' qualifications, many of them have university degrees usually in social science. With respect to experience, most of them have book importing and selling or different business backgrounds; some of them have experience in authorship and writing in journalism.

6.2.3 Ownership

The ownership of the trade publishing houses can be grouped as follows:

1. Individual Enterprise: about sixteen out of twenty-five publishers (most of B and C groups) are owned by some individuals.

2. Group of Persons: Six publishing firms belong to a group of owners of whom all or some run the enterprise, usually holding the key position in the house.

3. Companies: Only three leading houses might be classified under this category. The firms are: Tihama, al-Shurouq Publishing House and Okaz, all Jeddah based.
6.2.4 Trade Publishing Centres

Geographically, private sector book publishers as well as journal publishers are distributed unequally between six major cities in the country. From (Tables 6.4 - 6.6) it can be deduced that the locus of book trade is Riyadh which is the headquarters of fourteen commercial publishers. One can understand the reasons for this concentration. Among these are: Riyadh, besides being the national capital, is the seat of the government and houses the whole government ministries and departments as well as the quasi-government and private businesses. In addition, two major universities and several other educational institutions are located there. As a matter of fact those are the real buyers and potential buyers of the books. The capital also is the most populated city in the country, over one million. Jeddah in the Western Province, the second largest city, is another book publishing centre. Six major publishers were based in Jeddah, which also houses one major university and many other public and private sector businesses. Al-Khobar, the new commercial city on the Arabian Gulf, houses two small newly-established publishing firms. Mecca, Dammam and Ta'if each has one private publisher.
REFERENCES


4. Ibid, p.28.


10. PUBLISHING REGULATIONS. op. cit., p.2.
CHAPTER SEVEN

BOOK PRODUCTION

7.1 Introduction

This study has recognised from the beginning the importance of the book production process; for this reason, a complete section covers the questions from thirty-one to fifty-six, nearly 25% of the survey, which are devoted to deal with this principal issue.

In large local publishing firms, the department responsible for this task, with its various technical functions such as editing and design within the house, is called the publishing unit, as it is, for instance, in Okaz or Saudi Publishing House in Jeddah, and al-Ülūm and al-Watan in Riyadh. Sometimes the task is carried out by different units called editing, technical and typesetting as in Tihama. In small firms, however, this process is carried out by non-professional staff and in most cases the job will be left to the printers who presumably have trained or semi-trained personnel to do it with some consultation with the publishers.

7.2 Editorial Work

In the preceding chapter, this study has classified the private sector publishers into three groups - organised, semi-organised and non-organised. The organised publishing firms seem to pay some attention to the editorial and design processes, this may explain the existence of special units within the houses or, at least, full time editors and designers, as members of the publishing staff. In the case of the non-organised small houses they are either economically unable to have full time trained staff to perform this job or they are simply, as yet, unaware of it. Such firms usually print their
works in the neighbouring Arab states where the printers have staff trained in the technical aspects of book production, who, by experience, have become familiar with the needs of the Saudi publishers.

When the manuscript has been accepted for publication the copy-editors, who must be knowledgeable in the Arabic language, have to read the manuscript for grammatical accuracy. Sometimes an editor raises questions with authors about correctness or clarity of expression, and above all he is very much aware of political, religious and moral matters. Though the data analysis has suggested the publishers sometimes recommend some changes in the form or content of a work which they are interested in publishing, it does not often exceed alterations in grammar, phrasing and the like. It is unlikely to be a fundamental revision, especially since authors, as much as possible, submit their manuscripts into publishable form because they have realised the acute lack of editors in the publishing firms; therefore they can never rely on editorial assistance from their publishers. (1)

7.3 Design

Turning to the book design, as pointed out earlier, some houses have their art staff including the house designer who are aware of the external appearance of the book. Though the designer prepares a work for publication, it is evident that publishers pay more attention to the aesthetic matter which makes the book physically attractive such as colour of book cover, quality of paper, printing and binding. To this end, the art work staff's main task is to achieve this purpose by making the specifications of book manufacturing, from typesetting to binding; in addition they act as coordinators with the printers.
Since 1980 observers have noted that there has been sharp competition between the indigenous publishers themselves from one side and their counterparts from the Arab World from the other side, which has brought about some improvement in the Saudi book industry. The majority of the publishing houses are concerned in the first place with general books on social sciences, current affairs, social questions, literary and religious subjects; such works are not technically complicated. Complicated products, in particular scientific monographs and children's books where colour separation is required, are produced abroad, in Singapore and Italy, either because they are too expensive domestically, or because the quality of the work required is too high to be carried out locally. It seems that good external design is important in book manufacturing in Saudi Arabia. The publishers believe physical appearance helps the sale of the book; that is why the local publishers give a priority to the external format rather than the internal matter, and seek perfection in the aesthetic appearance more than in the editorial work. As a result, typographical errors are common in the Arabic book in general. It is usual to find a list of errata at the beginning or the end of a book. The title page as well as preliminaries may not be specially drawn, illustrations, maps, charts and tables are haphazardly arranged. Appendices, bibliographies and indexes, if any, are inaccurately prepared. In brief, if we exclude a few private and public publishing firms including some universities, the majority of the houses do not determine a general layout or an accurate specification and do not maintain the requisite technical standards so that it is difficult for the librarian to catalogue the work, because an essential piece or pieces of the book's imprint is missing, such as place or date of publication, number of the edition and the like.\(^{(2)}\) With regard to house design, perhaps Tihama is one of the few commercial publishers which employs a standard external format for each of its publications. King
Saud University also has its peculiar house style; this institution is one of the few publishers in the entire region which applies high international standards in terms of selection of manuscripts and production for its scientific monographs, books and scholarly periodicals.

It is not surprising that two titles of KSU publications published in 1982 have won in 1983, two out of four prizes of the Kuwait Foundation for Advanced Science, which was originally established to encourage and promote authors, translators and publishers to produce and raise the standards of books published in the Arabic Language.

7.4 Printing

The study survey has shown that while there are two among the twenty-five publishers who are printers, at the same time over 50% of the indigenous publishers have expressed their wish to establish their own printing firms in the future which indicates that the printing industry is a lucrative business in the Kingdom.

In recent years the tendency among Saudi printers has been to buy the latest printing technology, so that the Kingdom has some of the best printing facilities in the region in terms of equipment and capacity to print almost anything up to the highest quality and quantity. According to unpublished report submitted to this student by the General Directorate of Publications (GDP) the number of commercial printing enterprises approved by the GDP in 1976 was 179; by 1983 the figure had reached 537 firms, ranging from small operations with two or three machines, which print invitation and business cards, letterheads, etc., to huge printing plants with over 250 staff, equipped with the latest printing technology and suitable for big and complicated operations such as scientific
monographs and school text books where colour separation and production is required. Like any other businesses in the country, most of the printing houses are either in large cities or in principal urban centres as listed below:

1. Riyadh - 168 presses
2. Jeddah - 108 presses
3. Eastern Province - 65 presses
5. Ta'if - 13 presses
6. Medina - 12 presses.

The rest, often small establishments, are scattered in different parts and towns all over the country. Obviously, the above figures do not include the official presses which print priced publications, stamps, forms, licenses and passports, nor the other diverse government departmental presses which are attached to some divisions to print government publications as reports, yearbooks, statistics and other documents. The university presses, which have huge capacities suited for large scale work, are also excluded.

For that reason, and in the context of the social and economic changes and reforms taking place in the country, the government issued Royal orders which prohibit the state departments from printing any government publications outside the country, including school text books, to encourage and support the local printing industry. Since then the public sector has started to award contracts to those presses. As a result, the large local printing houses with high skill and largescale printing facilities concentrate on government work, which sometimes reaches hundreds of thousands of Saudi Riyals, rather than the small private sector operations such as book publishing.
As generally acknowledged, it is rare to find flourishing indigenous book publishing unless it is backed by a strong national printing industry. For the time being this common phenomenon is inapplicable to the Saudi Arabian situation, because the book publishers in the country are the smallest users of these tremendous printing facilities.

It has been deduced from the respondents' replies that the reasons behind the decision to print abroad, despite the additional charges they have to pay such as air freight fees, packing and other charges, were the following:

1. High cost of a book produced locally compared with that of books produced in the neighbouring countries. As a result thirteen out of twenty-five publishers print all their products abroad; nine publishers occasionally use the local presses and only three publishers use local firms permanently, of whom one uses his own press.

2. Low standards in quality of production in relation to the technical aspects of printing especially in case of small and medium size printing houses.

3. Most of the large printing houses are concerned with massive government contracts, where the financial returns are more lucrative, while the small firms are more interested in petty operations which do not consume time and effort, and bring a quicker return.

4. The time factor is another reason because it takes indigenous printers a long time to produce a work.

In an interview with the present author in February 1983, the managers of three outstanding commercial printing houses based in Riyadh and Jeddah, the printers not only denied the lack of efficiency in the national product but also claimed
that it equals, if it does not excel the output produced abroad by virtue of the very sophisticated printing equipment they use. Since national skilled and semi-skilled staff and labour do not exist, however, the local printing houses import the necessary trained staff from abroad; another important feature to be added in favour of the local firms is that of the close supervision and follow-up by publishers and authors for a work, in contrast to when the work is produced outside the country.

With regard to the time of manufacturing, this study did not find any difference between producing a book domestically or abroad; the average time for both is four months, from edited manuscripts to finished product.

On the other hand, the printers have admitted that book production costs domestically are probably higher than abroad, because they are associated with the high cost of imported non-local labour, the high expense of equipment, maintenance, parts and inflation as well as imported raw materials. One of the difficult problems facing the local printers in the present time is cost and lack of adequate maintenance and spare parts, besides the chronic problem of the absence of national skilled manpower. So it is not enough to buy the new printing technology but rather to know how to use it effectively.

It may be interesting to draw attention to the fact that most firms do not concentrate on in-service training for various reasons; amongst them is that the printers select their staff from foreign nationals supposed to be already trained, although the available evidence has suggested that this is not always the case. Many imported staff workers are expensive and unqualified. In addition, the non-Arab staff ignore the language which creates numerous problems and
consequently affects the quality of the output. On the other hand, in-service training is too costly, especially since there are no printing training centres other than abroad; the only training course available being provided by some of the vocational training centres. This two-year course is pre-service and its graduates frequently prefer working for the public sector rather than the private one. Moreover, the skilled and semi-skilled staff in general tend to move from one firm to another in an attempt to find higher wages, as well as a greater degree of professional autonomy.

As a result of this situation, book manufacturing cost in Saudi Arabia unavoidably has become a crucial factor, which places a severe burden on the book publisher and eventually makes book prices higher; it is also for those reasons that the indigenous printers and publishers alike are unable to compete in terms of cost with their foreign counterparts.(4)

It is obvious by now that the important reasons for producing a work abroad are: firstly, the relative low cost; secondly, probably the various technical aspects of book manufacturing are handled more properly. Nevertheless, it is disadvantageous since such practices deprive the publisher of potential government purchase of considerable quantities of his work because it gives some government departments an excuse not to fulfil their obligations of buying a hundred copies from each Saudi work produced by a local press. Furthermore, the publishers who print abroad, as noted above, have to pay other expenses such as air freight, packing and customs clearing charges. In addition, unlike local presses, printing abroad does not allow constant close supervision and follow-up by the publisher or the author. With regard to printing and writing paper, the Kingdom so far does not manufacture any sort of materials used in the book industry so there are
no obstacles or custom duties on imports. No matter where the indigenous book is produced, the data gathered has shown that the local publishers always insist on a good quality of paper which is often supplied by the printers and ranges between 60 - 80 grammes for the body of the book.

7.5 Binding

The cost of binding depends on the quality of the materials being used; on the quantity, for the more copies to be bound the cheaper the price for the unit; and on the method of binding used. The perfect binding is very common in the Middle East in general; it is, according to a report published by UNESCO the cheapest method in the region, which explains why it is widely used.\(^{(5)}\)

Generally, the study analysis has revealed that the cost of binding a work is about sixteen Saudi Riyals, approximately 25% of the book production cost.

About 50% of the local publishers bind their books at the printing plant, where such firms are fully equipped for commercial binderies. The type of materials used in book binding is diverse. It ranges from expensive leather to a cheap cloth or cloth substitute which are used for the majority of bound books. The normal practice for the publishers is to have colourful paper covers. However, this is not always the case because some government departments, such as the Ministry of Education, sponsors of public and school libraries in the country, demand good materials as well as high quality binding.

7.6 Costs and Profits

The cost of a book is a controversial issue. The publishers have shown a great variety for almost each element
of the cost. Nevertheless, the estimate of cost can be summarised in three main categories:

Manufacturing and overhead costs 30 - 75%
Royalty 15 - 30%
Profit 5 - 15%

The manufacturing cost, including composition, printing and binding, and overhead expenses form the largest single element in the total cost of a book. This element includes also the expenses of the materials used such as paper, ink, binding materials. Tihama, the only national publishing firm which does its own photosetting, before taking the films elsewhere for printing, reduces the cost in this way to 30 - 35%. The other publishers spend over 50% on this process. The outlay which is difficult to calculate precisely, is the publishers' overheads, though a few publishers estimated between 12-20% to be added to the total cost of the book. The majority either ignored it or simply merged it with the manufacturing expense. One of the experts in Third World book publishing pointed to this matter when he said:

...the failure to anticipate overheads may well be the most frequent cause of bankruptcy of small publishing firms throughout the world. (6)

The discount given to booksellers, ranging between 25 - 40% of a book's cover price, as well as any other miscellaneous expenses will be covered by this portion. Royalties have already been discussed in some detail in Chapter 5. As far as the profit of the publisher is concerned, two publishers have reported that they sell their products almost at cost price; four publishers indicated that they achieve about 20%; one achieves no more than 5%; the profit margin for the rest ranges between 10 and 15%. This modest profit will usually be achieved when the entire ordinary edition of 3,000 copies
is sold out, if not many copies are given away to reviews or as a gift and the like, and if there are no spoiled copies, which is unlikely. In addition, the returns on the capital are even slower, the average time for the complete interest on an investment to be sold is approximately three years. If the above percentage is good by international standards, however, looking at it from the point of view of local investors this return is generally low by indigenous standards in comparison with private sector investment in other enterprises.

7.7 The Price of Books

Ten publishers have pointed out that they make an initial estimation for their book prices before publication but that nevertheless the final price will be fixed after considering the final expenses involved. It is generally agreed that each title has different production costs; for this reason, a price for a particular work is calculated not only to cover these costs but also to make a profit. This is not always the case for Saudi publishers; it is not surprising that some publishers operate close to the break even point. With regard to the ratio of the cost, the publishers reporting in this study survey have shown that they price their works as follows:

Two publishers have reported that they do not make a profit but sell at the cost of production; two at half times cost of production; five at one times; eight at two times; one at two and a half times; two at three times; one at three and a half times and two at four times. There were two publishers that did not reveal the exact ratio of their price.

The above percentages, if true, are low by any standards. As one expert put it:
If a publication is to be economically self-supporting the published price must usually be fixed at not less than four, some would say five, times the cost of production. (7) The popular traditional formula in trade-book publishing in both developing countries such as India, and developed countries such as the United States, is to fix the price at five or even six times the cost of production. (8) The Saudi book generally, as noted above, is theoretically priced cheaper than by the usual formula. It is therefore inexpensive by the international standards; however, regionally and locally it is expensive.

In practice, the general reading public, who are sometimes against 'made-in-here', cannot help comparing the domestic product with the imported book, say, from Egypt, Lebanon and Syria. Though the book in these states is usually priced at 3-5 times the cost of production, it is still cheaper than the Saudi product due to the relatively low cost in these countries. (9)

It has been indicated that the ordinary print run is 3,000 copies for the first edition; this figure will be increased or decreased according to the success of the work and frequently the price of second and even third editions remains the same or even more because the publishers believe the real profit comes from such editions. Unfortunately, there is no government control and book prices are always marked up, which is why book buyers always complain about the lack of consistency in pricing of identical books in the same city. It may be interesting to know that some publishers fix two prices for their books, a higher one, almost twice, for government purchase, and an ordinary price for normal purchasers. Furthermore, the common practice for the publisher is not to print the price on the book cover. However, this practice is not peculiar to Saudi books but rather to Arabic books in general.
7.8 Extent of Book Production

Because of the virtual absence of a national legal deposit library, bibliographies, and accurate statistics of book production, it is almost impossible to calculate accurately national book production. Although on the level of individual publishers the study has shown that there is a marked annual increase, on the national level no accurate assessment can be made in terms of figures. Probably the only available statistics concerning this matter is the unpublished report and some other departmental documents supplied to this student by the GDP in which the number of indigenous books approved for publication by the GDP headquarters in Riyadh is shown in (Table 7.1). (10)

Table 7.1: Indigenous Book Products in Four Years

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1400 A.H. (1980)</td>
<td>219</td>
</tr>
<tr>
<td>1402 A.H. (1982)</td>
<td>275</td>
</tr>
<tr>
<td>1403 A.H. (1983)</td>
<td>373</td>
</tr>
</tbody>
</table>

Source: (GDP) Ministry of Information

Concerning the details of subject coverage it is available only for the first three years (see Table 7.2).

It is evident that the UNESCO Statistics for 1979 and 1980 concerning the total book production (non-text books) in Saudi Arabia, (see Table 7.3), is derived from the same source. (11)
### Table 7.2: Indigenous Book subject coverage in Three Years

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Books about K.S.A.</td>
<td>27</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Religion, Jurisprudence</td>
<td>65</td>
<td>46</td>
<td>66</td>
</tr>
<tr>
<td>3</td>
<td>Language, Lit. critic., novels.</td>
<td>35</td>
<td>44</td>
<td>58</td>
</tr>
<tr>
<td>4</td>
<td>Poetry, local poetry</td>
<td>26</td>
<td>24</td>
<td>38</td>
</tr>
<tr>
<td>5</td>
<td>History and Biography</td>
<td>20</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>6</td>
<td>Economics, Politics &amp; Science.</td>
<td>26</td>
<td>13</td>
<td>25</td>
</tr>
<tr>
<td>7</td>
<td>Children's Books</td>
<td>11</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>8</td>
<td>Others (unclassified)</td>
<td>9</td>
<td>29</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>219</strong></td>
<td><strong>230</strong></td>
<td><strong>275</strong></td>
</tr>
</tbody>
</table>

Source: Ministry of Information. General Directorate of Publications.

### Table 7.3: Saudi Book Production in 1979 and 1980 by DDC.

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>95</td>
<td>5</td>
<td>-</td>
<td>27</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>48</td>
<td>6</td>
</tr>
<tr>
<td>1980*</td>
<td>218</td>
<td>3</td>
<td>-</td>
<td>67</td>
<td>27</td>
<td>11</td>
<td>4</td>
<td>63</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>


* In 1980, 11 pamphlets for children are included in the total but not distributed in the 9 groups.
Some comments about the above statistics should be made. First, it covers not only the records of the GDP headquarters in Riyadh, but also six other branch offices in the country; secondly, the figures include the second and third editions of books in addition to some pamphlets, published by private and quasi-government publishers and excludes the books published by the universities as well as other government departments; thirdly, irrespective of the classification of books, it is clear that social sciences and literature are the overwhelming category, while the number of books in sciences and children's literature is tremendously low; finally, it can be said that the statistics indicate that book production in the country is continuously increasing if one takes into consideration that figure covers the titles published by private and quasi-government publishers, and that books and other publications published by the government departments including the national universities, which are important book publishers, were not covered by the above figures.

7.9 Translation

Translations open windows on the world, and make contributions to the mind and spirit that are not possible in any other way. No matter what stage of development a country has reached it cannot get along without translated books. (12)

In Saudi Arabia translation is still in its early stages. It is neither the intention of this work to study this matter on the Arab level in general nor to discuss the several meetings, seminars or workshops which are organised by Arab league states or its subordinate Arab League Educational, Cultural and Scientific Organisation, ALECSO, but rather to examine in brief the translation on the local book
book trade publisher's level to show the insignificant portion of the translated works published by the local publishers.

It is evident that the government publishing bodies in Saudi Arabia are more concerned about translation than the private sector. Aside from the translated materials by some departments which are intended for specific purposes, some government publishing bodies and institutions translated some important foreign works into the Arabic language and vice versa. In recent years obviously the national universities have started to pay considerable attention to this crucial issue. The academic councils of the universities deal with translation as with authorship. The translators have almost the same advantages and compensations as those granted to the academic authors by the regulations governing promotion of academic staff at the universities. In addition King Saud University, for example, has established a Centre of European Languages Translation, CELT, as an academic department in the College of Arts to teach English, French and German to the non-specialist. Since its founding the CELT has developed degree programmes for those wishing to specialize in the European language translation.

In respect of the private publishing firms, it is probably still too early to assess the importance of translation; on the other hand, there are several reasons which seem to hinder the translation process. Among the important ones are:

1. The serious lack of professional or reasonably qualified translators.

2. Translation is a very expensive task which makes it financially beyond the ability of most small and medium-size publishing houses.
3. Due to lack of Arabic bibliographies, tools and copyright laws in many Arab states, including Saudi Arabia, besides the lack of coordination and cooperation among the translation centres or publishers, which makes the duplication of work quite possible, private sector publishers have a justified fear of venturing into such risky and expensive projects. It has happened in the past that the same book has been translated into the Arabic language at the same time in more than one Arab state.

That possibly explains why the public sector publishers, especially the educational institutions, who are qualified not only technically but also financially, to support, encourage and subsidise translation more than the book trade publishers. This is not to say that there is no publication of translated books by the local commercial publishers; in fact Mars Publishing House, Riyadh based, has been working for some time with some international publishers on an ambitious project whereby, so far, over fifty titles, mainly in sciences and technology, have already been translated into Arabic. The works are intended principally for the university students in the Arab world.

Other publishers have published some translated titles; Tihama up to 1983 issued six titles. Some other indigenous publishers have translated one work or more, particularly in the social science field.

7.10 Book Imports

In comparison with its short age in many ways Saudi book publishing achievements are impressive. In spite of this, its contribution to fulfilling the national need is
still low and the situation is nowhere near self-sufficiency. That may explain why the country at the present time heavily relies on imported books, and it is believed that this situation will continue for some time to come for two main reasons. Firstly, the continuously growing demand for both Arabic and foreign books. Secondly, the indigenous publishers are in fact really importers to whom foreign book imports and sales are more lucrative than the publishing process itself.

National book imports can be divided into two sectors:

7.10.1 Public imports - This is carried out by government departments or institutions, namely the Ministry of Education, national universities, colleges and the like. This sector often purchases all sorts of books in Arabic and foreign languages, especially English, direct from abroad, either because such materials are unavailable in the local book market or because the foreign book exporters provide a better deal and service. Though no accurate assessment can be made concerning the volume of this sector of imports, it is believed the proportion is quite high.

7.10.2 Private sector imports - From time to time through the study it is indicated how it is crucial to the national publishers, as well as to meet the rising demands by the general public.

In the Arab world there are two principal book exporters, Egypt, which exports 50% of its national product and Lebanon, which exports over 90% of its products. Since 1974 the Lebanese book trade has sharply declined due to the political unrest caused by the civil war.

The GDP report previously quoted gives some comparative statistics between imported and indigenous books as it is shown on (Table 7.4).
Table 7.4: Indigenous and Imported Books in Three Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Indigenous</th>
<th>Imported</th>
<th>Percent. of Ind.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1400 A.H. (1980)</td>
<td>2457</td>
<td>219</td>
<td>2238</td>
<td>8.91%</td>
</tr>
<tr>
<td>1402 A.H. (1982)</td>
<td>1892</td>
<td>275</td>
<td>1692</td>
<td>14.53%</td>
</tr>
</tbody>
</table>

Source: (GDP) Ministry of Information

With respect to imported books in foreign languages, the report did not introduce any figure for particular year; instead it gave a comparison through an average figure for two months which have been selected from different years as below (Table 7.5):

Table 7.5: Average of Imported Books in Foreign Languages

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>235</td>
<td>770</td>
</tr>
</tbody>
</table>

Source: (GDP) Ministry of Information

Accordingly, the average figures for complete years are 2760 and 9240 titles respectively.

Again these figures, as pointed out above, are concerned with books approved by the GDP. As far as the imported book is concerned, the figures include first edition titles imported
for the first time. Figures also do not cover public sector imports including the universities and other educational institutions.

This student accepts the above import figures with some caution, particularly those for Arabic book imports, because the available evidence suggests that the quantity of imported books has increased rather than decreased, since the Saudi market is probably the largest consumer of books published in the Arab World. On the other hand Saudi Arabia's imports of books for 1977 was worth $31,788,000; Lebanon furnished $18,400,000, Egypt and North Africa provided $5,700,000, the United Kingdom and Kuwait each supplied approximately $1,000,000, while the United States furnished $2,400,000 which makes Saudi Arabia the first book importer among Arab States for American books. This figure presents 25% of Arabic total import, $8,003,000 from the U.S.A. (14)

6.11 Arabic Language Publishing

Unlike bilingual developing countries, Saudi Arabia is ethnically and linguistically homogenous. Arabic is the national and official language of the nation. This significant feature which is also shared by other Arab states makes it easy for the Arab publishers in the region to produce books as well as other printed materials for the regional market instead of a purely local one. Presently, it seems that the Egyptian publishers and the Lebanese are already exploiting this advantage. (15) In the Kingdom the bulk of publishing is in Arabic. Although the English language is widely spoken, the number of books produced domestically in English is extremely small. Tihama is the important English language private indigenous publisher, which produced up to 1983 about seventeen titles ranging from guide books to scientific monographs. There is no question that the major publishers of
English books are the universities which produce mainly scholarly monographs and bulletins. As a result of its increasing importance, and diversified demands for English, many government publications have already started to appear in this language.

Finally, it is worth mentioning that there are two aspects of the modern book publishing which have been used in the West for a long time but have not yet come onto the Saudi publishing scene - paperback books produced locally, and co-publishing. The need for those was felt, and well-managed publishing enterprises when they exist, will probably serve further than the local need because the Arab states have many things in common, such as religion, economic and social environment and, of course language. So, the potentially huge Arab book market indicates that the future for Arabic books is bright.

To conclude this chapter, it is quite important to draw attention to the fact that there are no obstacles such as taxes or customs duties either for printing equipment, paper, inks, binding materials or any other materials related to book manufacturing. Nor is the free flow of book imports or exports hindered if the censorship which has already been mentioned is excluded. (16)
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15. RIZK, N. *op.cit.* p.562.

8.1 Introduction

Like any product a book is produced to be sold, not to be trapped in the publishers' warehouses in urban areas. To achieve this ultimate aim publishers and booksellers should make the necessary arrangements to bring up and keep the fact of their existence before the attention of potential book buyers. To do so, and to secure good results there are a variety of means and methods which need to be followed such as book promotion, publicity and advertising. Such devices have proved to have varying degrees of success, depending on the given situation and the efficiency of the method applied. To be effective, as Boardman, Jr. stated:

Sales promotion is any marketing device that helps move the product out of the factory, and aids in speeding it along the channels of distribution to the consumer. (1)

One might expect that not all sorts of promotion methods used in the industrialised nations may work out in many developing nations such as Saudi Arabia which has a fairly new book industry. The data analysis of this study has revealed that the organisation of sales promotion varies from one firm to another depending on the size and the level of development of the house. However, the techniques of book promotion applied by indigenous publishers can generally be summarised as follows:

1. Sales representatives
2. Direct mail
3. Book fairs
4. Local media
The first three techniques will be discussed in some detail during the bookselling discussion (Chapter 9). Needless to say, those methods which are used as a means of bookselling are also used as book promotion. The sales representative, for example, is a very effective way in government book buying which constitutes the largest portion of book sales in the country. Mail, as previously indicated, does not yet play an important role in indigenous book sales. It is merely used to dispatch publishers' catalogues and other publicity materials or some specimen copies sent in particular to the government departments and other organizations, but not in individual purchases.

It is the purpose of this chapter to shed some light on the book sale techniques used by the local publishers and sellers, including the use of national media.

8.2 Publishers' Catalogues

So far the Saudi publishers undertake an extremely limited range of sales promotion. The data interpretation of this work has revealed that publishers do not place much emphasis on the importance of book publicity and promotion and that the most popular method of publicity is the publisher's catalogue. Using this device as a promotion tool perhaps reflects an awareness of the importance of book promotion to the publishing firm which varies a great deal from one house to another. While big organised houses produce annual colourful catalogues which contain a more or less detailed description of each imprint title and forthcoming books, on the other hand there are about ten out of twenty-five book trade publishers to whom the publication lists are merely a few sheets which include only the title, name of the author and the price. It is no more than a basic sales aid rather than a reference tool. Furthermore, the publishers' lists, despite the fact that they
are the essential means through which books can be brought before the reading public, are rarely distributed to the general reading public.

Attention must be drawn also to the fact that local publishers do not bother to produce other promotion materials which help retailers to sell the publisher's product, such as posters, book jacket, window stickers, countercards, circulars, etc.

8.3 Newspaper Advertisement

The second popular method of publicity or promotion is newspaper advertisement. Local publishers who use this means believe that this technique has a positive impact and helps book sales. At least it keeps the house image in the front of public sector purchasing bodies as well as the general reader.

About nineteen out of twenty-five commercial publishers selected by this study use local newspapers and magazines advertisements. Four of those use, among other journals, the journals published by their own publishing houses. Tihama, as an example, is, in addition to being the largest indigenous publisher, also a leading advertising agency. This establishment has bought the concession right of advertisement in a considerable number of the Saudi newspapers and magazines, so Tihama uses this right to advertise its publications.

With regard to the average expenditure on advertising, the indigenous publishers vary in this respect, some publishing houses allocate 5 - 10% of their turnover, among those Okaz, Dar Thakif, al-Islah, al-Refa'i and World of Books, other firms allocate no particular percentage of their turnover, but instead a certain amount of money is allocated for
this purpose. Among the houses who use this method are Saudi Publishing House which allocates (SR100,000), Mars Publishing House (SR70,000), al-Watan (SR70,000), and Maktabat al-Marif of Riyadh (about SR15,000). The rest have no particular percentage or amount of money allocated for this purpose. For them, advertising is an occasional cost to be added to the general expenditure or to the overhead cost.

The opponents of newspaper advertisement from the local publishers, about six houses, are not convinced that their book will sell well just because they are advertised once, two times or even more in a daily newspaper or a weekly magazine; besides the majority of publishers have included their responses to this study survey that the cost of newspaper advertisement is high, especially in national newspapers and magazines which do not offer lower advertisement rates to encourage book publishing or bookselling firms.

8.4 Lack of Adequate Reviewing Media

No doubt the existence of good media is very important to book publishing because it generally helps create a consciousness of books in society, and provides the necessary information which the potential bookbuyer may need; consequently, it promotes book sales to a wider market.

8.5 Book Trade Journals

Saudi Arabia does not have adequate book reviewing journals. At the present moment there are three magazines specializing in the library field. Maktabat Al-Idarah is a quarterly journal published by the Institute of Public Administration since 1971. It is distributed free of charge to some government officials and institutions, as well as to relevant people in its field. 'Alam al-Kutub (World of
Books) is another quarterly book trade journal issued by Thakif Publishing House in Riyadh since 1980. This one in particular is devoted to book issues in the Kingdom and the Arab world, including reviews and bibliographies. The third one is Arab Journal for Librarianship and Information Science, a semi-annual magazine which appeared in 1981 and is issued by Mars Publishing House of Riyadh. The three journals provide useful but limited information, reviews, news, annotations and some criticism about books. Regrettably, these journals are not popular enough to attract a considerable portion of the reader community; for this reason they are ineffective and have done little for their field. Moreover, it is obvious, due to their limited circulation, that the private ones in particular are struggling for survival because they face serious financial problems which might put them out of business in the not too distant future unless some solutions are undertaken such as partial government subsidy, on the lines of the subsidies offered to the national establishments for presses, until their circulation improves and they become self-supporting.

With respect to the concern of the general national newspapers and magazines to the book issues, al-Jazeera newspaper, Riyadh, is the only national newspaper which has recently had a weekly page, Saudi Book Directory, devoted to publishing and book issues, new books, and book news. In addition, most of the national journals reserve cultural and literary sections in which they sometimes provide book news, occasional criticism and casual reviews. However, the reviews and genuine literary and artistic criticism which publicise and promote books, and contribute to good authorship, does not exist.

8.6 Absence of National Bibliography

Occasional reference has already been made to the virtual absence of both legal deposit and national bibliography.
Needless to say, such a bibliography serves, among other national purposes, as a crucial tool to book publishing as well as to the general public. As one British publisher in this respect said:

\[ \textit{The British National Bibliography is a first-rate buying tool.} \] (2)

It was so because the national bibliography provides all the information the potential book purchaser may need.

8.7 Review and Presentation Copies

This promotion device, as an observer puts it is:

\[ 
\ldots \text{a way of getting free promotion through the interest of prominent individuals whose opinions carry weight with the public.} \] (3)

This study analysis has revealed that indigenous publishers put special stress upon review and presentation copies as an important method of book promotion. The number of copies given away varies greatly from one publisher to another. Apparently Tihama, which gives away about 450 copies almost from each title it publishes, comes in the first place. Dar al-Watan for Publishing and Information, the Saudi Publishing House, and Okaz Bookshops Co. follow; they give away 300, 250 and 200 copies respectively. The majority of the houses give away between 50 and 100 copies. Nevertheless most publishers give away only limited copies restricted to the national newspapers and magazines.

With regard to whom these free copies are forwarded, again the study pointed out that the list of review and presentation copies includes one or more of the following groups:
1. Some prominent individuals because of their influential literary or sometimes social status. The publishers hope that some of those personalities will review, criticise or even talk about the work.

2. Some government officials in leading positions, relevant Ministries such as the Ministry of Information, Ministry of Education and some of the people in charge of public, school, academic libraries and information centres in various book-purchasing institutions. Obviously the purpose is to inform them about the houses' activities and also is an attempt to stimulate them to place their institutions' orders accordingly.

3. Media people including editors, literary editors, some columnists and reviewers in the local newspapers and magazines to obtain review coverage for their works. Apparently the national journals receive a considerable number of books so that it is quite difficult to deal with every book they receive, or even mention it as news, in their literary or cultural sections.

8.8 Radio and Television

In Saudi Arabia all radio and television stations are fully owned by the state. Therefore, it is not allowed to be used on a commercial basis to promote any sort of product. From time to time television and radio talk about cultural and educational issues through various programmes, but this is still a long way from ideal. It is the view of this student that these important media have not yet been used sufficiently in this respect, and if they are to be more influential to create a general awareness of the importance of the book in society, a new planned educational and cultural programme which involves book reviews, criticism, interviews with authors, and the like must be designed to help in developing reading
habits and book consciousness, and eventually to stimulate bookselling in the country.

It is important to realise that other publicity techniques used by publishers in industrialized countries to promote books such as co-operation promotion, authors' luncheons, autographing parties and the like have not yet come on to the local book publishing and selling scene.

8.9 ISBN

International Standard Book Number is the system that identifies, among some other things, by publisher and title of every book, or other similar media, which use the system. This vital device improves the book trade because ISBN makes book ordering much easier and also makes it possible to know how many titles have been published by particular publishers within geographic areas or language groups. Unfortunately Saudi Arabia does not yet have membership of the Standard Book Numbering Agency, which deprives local books of being able to spread and be promoted through this crucial international system.

To conclude this chapter one might say that indigenous publishing houses, as above noted, pay little attention to the book promotion for two major reasons, first, the book publishing in the country is fairly new and has not yet become a profession. Secondly, since a large share of book purchase is usually done by government ministries and institutions rather than individual buying, it is easy for indigenous publishers to contact directly the purchasing departments.

The implications of this unique situation are that the local publishing houses are somehow ignored by the general reader. On the other hand book publicity through the national
media is a matter of individual approach; besides the books selected for reviews do not necessarily depend on the merit of their content, rather it is incidental.
REFERENCES


9.1 Introduction

A book is a book only when it is read; without a reader it is merely so much paper, glue and cloth. (1)

Thus, the ultimate aim for a book to be published is to be sold and consequently read. It is a fact that improvement and flourishing of the book industry anywhere is always closely linked to bookselling. If this task is very difficult in the developed nations, it has proved to be the most difficult job the publisher faces in Third World nations.

This chapter is fully devoted to shedding some light on various aspects of bookselling in Saudi Arabia.

9.2 Channels of Bookselling

The efficiency and diversity of means through which the book reaches its potential buyer affects directly the book sale and book trade in general. In Saudi Arabia, like in other developing countries, the indigenous publishing infrastructure has not yet developed. Available evidence suggests that book selling, along with distribution, tends to be the weakest link in the publishing chain due to the inadequate channels through which the book makes its way to the intended audience. As an example, bookshops, which are considered the cornerstone of the book trade, are not yet developed; they are mainly situated only in large cities and towns, and most of them rely on stationery materials for their existence. On the other hand, the means of conveying information about books such as reviews, bibliographical tools,
and publicity either do not exist or are tremendously inadequate.

To see how the book in general is marketed and distributed in the country it is necessary to examine the four channels through which the books are marketed:

9.2.1 Bookshops

Among the most common methods used to promote and market the trade general books are the publisher's bookshop and sales representatives;

Bookshops are the cornerstone of book distribution and selling. In Saudi Arabia they do not seem yet to play that role effectively. The bookselling process was established in the country a long time ago, particularly in Mecca and Medina, and the book trade preceded the emergence of the current indigenous book publishing itself. Indeed, the bookshops were the core or the nucleus from which the publishing businesses originated. The overall changes which have touched almost every aspect of the Saudi Arabian society over the last few decades seem to have had little effect on this business which has failed so far to develop as rapidly as other sectors. On the contrary, the book trade, which was flourishing in the Western Province of the country in the late 1950s, has declined dramatically. The traditional bookshops which were known for generations have, for economic reasons, switched to trade in stationery materials or have even started trading in different businesses in order to sustain their enterprises. It was due to the substantial expansion of education in the country that the book trade started to recover recently and to increase, especially in urban areas.
According to the GDP Report mentioned in Chapter Six, the number of licensed bookshops and stationers was 704 in 1975; the figure has jumped to reach 1,800 in 1983. However this does not necessarily give an accurate representation of the overall picture in terms of quantity because the overwhelming majority is independent small stationers rather than bookshops. As far as bookshops are concerned, there are different types and sizes, dependents and branches, scattered in the cities and towns, whilst remote districts do not enjoy easy access to bookshops.

In the preceding chapters it has been indicated that indigenous publishers are book importers and sellers at the same time. 64% of the trade publishers own their bookshops and outlets (total 89). Tihama Bookshops and outlets constitute the backbone of bookselling in the country. As the largest publisher in the Kingdom, Tihama has established, so far, a network of sixty bookshops and outlets in affluent suburbs or in high-traffic urban shopping areas. Many of the publishers' bookstores, like the others, rely on the sale of other ancillary goods; eighty-two out of eighty-nine carry stationery materials, newspapers, gift items and so on.

Turning to the organisation, perhaps the chief difference between the publisher's bookshops and most of the other bookshops is that the former have wider range of general books; tend to be organised, to some extent; have bigger overheads and expect bigger margins. The latter have smaller outlets; have few or no overheads; operate on smaller margins and handle books only as a side line.

In recent years, owing to the increasing demand for foreign language books, some organised big and medium-size bookstores have appeared on the local bookselling scene to specialise mainly in such books, especially in the English
language. Among them for example, are al-Jami'ah, Jareer, and al-Khazindar bookshops. The first two are Riyadh-based with some branches in the city, while the last one is located in the Western Province and has some branches in the major cities of the country.

The technical book stores are also new in the country. At the present time, there are several which concentrate only on technical books such as, for example, Mars Publishing House and Dar al-Ūlūm bookshops, both situated in the capital.

As with the publishing firms, the majority of book shops are individually owned, and run as a family business. There is no training for employees working in the bookshops, and the majority of them are non-Saudi.

9.2.1.1 Acquisition of Stock

Local booksellers acquire their stock as below:

1. Indigenous books are obtained directly from the local publishers; hence there are no jobbers, wholesalers, or local stocking agencies.

2. As far as imported books are concerned, it is customary for retailers to acquire their supplies directly from overseas book suppliers and publishers.

3. Small size booksellers obtain their stock of imported books from the large book publishers who are also importers, and act as agents to market and distribute the products of some Arab and foreign publishers in the country. They keep most of the trade discount for themselves.

9.2.1.2 Trade Discount

Saudi publishers do not adopt any sort of standardisation of trade discount for their customers. Usually the retail
outlets are given a discount in accordance with the size of the orders they place; often it ranges between 20 - 30%. However, some important booksellers and distributors such as Tihama or Dar al-Ulum demand up to 40% to distribute a book in the country.

With regard to the credit period, this varies a great deal from one publishing firm to another. In general, it depends very much on the relationship between the publisher or book supplier and the bookseller, but usually a six month period is common.

9.2.2 Sales Representatives

Direct mail is used in sales promotion when the publishers send their catalogues, information sheets and specimen copies. The sales representative or personal contact approach has, however, proved to be the crucial and practical method through which major public purchases, or the sales to government departments and agencies, takes place.

Most of the indigenous publishers rely on the government as a book buyer. Because of their considerable purchases, sometimes buying the entire edition, some government departments expect to receive favourable discounts from publishers or book suppliers with no distinction between local or imported books. Some departments demand special specifications for the books they purchase. The clearest example is the Ministry of Education which requires discounts of up to 50%. It also requires a special edition for its purchase because the available books do not meet the Ministry specifications and terms, in addition to a special binding. It is not surprising that the local publishers and booksellers pay special attention to public purchasing. It is frequently the case that the publisher or bookseller himself pays regular
visits to the officials who are in charge, taking relevant literature about his book such as catalogues, specimen copies, and the like. Such a personal relationship is highly important.

9.2.3 University Book Centres

The traditional university book stores have not yet developed, but there are rather university book centres. This channel of book supply has appeared on the national book selling scene in recent years because of the serious lack of technical and other university text books in the local market. The function of these centres is different from that of the ordinary college bookstores. Centres stock only the recommended titles for the various undergraduate and postgraduate courses. The book centres are parts of the universities and they acquire the text books from anywhere such as its own university press, the local book market, or from the overseas book publishers or dealers. Presently there are seven universities, each supposed to have its own book centre for its students. The university student enrolment for 1981 was 54,509; the estimation of the Ministry of Higher Education is that it should reach 120,000 students in 1985. It is important to realise that the universities secure all books through their book centres, which sell them at subsidised prices, so that the student pays only 25% of the cover price.

9.2.4 Book Fairs

Since the late 1970s some educational institutions have started organising national and international book exhibitions regularly. The Ministry of Education, for example, organises annually its national book fair. King Saud University arranges the Riyadh International Book Fair. The latter is particularly important because a huge number of publishers from the Kingdom and other Arab states and foreigners gather
together to exchange views and ideas and to discuss their problems. The book fair, according to the study analysis, from the publishers' and booksellers' points of view, is the most serious means of book promoting and marketing in the country. Similarly, it is also valuable for both local booksellers and the book consumers, institutions or individuals, who find it a unique opportunity, because it saves time and effort in acquiring a tremendous variety of materials at one time and under one roof at a reasonable price. Probably the major accusation against these book fairs is that they are bare exhibitions of books with no involvement in other aspects of the book trade or with authors.

9.3 Book Purchase

Local book purchase can be divided into three main categories:

1. Public purchase: It has been pointed out that the government buys a great number of books and other printed materials through various ministries, departments and institutions for school, public, academic, and special libraries, or information centres which are supervised by different departments, as follows:

   1. Ministry of Education: supervises and coordinates the entire public libraries network in addition to school and community college libraries. The book purchase for these libraries is carried out centrally by the General Directorate of Public Libraries and the Department of School Libraries in the Ministry. Naturally the Ministry is the largest book buyer in the country. The allocation for book and journal purchase for public and school libraries in 1401/02, (1981/82) budget was SR 50 millions, about £10 millions.

   2. General Presidency for Girls' Education: responsible for school libraries, besides approximately twenty-three
colleges and community college libraries for females. The Presidency's book purchase is also believed to be high.

3. The National Guard: sponsors a number of school and other departmental libraries.

4. Ministry of Defence: supervises many school and several military academy libraries.

5. The academic libraries: national universities are considered a government institution fully subsidised by public funds.

In addition there are some departments which make substantial book purchase; among them are the Ministry of Information, the Ministry of Higher Education, IPA and PIRIP. No doubt the Royal Order issued in 1983 and previously mentioned will significantly increase the public sector contribution in book purchase. It is not surprising that the government comes in the first place as a book purchaser, which explains why local book publishers concentrate on it. On the contrary, they do not seem to pay sufficient attention to the retail firms or the individual purchaser so it is hard to find a local book outside its place of publication.

2. The next category of book buyer is the retailer or bookseller who has already been discussed in some detail.

3. The third category is the general reading public. So far no formal study has been undertaken to gauge the size of reading public or their reading habits; one is only able to say that this important habit has not yet developed as it should in our society. H. Abbas traced the lack of readers to illiteracy, a long standing tradition of oral communication, the limited taste for books, and undeveloped reading habits. (4)
Furthermore, this student believes that inadequate teaching methods in our school system discourage reading to some extent. Video has also become another serious problem; it is believed nationally to be the first enemy of reading. In the last few years this instrument has invaded a huge portion of our homes; in 1975 the video shops were not in existence or unmentionable while in 1983 the number of licensed video shops which circulate, sell, and rent video cassettes has reached 590. (5)

Sadly their clients are many more than those of the libraries. The above situation will not continue indefinitely; change will certainly come with time. In fact it is continuously improving. Among the encouraging signs in recent years, for example, is the increasing interest of the state in improving library facilities and services in the country; new plans for the National Library have reached quite far ahead, developing the existing libraries and establishing new libraries in more cities and towns up and down the country. Another positive sign is, as a result of the inadequate public library service and the reasonable per capita income, a strong tendency among a large number of people to establish their own home libraries. This student also believes that the number of general readers is reasonable and it would be better if the book sellers knew how to satisfy their customers' tastes and interests and kept them informed about what they have available for them.

9.4 Book Distribution

In its vastness, Saudi Arabia looks like a continent. The total land area is approximately 2,240,000 Sq.km., 865,000 sq.mi. It is roughly about five times the area of the whole of the British Isles, somewhat larger than all nine European Common Market countries plus Spain and Portugal; its western
coast from north to south is about 1,100 mi. long on the Red Sea. The northern boundary from Aqaba Gulf to the Ras Mish'ab on Arabian Gulf coast is 850 mi. long.

To bring about desirable changes and to achieve economic and social objectives, the national development plans have given top priority to the development of the essential physical infrastructure of the country such as roads, ports, airports and the like. At the present time there is a good new network of roads. Approximately 30,000 km. of paved main roads have already been completed to link the cities and towns of the country, and another 44,000 km. of earth-surfaced roads and rural roads have been constructed to serve more than 7,000 villages. As far as the railway is concerned, there is one running from the Eastern Province to Riyadh with a distance of 562 km.

9.4.1 Channels of Book Distribution

The book generally reaches its intended audience through the following channels:

1. Air transport. The Kingdom has the largest air network in the region; twenty-three airports with scheduled services cover all the cities and towns of the country. The data analysis of this study has shown that the most popular method of book distribution is air freight. Approximately 80% of the distributed books outside the cities of the publishers go through this means. Although it is costly, it is fast and has proven to be efficient to a considerable degree. Booksellers are usually charged for transportation.

2. Publisher's van. This is mainly used in and around the city of the book publisher; there is no extra charge.
3. Road distribution. This is only used for big shipments, because the distances between the principal cities of the country are generally so great. Available evidence suggests that the publishers use road transport to deliver huge consignments, for example to Riyadh where the government book purchase usually takes place, from the main cities of the country. Though such transport is not cheap, it is still cheaper than air freight; it is normally done by local individual transport firms which treat books like any other goods.

4. Mail. Despite the importance of post in other countries as an effective channel for mass book distribution, unfortunately local publishers have not enjoyed this important service. Therefore, the majority of booksellers adopt cash and carry for the general public sales.

9.4.2 Problems of Distribution

The obstacles encountered in book circulation in urban and rural areas alike can be traced to the following:

1. Lack of bookshops or retailers especially in rural and remote villages. It has already been indicated that the number of licensed bookshops in 1983 was 1800. If we are, however, optimistic enough to presume that the entire number of these shops is in existence, which is unlikely, in reality the actual bookshops among these are far fewer than the above figure, because the overwhelming majority are stationers or individual small outlets and news-stands. The only resemblance, if any, with the bookshops is that they carry, among other things, educational or stationery materials and a small portion of them stock some popular or children's books. Such shops are situated in the cities and towns while the villages do not have easy access to books.
2. Absence of local wholesalers, jobbers, or stocking agencies. This is because book publishing and selling have not yet developed enough to allow the emergence of such organisations which play a vital role in book distribution. Moreover, the great demand on the books can be felt more in the populated cities where the retail outlets obtain their supplies direct from the local publishers.

There are a few periodical distributors, but these restrict their distribution to local and some foreign newspapers and magazines. Al-Geraisy Distribution and Advertising Establishment, Riyadh-based with two branches in Jeddah and Dammam, is an example of the old ones. An interview conducted by this student with the owner has shown that the establishment distributes approximately fifty magazines and newspapers in over twenty-seven cities and towns in the Kingdom but the firm does not deal with books because of distribution problems. Moreover the financial return is negligible or nil. It is interesting to know that this establishment does not use the mail service but rather air transport in addition to its own transport means. (7) The latest and probably the most important one is Saudi publication Distribution Company (SPDC) which was established in 1984. Its headquarters is in Jeddah with, so far, fourteen branches in the main cities of the Kingdom, SPDC like al-Geraisy Est., is specialized in the distribution of newspapers and magazines both national and imported.

3. High cost of means of transport. As we have already indicated, of the four channels through which the book reaches its intended reader, though the air transport is the most widely used and despite the fact that domestic air charges are only 50% for the printed materials, it is still high because the book prices are already expensive and any extra cost makes them even higher and beyond the means of many potential buyers, particularly students. In addition, the
long procedure, handling and transport of the books to distant airports consumes the time and effort of publishers and booksellers alike.

It is important to know that government exempts national newspapers from paying air freight charges domestically and internationally.

The study analysis has shown that one of the crucial needs to assist nationwide distribution is to give the indigenous book the same treatment as the newspapers have enjoyed for some time. Until now, the contribution of the post service to book distribution has been very small. Approximately 10% of book supplies are delivered by mail. There are various reasons for this, some related to the postal service itself, such as the absence of a reduced postage rate for internal despatch of books, or low weight limits for postal despatch of book parcels, others because of the inaccurate system of addresses which makes delivery to an individual house impossible. Obviously, such obstacles have hindered book distribution.

Regarding road transport, the road network is generally in good condition and is expected to be more than sufficient for the foreseeable future. It seems that the roads themselves do not constitute an obstacle in this respect. As the Third Development Plan observed:

...more than two-thirds of all domestic intercity passenger trips are by highway, while in the freight sector, road transport is even more dominant. (8)

So it is unrealistic to trace book distribution problems to road transport, but rather to the undeveloped state of book publishing itself in its different aspects. The dilemma of the book in the Third World nations is that it is treated as
a normal, and not a special, commercial commodity in almost every respect. In Saudi Arabia the situation is further worsened by the absence of local stocking agencies, whole-salers or similar distribution services, which specialise in book distribution. As a result, the normal transport cost is considered high because of the specialised nature of book trade and its limited turnover.

4. Absence of a regular supply of information about books, such as bibliographical tools including a national bibliography, and the acute lack of book reviews, trade journals, book publicity and so on. Existence of such means is extremely important for book buyers to gain full information about the book in order to purchase it. Furthermore, indigenous publishers do pay little attention to publicity. As an observer described the attitude of Third World publishers:

Publishers place little stress on publicity for their books and thus the reading public and booksellers are unaware of relevant publications. (9)

9.5 Book Export

It seems that the Saudi book is still in the early stage of export. Within the Kingdom it is common that books produced, say, in Buraidah, or even Riyadh would not be available in al-Ahsa or Jazan for example. For this reason Saudi book producers, before thinking about export of their production, should meet the demands of the internal market which is the base and much more profitable than the overseas book market. Now if we assumed that an open-door policy is adopted by the Kingdom's partner book importers, and that the number of complicated requirements and other difficulties are not put in the way of Saudi book, which is in reality untrue, there are on the domestic level several obstacles to hinder the export of indigenous books.
It has been previously indicated that Saudi book publishing is generally still in the stage of development in its various aspects. With regard to indigenous authorship, although some Saudi writers, poets, and novelists have achieved recognition in Arab World, it is obvious that the majority of Saudi writers are hardly known enough to compete with their counterparts in Egypt, Lebanon, Iraq, or Syria who have been served by a relatively active media and because of the education, printing and book publishing which existed in these countries before it was found in Saudi Arabia. That is why books imported from Saudi Arabia are probably ordered on the basis of the subject matter rather than the reputation of the authors. In addition the local book is, no doubt, expensive and eventually cannot compete with Egyptian, Lebanese, or Syrian books, not only abroad but also in the internal book market, mainly because of its high cost of production. Furthermore, as was earlier pointed out, the problem of indigenous book distribution is a serious one; the postal service, used broadly and effectively in the developed countries, is the least used channel for book delivery; road distribution is both inefficient and expensive since most of the consignments are too small. For these reasons book delivery via air freight is the only suitable alternative available for book distribution within the country and abroad, while it is on the other hand an expensive one. The use of air freight rate varies in accordance to the destination of book however; it approximately ranges between 5% for books exported to Gulf Cooperation Council (GCC) countries and 27% in case of North America or North Africa and some European countries. This additional charge makes local books even more expensive and financially beyond ability of readers in the majority of Arab countries like Egypt, Morocco, Sudan, or Jordan for example.
It would be logical to assume that the major book publishers would be the major book exporters. In general exports of books are negligible; in 1977 the Kingdom's exports was $190,000 worth of printed books.\(^{(10)}\) According to Foreign Trade Statistics, the export value of books for the first three quarters of 1983 to Arab League countries was SR.1,386,681.\(^{(11)}\) Regarding its representation to the State Budget it was in 1977 0.0005% for exports and 2% for imports.\(^{(12)}\)

Although there is neither an official policy which allows exports to expand nor any sort of assistance given by the state for book exporters there are a number of reasons for the improved performance of some book exporters among these:

1. There is an increasing demand for the Saudi book abroad, especially in the Arab and Islamic World.

2. The indigenous publishers and exporters of books have shown more enthusiasm over the last few years.

3. The increased participation in both international or regional book fairs such as Frankfurt and London or Cairo, Riyadh, and Kuwait.

Probably the largest Saudi book exporter is Mars Publishing House of Riyadh which is actively involved in co-publication with some international publishers, and an ambitious translation programme, as well as in book export. In 1984 the total sales for this firm from its own publications only was SR.1,585,000.00 categorized by:

1. Local sales for the Saudi Market was SR.713,250.00 or 45%.

2. Overseas sales in total, was SR.871,750.00 or 55% classified according to the (Table 9.1) below:
Table 9.1 : Mars Publishing House Book Exports

<table>
<thead>
<tr>
<th>Country</th>
<th>Egypt</th>
<th>Algeria</th>
<th>Kuwait</th>
<th>Iraq</th>
<th>U.A.E.</th>
<th>Tunisia</th>
<th>Qatar</th>
<th>European Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount &amp; Percentage</td>
<td>SR</td>
<td>SR</td>
<td>SR</td>
<td>SR</td>
<td>SR</td>
<td>SR</td>
<td>SR</td>
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<tr>
<td>Amount</td>
<td>261525</td>
<td>191785</td>
<td>148197</td>
<td>95893</td>
<td>69741</td>
<td>43587</td>
<td>43587</td>
<td>17435</td>
</tr>
<tr>
<td>Percentage</td>
<td>30%</td>
<td>22%</td>
<td>17%</td>
<td>11%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Mars Publishing House, Riyadh.

For Mars Publishing House, 1984 was the first year the local book sales declined to become smaller than foreign sales. The reason for such decline in Mars Publishing House owner's point of view was that the Ministry of Education, the largest book purchaser in the country, did not buy any books from this firm in 1984.

Finally, with the help of some authorities, especially Saudi Arabian Airlines (Saudia), the local publishers could expand their share in export of books. Book exporters should be encouraged, particularly by exempting the indigenous book exported abroad from air freight charges. This procedure would allow Saudi book exporters to give more discount and eventually the position of this book could be improved and it could compete with other books in the foreign market.
REFERENCES


10. WEGMAN, E. op.cit., p.9.


12. WEGMAN, E. op.cit. p.11.
10.1 Introduction

In a previous chapter (Chapter 6) this study has divided the indigenous publishers into three categories:

1. Trade book publishers
2. Government as publisher
3. Quasi-government publishers

It has also been emphasized that the central theme of this study is the first category. However, this study would not be complete without a reference to the government as a publisher, because government institutions and semi-government organisations alike have contributed a great deal in book publishing since its inception in the country a few decades ago. In fact, the largest single publisher in the country is the government. For this reason some various examples from both government and semi-government agencies will be selected to shed some light on their activities and specifically publishing of ordinary books as below:

1. Government institutions and departments
   1.1 Universities
   1.2 Ministry of Education (ME) and Presidency of Girls' Education (PGE)
   1.3 King Abdul Aziz Research Centre (KARC)
2. Quasi-government organisations
   2.1 Literary clubs (LCs)
   2.2 Saudi Arabian for Cultural and Art Society (SACAS)
10.2 Government Institutions and Departments

10.2.1 Universities

In Saudi Arabia, as in many developing nations, the educational institutions, including the universities, are public sector. Presently the Kingdom has seven universities and a considerable number of various other colleges and institutes. In terms of size, the national universities range between huge and relatively small. Some of those universities have up to three campuses or branches scattered in different provinces. In terms of specialization, the universities are different; some are restricted to specific fields, others are general. Islamic University (IU) in Medina, as an example, places its main stress on Islamic religious sciences; as is Mohammed Ibn Saud Islamic University (MISIU), although it also puts some emphasis on the social sciences. University of Petroleum and Minerals (UPM) and King Faisal University (KFU) in the Eastern Province are considered generally as technical universities, while King Saud University (KSU) in Riyadh, Umm al-Qura University (UAQU) in Mecca, and King Abdul Aziz University (KAU) in Jeddah are general universities. King Saud University in the capital is the oldest and the largest. It was established in 1957 and has thirteen colleges and institutes in addition to four other colleges situated in two campuses in Abha and al-Qaseem. The number of students enrolled in the university for the academic year 1984 is over 22,000. The latest and probably the smallest is King Faisal University which has five colleges based in two locations in al-Ahsa and Dammam with a student population of 2649 in 1984.

This section will briefly discuss the universities' policies, regarding their main publications such as dissertations, books, text books as well as scholarly journals.
10.2.1.1 **Dissertations**

The national universities are concerned to publish the creative works, including Masters or Ph.D. dissertations, written by the faculty members. The University Academic Council is the authority in charge of selection and evaluation of the works to be published by the universities, in accordance with the university academic publishing norms and standards. Once a dissertation meets such standards, there are written regulations or guidelines applied concerning authors, translators, editors and examiners or referees. The universities usually keep the copyright of the work for five years. Regarding compensation, in terms of financial return, the national universities are slightly different; it ranges between SR 5,000 and SR 8,000 for Master degrees and SR 10,000 and SR 15,000 for Ph.Ds. In addition the author gets 100 free copies of his work or sometimes 10% of the total number of the edition.

10.2.1.2 **Books, Non-textbooks**

Faculty members present their work to the university council. If a work is accepted for publishing normally the agreement with the author will include that the university will publish the work at its expense and buy the copyright for a period of time, usually five years as maximum. In return, the author will have some financial compensation of SR 20,000, SR 50,000 depending on the quality of the book as well as on other various factors. The author will have one hundred free copies of his work.

10.2.1.3 **University Textbooks**

The textbook selection is normally in the hands of the academic council of each department in the colleges which recommends the textbooks for their courses as the first step;
then the recommendation will be presented to the academic council of the college. Once this is approved the third step is to present the text to the university council, recommending publishing that work as a textbook for a certain course. The university academic council usually carries out the colleges' recommendations in this regard and publishes it. Once it is published by the university the text must not be changed for at least two academic years.

The university academic council decides the financial compensation for the text author(s) and the number of copies to be published.

10.2.1.4 Scholarly Journals

All the national universities issue regularly a number of professional bulletins, ranging between two and seven. These publish researches in various areas of their interest. Almost every college issues its own bulletin through an appointed committee or board.

In the case of KSU, for example, every board includes four faculty members; the academic status of the editor-in-chief must be a full professor or an associate professor. The bulletin board has to be appointed by the university academic council and that is usually based on the recommendations of the college concerned. It has been indicated in the chapter on authorship of this work how Saudi academics have started to contribute in book publishing in the country. To see closely to which extent these institutions are engaged in the indigenous publishing process again KSU is a good example because:

1. It is a general university and consequently it contains most of the various field specialities that the other universities have;
2. The university established its infrastructure of publishing including academic publishing department and printing press;

3. The availability to the writer of confidential information regarding its publishing activities.

Like any other university, KSU produces a variety of materials including ordinary books, textbooks, dissertations, scholarly monographs, reference books, and scientific and literary bulletins. The first book published by the university was in 1972. A decade later the number of books published has reached 121 titles; 104 (86%) in the Arabic language and 17 (14%) in English. The percentage of pure and applied sciences works is 43% while the humanities are 57%.

In the scholarly journal field, the first one to appear was the Bulletin of College of Arts in 1970. Presently the university issues regularly journals in arts, administrative sciences, agriculture, engineering, pure and applied science and education. Up to 1982 the total number of researches published by these journals was 370 (40%) in Arabic language and 542 (60%) in English. (1)

10.2.1.5 Responsibility for publishing within the university

It is true that the universities' academic councils are in charge of the selection and approval of scripts for publication. However, it is not expected that the university academic council will handle the technical processes. In this respect the national universities are greatly different. Some universities centralise book publishing in one department while in others it is still decentralised. (2) In MISIU and KSU, publishing is the responsibility of the Department of Culture and Publishing, and the Academic Publishing Department, subordinate to KSU libraries, respectively.
In UAQU and KAU there are more than one department and centre involved and sometimes there is only limited cooperation and coordination between these units which, in the long term, affects negatively the university publishing by creating conflict of interest, functional duplication, and inefficient utilisation of available resources.

10.2.1.6 Press Facilities

Most of the Saudi universities have their own printing presses which are considered to be the leading ones in the country. These existed to serve their universities by printing all the materials the university may need in addition to books and scholarly bulletins. Some of the presses meet university needs in terms of capacity due to the advanced printing equipment, such as offset printing, electronic photo processing, colour separation, plate making, and computerised typesetting.

The presses vary in their subordination within the universities. In KSU, for example, it is linked to the university Vice-President for graduates' studies and research, who is in addition the Chairman of the University Academic Council.

10.2.1.7 Distribution of the University Publications

The national universities are governmental institutions. Therefore, their objectives ought to provide stimulation for literary and scientific researches to enrich the intellectual and scientific life of Saudi society, since they operate as educational and research institutions and are fully subsidised by public funds. Their views of publications are based principally on scholarly and cultural purposes. Though this student believes this philosophy is right, this should not mean that the universities ignore the economic factor.
In other words, the sale of the university publications must be taken into consideration. This is the normal method in order to afford its publications local and external markets.

Academic publishing in Saudi Arabia, if we exclude the financial difficulties, is liable to most of the problems already mentioned affecting the private publishing firms, particularly distribution, and constant shortage of trained Saudi personnel and know-how, as well as their own peculiar problems.

Probably the most serious problem the universities now face is the issue of absence of guidelines on sale policy in general. Currently the university publications cannot reach the minimum readership for which they are intended.

If the universities, as scholarly publishers in general and particularly in the Third World nations, face the problem of small markets due to the nature of the scholarly publications, their high cost and their limited audience, the Saudi universities have in addition peculiar and different problems. It lies first in a complete absence of sale of the university publications. KSU is the only Saudi university which makes its publications available for sale. The other methods the national universities follow to convey their publications to the reader are either to distribute them free of charge, or to exchange them with learning institutions outside the country. Even this, unfortunately, is seldom done on a systematic basis due to the lack of organisation and decentralisation regarding the distribution. If the national universities are to achieve the objectives behind their publishing, they should look beyond their campuses by establishing guidelines and sale policies for their publications to make them available for the general reading public. Probably the next
step is to ensure sufficient promotion and distribution by making proper arrangements with some selected indigenous, regional, and international book publishers or distributors to promote and distribute these publications. These are probably the necessary steps for these publications to reach the readers who will appreciate and acquire them.

10.2.2 Ministry of Education and Presidency of Girls' Education

10.2.2.1 School Textbooks

As previously pointed out in (Chapter Four), the Ministry of Education and the Presidency of Girls' Education supervise the whole stages of males' and females' education under university level in the country. Consequently, they are in charge of textbooks in regard to authorship, printing and distribution. It is the purpose of this section to show briefly how this task is carried out.

10.2.2.2 Authorship

Despite these authorities being slightly varied in their arrangements, generally the procedure of authorship of text is the same. Within the concerned departments in both the Ministry and the Presidency there are appointed specialized committees to deal with every subject such as Arabic language, religion, social sciences, mathematics, sciences, English language and so on. Each committee is responsible for commissioning selected authors either from the Ministry or Presidency or from other institutions, mostly from the national universities, to write the text books in accordance with the curriculum. When a project is approved by the committee the text author(s) will be paid a certain amount of financial compensation and that usually depends on whether the author belongs to those authorities or not. In any case
the compensation is generous and it reaches up to SR 20,000, approximately £4,000. In return, the Ministry or the Presidency will possess the copyright of the text indefinitely and the author's name does not appear on the book.

10.2.2.3 Printing

The approved projects will be advertised in the official gazette as well as in the local newspapers directly for indigenous printing firms. In the past textbooks and other government publications were printed abroad. At the present time, due to the abundance of equipped and qualified printing houses which are capable of handling the complicated works and producing books on a large scale basis, the government agencies, as has already been indicated, are not allowed to print outside the country in an attempt to encourage the indigenous printing industry. Generally speaking the government department selects the lowest bid.

To save time, money and effort the educational authorities produce their supply of texts for two years. At the beginning of every academic year every Saudi student at any level and stage should have a new, unused, text book for each subject or course. It is important to know that these textbooks are distributed absolutely free of charge. It is evident that the indigenous publishers are in no way involved in the textbooks market.

Textbooks offer a good example of how the state is engaged in book publishing. To realise the volume and the cost of printing a two year supply of textbooks, three selected examples for the main three different stages of education are taken from the records of the Ministry of Education for the academic year 1401/1402 A.H. (1981/1982).
1. Arabic Reading book, textbook for 3rd grade of elementary school. The number of printed copies was 284,000. The total cost was SR 276900, price per copy about 98 Halalah; Saudi Riyal equals 100 Halalah, approximately 20 pence.

2. History book, text for first grade of intermediate school. Number of printed copies was 190,000. Its total cost was SR 466450, price per copy SR 2.5.

3. Modern Mathematics book, text for third grade of secondary school. Number of printed copies was 12400. The total cost was SR 105152 and the price per copy was SR 8.5. This one in particular is more expensive for two reasons: first, the text is technically complicated to produce and secondly, the number of copies printed was relatively low.

Despite the high quality of paper and work, the cost of printing, as seen above, is terribly low because of the huge print number of each text.

Of course, all the texts are in Arabic. In the case of English language books, the Ministry has a direct arrangement with some foreign book suppliers whereby the texts are supplied. As an example, MacMillan Publishers, England, is an exclusive supplier to the Ministry of English language books used in Intermediate and Secondary schools.

10.2.2.4 Distribution

It is the responsibility of the printers to deliver the printed texts either to the Ministry or the Presidency warehouses in Riyadh or directly to the regional educational districts all over the country. Then the delivery to schools
becomes the responsibility of the districts. In this way the delivery of texts should precede the commencement of each academic year.

10.2.3 **King Abdul Aziz Research Centre (KARC)**

This is a government independent research foundation established in accordance with the Royal Decree No. 45/M dated 5/8/1392 A.H. (1972). The centre has its own legal entity. It is governed by a board under the Minister of Higher Education as Chairman and headed by the Secretary General. *(4)*

KARC is primarily concerned with history, geography and literature of Saudi Arabia, and the Arabian Peninsula as well as the Arab and Islamic world in general. The centre includes several departmental sections through which it operates, among these are: Research department, Centre library, National Centre for Archives and Manuscripts, and Translation department. This study is more concerned with the centre activities related to the field of publishing.

Since its founding KARC has published up to September 1984, thirty-eight titles and contributed in printing five other titles. In addition, it issues its own quarterly journal, *Al-Darah*, devoted to serving research related to the aims of the centre. In its eighth year, thirty-six issues have already been issued.

10.2.3.1 **King Abdul Aziz Prize**

KARC organises irregularly the King Abdul Aziz prize for the most significant work written about history, geography or literature of Saudi Arabia. Since 1974 the prize has been awarded three times. *(5)*
10.2.3.2 KARC Publication Distribution

Like any other non-profit making organization in the country, the Centre's publications are not available for sale, except its journal. This study survey has shown that KARC distributes its publications free of charge as follows:

1. 30% for learning institutions, libraries and information centres within the Kingdom.
2. 40% devoted to the libraries, research and information centres abroad, as well as publication exchange purpose.
3. 30% to be sent to the individual concerned with culture, and scholars in the Kingdom and abroad.

Aside from the other functions which, no doubt, the Centre has succeeded in achieving, KARC is still facing the lack of a sale policy for its publications. However, the suggested solution recommended previously for the universities' publications might be applicable here as well.

10.3 Quasi-Government Publishing Bodies

10.3.1 Literary Clubs (LCs)

In 1395 A.H. (1975), the government agreed to a suggestion offered by some indigenous literates and scholars from different parts of the country to establish literary clubs. Since then eight clubs in Riyadh, Jeddah, Mecca, Medina, Ta'if, Buraidah, Abha, and Jazan; two others, in Ha'il and Dammam, will be established soon. (See Table 10.1).
### Table 10.1: Qa'it Literary Club

|-----|-----------------------------|-----------------|--------------|-----------|--------------|-----------|-----------------|------------|-------------|---------------------|-------------------|
10.3.1.1 Objectives and Functions

The literary clubs exist to achieve a variety of cultural and intellectual purposes. According to the guideline, No. 45 dated 2-5-1395 A.H. (1975), issued by the Presidency for Youth Welfare (PYW), the major aims of the clubs are determined as follows: organising literary and cultural lectures and seminars; arranging and supervising literary and cultural contests for young people, in particular in the field of poetry, short stories, writing essays and so on; encouraging and assisting the local writers and authors to publish their works at the expense of the clubs in an attempt to stimulate and promote the creative writing and authorship in the Kingdom.

This study is more concerned with the output of the clubs in book publishing field.

These organisations existed originally to incite and enrich literature, culture and arts as well as to encourage and assist the general writer, especially the young or unknown ones.

In the chapter dealing with authorship, it has been emphasized about the compensations or royalties offered to the writers who publish their works through the clubs.

10.3.1.2 Problems of the Clubs Publishing

Since the clubs are subsidised by public funds and because they were founded for intellectual reasons, they do not concentrate on commercial returns but rather on literary and cultural matters. Because the public subsidy offered to them is insufficient and depends very much upon the various activities they undertake, their performances in meeting their
goals is unsatisfactory. The clubs' regulations set by the PYW entitle them to accept financial and assistance grants from both individuals and institutions in the country; unfortunately this, along with their own revenues which come mainly from the sale of some of the publications, has proved not to be a reliable resource, which makes the clubs rely heavily on the subsidy offered by the PYW.

Apart from the financial problem, the clubs are facing their own peculiar problems among which, for example, are that local writers, authors and cultured people do not cooperate enthusiastically with the clubs. Indeed, these clubs, so far, have failed to attract the general public to get involved in their activities. In addition, as publishing firms, they suffer from the same problems which face private and public book publishing firms in general.

It is undeniable that these cultural organisations have contributed to the book publishing field in the country and have assisted and encouraged several writers, poets and novelists to appear in print, and have done their best in accordance with their limited resources. However, from the societal point of view their achievements are far less than they should be, and they do not rise or correspond to the ambitious objectives for which they were established. The major accusation against them is that of the low quality of titles published by the clubs and their failure to stimulate original or creative writing. (6)

10.3.1.3 Clubs' Book Sale and Distribution

Unlike the trade book publishers, the clubs are subsidised non-profit making organisations. Logically, many of their products are distributed free of charge, while the rest is sold, at cost, through some local booksellers who take between 30 and 40% of the cover price in return.
10.3.2 **Saudi Arabian for Cultural and Art Society (SACAS)**

This was founded in 1973 to achieve the following functions and aims:

1. To stimulate and promote the culture and arts in the country.

2. To supervise Saudi young artists, cultural workers and raise their standards.

3. To represent the Kingdom artistically and culturally abroad.

4. To sponsor the new talents, and provide them with a suitable environment in which to develop.

SACAS headquarters located in Riyadh, five branches situated in five main cities, Jeddah, Ta'if, Dammam, Abha and al-Ahsa. Since 1978 this authority has become involved in book publishing field. It published so far more than fifty titles in different subjects (See Table 10.1). SACAS applies the same procedures of the clubs regarding the sale and distribution of its outputs. It also shares with them the same problems.
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11.1 Impact of the Government on Publishing

As one observer puts it:

Government is a crucial element of publishing in developing countries. It is even more important than in industrialised nations where strong private publishing enterprises exist. (1)

D.S. Smith, Jr. went further when he pointed out that the government attitude towards books is probably stronger than any other factor. (2) Saudi Arabia is no exception. Its developing book industry could be affected greatly by the attitude of the government and its various policies in this respect. The prime concern of this work is the book industry in Saudi Arabia. Because it is almost impossible to deal with this subject without dealing with the government which influences tremendously the indigenous commercial book publishing, two chapters in this work are fully devoted to track such influence.

In the previous chapter, the role of the government as a publisher was discussed, through different government and quasi-government agencies and organizations selected carefully to show the public sector involvement in book publishing and printing. This chapter will focus on the impact of the government on the book publishing in the country. It is the purpose of this chapter to deal with this matter to show the extent of its impact on the indigenous book industry in both the private and the public sector. This influence can be seen in the following aspects:
First, direct engagement which immediately affects the book industry. Examples of that can be seen clearly in the following:

11.1.1 **Authorship**, in the field of encouraging and assisting the indigenous authors, writers; in addition to the purchase of their works, the state has established several literary clubs and SACAS to assist and encourage the local writers and to stimulate and promote the created writing, as well as culture and arts in the Kingdom.

11.1.2 **Book purchase**, all types of libraries in the country belong to government institutions and agencies. The Ministry of Education, for example, supervises both public and school libraries; the Presidency of Girls' Education in charge of female schools and colleges' libraries; universities, colleges and other government departments are responsible for their libraries.

In its annual budget the state allocates tens of millions of Saudi Riyals for this purpose. A good example of this huge purchase is the Ministry of Education which allocated for books and newspapers in its budget of 1401/1402 A.H. (1981/82) SR 50 millions, about £10 millions.\(^{(3)}\)

The state buying is also visible in the government decision issued in 1983 implying that each government department should buy at least 100 copies from every work published by local indigenous publishers and printed by indigenous printing houses. It is evident that this decision is meant to assist all the parties involved in the book industry circle, including author, publisher and printer.

In respect to the book import, it has been seen in the book production chapter that the government is the largest
book importer through its various institutions which, in most cases, place their orders directly with overseas book publishers and suppliers. In the matter of school textbooks production, the immediately previous chapter has shown that the ME and PGE are involved in textbook publishing for each educational stage under the university level, and how they provide them to the student free of charge.

In regard to the university textbooks, it has been pointed out that the higher education institutions buy textbooks which they do not publish, and sell them to the student at subsidised prices.

11.1.3 Printing, the impact of the government on the printing industry is most clear in restricting the awarding of government bids concerning printing textbooks and other government publications to local printers only. Furthermore, printing firms are encouraged by exempting the printing equipment, papers, parts, inks and other materials from customs duties.

Secondly, the other aspect of government involvement is in the area of state policies towards books in general. In Saudi Arabia several government ministries seem to have direct or indirect impact on the book industry. It is obvious that the Ministry of Information (MI) presented in the General Directorate of Publications (GDP) is the most concerned regarding the government official policies towards the private publishing sector.

As a part of the MI, the GDP is engaged in various informative activities. This study is more concerned with its functions relevant to publishing field. Probably among the important functions of the GDP is that it is the official authority directly in charge of publishing of any sort in the
Kingdom, which supervises printed and non-printed materials produced domestically or imported from abroad, including books and journals and so on. Thus, it is the department which decides what may be published locally and what sort of foreign materials may be imported. Of course, the government publishing bodies and institutions are excluded from this censorship. In chapter five it was seen that GDP has to approve the book manuscripts before publishing. Regarding the national newspapers and journals, although GDP does not practise direct interference, the Publishing Regulations give the GDP the right to interfere whenever that is necessary.

11.2 Publishing Regulations (PR)

Saudi Arabia lacks both a copyright act and a legal deposit law. Nevertheless, the country since its founding has had regulations which organise the relationship between the authors, publishers and printers, and between them and official authority in the country. PR also govern dissemination of information throughout the Kingdom.

The first Publishing Regulations to appear in the country were in 1327 A.H. (1909), during the Ottoman dominance over the Hijaz Province. In the Saudi era the first Publishing Regulations issued were in 1347 A.H. (1929). They were mainly based on the Ottoman regulations. The first revision of the regulations, if we consider the Saudi era as inception, appeared in 1378 A.H. (1958). The second and latest was issued in accordance with the Royal Decree No. M/17 dated 13/4/1403 A.H. (1983). The new Publishing Regulations consist of forty-six articles.

According to the opening article the Publishing Regulations are applicable on nine various classes. Among those with which this work is concerned are:
1. Printing Presses
2. Publications and Journals
3. Bookshops
4. Publishing firms
5. Video and Cassette shops

Though the regulations have dealt with all the various classes determined in article 1, it is evident that the chief emphasis has been put upon newspapers and magazines.

11.3 Legal Deposit in the new Publishing Regulations

Legal deposit in the real sense of the term is yet to be established in the Kingdom. However, articles No.12 and 17 of the new regulations require an indigenous author, publisher or distributor to deposit five copies of the book and three copies of any other publication published or printed in the country or abroad by the Saudi nationals, with Dar al-Kutub al-Wataniyah, a public library located in the capital. Unfortunately this is not strictly carried out due to the lack of following up; besides Dar al-Kutub is not so far qualified legally or professionally to play the role of the national library.

11.4 Literary right in the new Publishing Regulations

Copyright law is equally not in existence in Saudi Arabia. Nevertheless, three articles of the new regulations deal briefly with this matter. For example, article No. 20 indicates that the rights of authorship, translation, and publication are reserved to their owners or their successors but it did not state for how long. Article No.21 implies the commitment of the Ministry of Information regarding this right. Article No.40 deals with any potential dispute which
may occur in connection with this right. It implies that such dispute will be referred to a committee to be appointed by the Minister of Information and be composed of three members; one of them should be a consultant in law. Any decision the committee may reach should be approved by the Minister of Information to be effective.

11.5 Various Aspects of the Government Influence

The state impact on the book trade shows itself in different areas; it is clear in the matter of communication network in general and especially in the air transport within the country, where Saudi Arabian Airlines (Saudia), a government agency, is the only carrier operating in the country. This study has revealed earlier that air transport is the most used method regarding delivery of books rather than post or road transport and that the charge is half rate for books while journals are exempted from paying air freight charges.

The influence is also evident in respect to book postage rate and postal services in general where this government crucial sector could affect the distribution of books domestically and internationally.

The government influence is most clear in funding, establishing and developing the universities, libraries as well as other educational institutions. Last, and not least, government action is very much needed in the field of training. Universities, the Institute of Public Administration (IPA), and technical and vocational institutes could contribute in sponsoring seminars, workshops and conferences to improve the professional performance for librarians, documentalists and bibliographers. Such training must not be restricted to public sector employees, as it is now, but should also be directed to private sector such as publishers, booksellers and printers.
11.6 **National Library**

Some references have already been made concerning the absence of the national library in Saudi Arabia. However, among other projects of the Ministry of Higher Education (MHE), the State Development Plan 1400-1405 A.H., (1980/85), has suggested that MHE should prepare an initial study to propose a plan for establishing the Saudi National Library. Accordingly, the Minister of Higher Education in his letter No.3365/1 dated 5-5-1402 A.H., (1982), has appointed a committee composed of nine members to draw up an initial plan for the Saudi National Library. It might be worthwhile to know that this committee fortunately included some librarians and experts in the field; one of them has already written his Ph.D. work in 1982 about the very same subject, entitled 'The National Library: An Analysis of the Critical Factor in Promoting Library and Information Services in Developing Countries: The Case of Saudi Arabia'.

After six months the Committee has performed a general framework which includes goals, objectives and functions of the proposed library. By checking the drawn framework against the guidelines proposed by the above dissertation, this student has found the plan generally very similar to that of the Ph.D. work. The proposal seems to be a good one. However, if this is officially endorsed by the government, available evidence suggests that such a huge project requires a long time, expertise, effort as well as a huge amount of money.

It is an ambitious project not only because it takes in its considerations the need of the country at the present and in the future, but it also requires the relevant requisite national legislations which the Kingdom urgently needs such as Copyright law and legal deposit law, suggesting the proposed library will act as deposit library and national bibliographic centre as well.
This student strongly supports this project. However, as might be expected, it will take considerable time to carry out. For this reason it is important that the relevant authority should issue as soon as possible a Copyright law and legal deposit law. Meanwhile, as a temporary solution, one of the academic libraries should be appointed, say King Saud University library, which seems to be capable financially and professionally to play that role until the national library practises its functions perfectly. Without this crucial step which should be considered as a matter of urgency, the unsatisfactory current state will continue for some years to come.

11.7 Censorship

Whatever the name given to this practice, supervision, control, censorship, or others, the fact is that many governments have one way or another of supervision, control or censorship over its media. Even if this is evidently more clear in the developing nations, it also exists in some industrialised countries. Saudi Arabia is probably the most politically stable country in its unstable region. As Shobaili pointed out:

The Middle Eastern area was living in a political ferment, fumbling between west and east with growing extreme leftist ideologies. Propaganda campaigns clashed against each other amidst that atmosphere... Saudi Arabia, the new emerging country, busy with its internal development programs, did not want to hurl itself into that violent upheaval.(7)

In addition, the Kingdom of Saudi Arabia has a unique and special position in Islamic world because it is the custodian of Islam's most sacred shrines in Mecca and Medina. For those reasons one can understand why the country has an
overt censorship which is mainly based on three reasons: political, religious and moral.

The Publishing Regulations, above cited, particularly articles Nos. 6, 7 and 10 to 16, give the government, represented by GDP, full authority to approve or disapprove domestic publications, and that is equally true for the imported printed and non-printed materials. Article No. 18 excludes from censorship book imports to universities, libraries and other government bodies, which in return must not display for the public any prohibited publication.

It is important to know that in normal cases such censorship does not constitute a real problem in the matter of books produced locally, but it probably hinders to some extent the private sector import of books, because the procedure takes time and effort to follow up. It is worthwhile mentioning that the GDP is extremely keen regarding importing specific materials such as holy Quran and other religious and political books therefore, this directorate sometimes seeks some cooperation from some other government departments namely Presidency of Islamic Research, Ifta and Propagation (PIRIP). It is obvious that the involvement of more than one department in such matters simply means that the procedure will be even longer and probably makes it more complicated.

Finally, this student stands for a conductive and organised minimum control which should be based on clear systematic guidelines instead of leaving such important matters to the personal interpretation or explanation of the individual censors.

The discussion in this chapter and the preceding one has shown clearly the crucial role and the important impact
of the government on the book industry in the Kingdom. As Altbach pointed out:

*The government has a role in publishing not only through its broader policies. In developing countries, government policy impinges on most aspects of the economy, even where a strong private sector exists.* (8)
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CHAPTER TWELVE

SUMMARY, RECOMMENDATIONS, AND FURTHER RESEARCH

12.1 Summary

The study in hand is essentially an attempt to pinpoint the current state of publishing in Saudi Arabia. It carefully examines the development of the publishing sector from its inception to the present time. The study is not historical but rather descriptive and analytical. Forty-two private and public publishing firms are included in this investigation. It is the purpose of this concluding chapter to highlight some of the obstacles and difficulties facing the book industry and suggest some recommendations for the various problems raised by this investigation. The work is the first attempt which has ever been made to examine, in depth, the current state of book trade in Saudi Arabia. Present development, although encouraging, is not at the rate desired; however, considering its short life the achievement of Saudi book is somewhat remarkable. Furthermore, this student can confidently affirm that independent publishing enterprises are vital for the national interest and that the trade publisher has a crucial role to play in society, especially when he mediates between those who create knowledge and those who consume it; the publisher invests his money, time, effort as well as his reputation in this business. In return he expects some sort of financial reward and social appreciation from the society of which he is a part. Although indigenous publishing has shown a marked improvement since the late 1970s, nevertheless it did not improve enough to parallel development in some other fields such as education. This important industry has a valuable role to play in the ambitious plans for national development, but at the present time the authorities are yet to recognise its importance.
As far as the obstacles facing indigenous book industry are concerned, the study has revealed various problems; some of these are part of a general situation in which books merely constitute one element among others, specifically relevant to the book publishing sector.

The investigator believes that many of the difficulties facing the book industry in Saudi Arabia are peculiar to it. He is also aware of the fact that local problems need local solutions and that people in, or related to the book field can determine and prescribe what reforms can be made in seeking objectives of national interest. Thus, the recommendations in this conclusion are primarily based upon the study findings. On the other hand, suggestions proposed by people in the book industry, including publishers, printers, booksellers, as well as authors and librarians, were seriously considered.

Despite the situation of the indigenous book industry having changed for the better in recent years, the study has revealed that both book trade publishers and state-owned publishing houses still have problems which inhibit the development of book publishing. The problems of a dearth of indigenous authorship, acute shortage of trained personnel and professionals, lack of finance, absence of effective or adequate reviewing media, lack of sufficient promotion, and a complete absence of a national library, national bibliography and copyright law, besides poor distribution facilities, are some of the real problems facing the book industry in Saudi Arabia. It is evident that such problems are not to be solved overnight, and that the ability to find appropriate solutions for most of the problems stated above is actually far beyond the means of local book publishers.
12.2 **Recommendations**

In its concluding chapter, it is the purpose of this study to suggest some recommendations in an attempt to improve the general current state of local publishing which, irrespective of the national pride, is crucial for the preservation of the country's cultural heritage and for the nation's thinkers, writers, and artists as well as for the best interests of the country, because of the role of the book in the process of modernization and as a means of transmission of culture and infusion of knowledge in the society. It is the view of the writer that probably the first step to tackling the problem effectively is to define it clearly. Without this important action it would be difficult, if not impossible, to suggest the right solutions or to bring about the necessary reforms. This study has sought to review the background and the current development of book industry in Saudi Arabia; the work, in its various chapters, has shed some light on the pressing problems, difficulties, and obstacles hindering the flourishing of the book industry. The other purpose of this investigation, however, is to recommend some practical and proper solutions on the basis of evidence presented in the previous chapters. While a variety of suggestions has already been made in the course of the investigation, the writer believes it is critically important to put together the whole suggested recommendations as follows:

12.2.1 **Ministry of Culture or National Book Development Council:**

The cultural activities and organizations, outside the area of formal education, are supervised or administered by various government and semi-government bodies; for example, the Ministry of Education is in charge of both public and school libraries, the Ministry of Pilgrimage and
Endowments (MPE), Presidency of Islamic Research Ifta and Propagation (PIRIP) and General Presidency of Holy Mosques (GPHM) supervise several other public or special libraries, whereas the female school and college libraries are under the direction of Presidency of Girls' Education (PGE). On the other hand the Presidency for Youth Welfare (PYW) is responsible of the literary clubs and Saudi Arabian for Cultural and Art Society which generally founded to broaden the cultural horizon among Saudi people and to promote national culture. Another aspect of variety of the supervision over the cultural affairs is the Ministry of Information, represented by the General Directorate of Publications (GDP), which is accountable for official policies concerning the flow of domestic and imported information within the country, including printed and non-printed materials. So, as above cited, the various aspects of national cultural activities are administered by various government and quasi-government bodies. For this reason there is a widespread belief among the intellectual and cultured community that establishing an independent ministry for national cultural affairs could be the best solution to the whole issues of national culture.

Under the direction of this ministry all aspects of national culture would be centrally concentrated. The function of the new ministry would be to coordinate and undertake the various activities, to promote and ensure the full development of this important sector. That is why several indigenous authors and writers appealed over recent years to the government to establish this ministry. Among the key figures of those prominent authors are H. al-Jasir, A. Ibn Khamīs, both state prize winners, A. al-Dhubaib, A. Ibn Idrees and several others. Although the investigator does not claim that setting up this ministry would guarantee to bring about the necessary or desired reforms, he is on the other hand
certain that such action would be an important step in the right direction, which could perform great achievements once the objectives of this body were properly planned. In this writer's view, the time has come to create this authority under which all the bodies and activities related to national culture will be assembled. Among the institutions which will be under the direction of the proposed ministry would be all the public libraries, literary clubs, Saudi Arabian for Cultural and Art Society and national museums. The ministry will be also in charge of the proposed national library, national copyright law, legal deposit regulations and national bibliography as well as variety of cultural enterprises such as the book industry, with its different aspects including bookselling and printing firms.

The Ministry of Culture should be directly involved, along with some other departments, in setting up effective indigenous policies to meet the pressing need to satisfy the aspiration of the Kingdom in the field of culture and knowledge. If for some reason, this ministry were not established, it is strongly recommended to form a national book development council to set a national policy regarding book production, promotion, and distribution, to define targets and priorities and to be a mediator agency between the relevant official authorities and private publishing, printing and selling firms.

In the course of this study it has been shown that publishing is generally in an unorganized state. The publishing industry in the Kingdom needs to be better established as a profession. This can be done only when the authorities concerned realize the role of book in national development, and when these authorities along with the publishing houses work jointly to develop this important sector. The publishers
themselves, however, can do very little concerning this matter. On the contrary, the writer can confidently affirm that there are many things the state could do to assist the publishing industry. Perhaps the first step in this direction will be a setting up of an independent official umbrella body, as pointed out above, to take responsibility for promoting different aspects of book development. The GDP of MI, as it has been seen earlier, was originally founded to fulfil definite purposes, but so far its responsibility towards the publishing industry is little more than the role of censor. Under these circumstances it is crucial to establish an independent authority to deal with the issues of the culture in the Kingdom, as ultimate objectives need to be accomplished instead of dealing with such important matters as a sideline. This authority, if it exists, should have the power and funds to carry out its mission.

12.2.2 Publishing Infrastructure:

1. Ahead of everything which the state should do is to organize book publishing as a profession. While in the developed countries the functions of book publishing and book selling are separate and specialized businesses, in Saudi Arabia, as in many developing countries, it is more usual to find a single business carrying on publishing, importing, retailing, and sometimes printing. This concept might even be part of the firm's name, such as Dar al-Shrouq for Publishing, Distributing and Printing; Dar al-Ülûm, Publishers, Book Sellers and Distributors; al-Islaḥ Publishing House for Printing and Publishing; or al-Madina Establishment for Printing, Publishing and Binding. Furthermore, many houses do not apply any acceptable standards regarding editorial work, art work, design, production, or acquisition of manuscripts.

2. It is in the national interest that GDP reviews its policy concerning permitting new entrepreneur publishers to emerge
who do not take book publishing seriously, but rather publish occasionally or in their leisure time or those who combine publishing with irrelevant other business. Their existence does not serve the indigenous book industry; on the contrary it lowers the standards of production.

3. To serve as bibliographic, statistical and informative tool, GDP should issue a temporary legal deposit bulletin, for both local and imported books approved by the Directorate on a half yearly basis to be distributed to national libraries, book publishers, sellers, and educational institutions as well as to concerned people.

4. GDP should use its existing powers to close down indigenous publishing houses, which do not maintain or keep the requisite standards in terms of selection of manuscripts and production and especially with regard to imprints.

5. Apparently most of indigenous publishers lack a copy editor. In fact the notion and nature of this job is unclear to most of these firms. Copy editing in its real sense has yet to come into existence in the local publishing houses. The existing editing in some houses is directed mainly to Arabic grammatical accuracy; for this reason publishers should pay considerable attention to copy editing as an essential function in each firm which should deal, besides grammatical accuracy, with various other things such as readability, consistency, clarity, style, factual accuracy and production details of the manuscripts.

6. When issuing licences for opening new bookshops distinction should be made between bookshops and stationers to define the function of each of them so as to guarantee that the licensed bookshop does not switch to become a stationery shop. On the other hand the common local name for 'bookshop' should
be corrected or changed to become 'Matjar Kutub'; 'bookshop', instead of 'Maktabah', 'library', which has a completely different meaning.

12.2.3 Co-Publication

The writer believes that there are great possibilities for co-publishing in the Arabic language, not only on the national but also on the regional level. Such action would make use of scarce skilled man power, which is one of the serious problems facing the local book industry, and lower the cost per copy, by virtue of sharing the costs of art, editorial work, blocks, or plates, and increase the size of the edition. As far as textbooks are concerned, collective action is ideal, especially in production of most of the textbooks which are supervised and prepared by both ME and PGE.

12.2.4 Book Subsidy and Finance

Publishing in Saudi Arabia besides is not very profitable; it requires long-term investment, which explains why one of the major difficulties hindering the development of this sector is the lack of subsidy and finance. To overcome this serious problem, the policy about publishing should be changed to recognize it as a manufacturing industry; consequently it could be upgraded to the status of a vital industry that contributes to the overall national development and accordingly find special care from the official financing organizations such as Saudi Industrial Development Fund (SIDF), which offers long term interest free loans as well as technical and managerial advice, and would take all the necessary steps to provide such loans to the book industry on the lines of various other industrial projects.
12.2.5 **National Library, Legal Deposit Law, and National Bibliographic Centre**

In the previous chapter it has been pointed out that the national library in the Kingdom is yet to be founded and that the Ministry of Higher Education is working now on proposed scheme for the National Library which should be established at the earliest possible time.

Since such a project will take great deal of time, as a temporary solution a deposit law, which is a critical means of ensuring national bibliographic control, should be set up. The next step is for one of the academic libraries, say King Saud University Library, to be appointed as a temporary depository library to play the role of national library and national bibliographic centre to receive copies of the nation's publications. The appointed library should be supported financially and technically and also empowered to fulfil its new functions as a national library and national bibliographic centre until the permanent national library can undertake these tasks.

12.2.6 **Copyright Law**

The study has revealed that national copyright law is non-existent in the country. Furthermore, the Kingdom is neither signatory to the universal copyright convention (UCC) nor the Berne convention (BC). National copyright law is crucially important and should be established at the earliest possible time. This study has shown earlier that all surveyed indigenous publishers support the issuing of a national copyright law. The view of this writer is that before seeking further improvement in the book industry field, there are some priorities to be achieved. The requisite legislation such as copyright law, and legal deposit law should be made.
In addition, setting up the national library and national bibliographic centre is also desirable to remedy the current situation of librarianship in the country.

Regarding finding the appropriate legislation which suits the Saudi Arabian case, it should draw up model laws responding to the present needs and the demands of the future developments making use of similar legislation already in existence in some neighbouring states and other similar countries. It is also possible in this respect to make use of experience of some international organizations such as UNESCO for example.

12.2.7 Censorship

As earlier indicated this writer does not mind a minimum responsible control if such a practice is based on clear systematic rules that do not allow the individual differences to occur. On the otherhand, as long as the MI represented by the GDP is the official authority in charge of this matter, it should be technically qualified in terms of the quality and quantity of staff or censors, particularly in controversial subjects like religion and politics. Such action would enable the GDP to carry out its responsibility effectively by itself without seeking further help from other departments.

12.2.8 Authorship

Most of the aspects of indigenous authorship have been discussed comprehensively in a separate chapter (five), and in other chapters where relevant. As a result these suggestions are made:

1. To support indigenous authors by publishing their works; these should be selected for either scientific or literary merit.
2. Among the serious obstacles to local writers is lack of facilities. To solve this problem the state, by its different departments, educational institutions, cultural and scientific organizations, should provide the necessary facilities which help research workers, authors, and writers to pursue their research. Among these are good library services, well equipped laboratories, research assistance, financial assistance and the like.

3. National universities, Saudi Arabian National Centre for Science and Technology (SANCST) and other relevant organizations should award grants, provide some assistance to individual researchers to conduct studies which are needed by, or relevant to, Saudi society and the local environment, particularly in the field of science and technology.

4. To overcome the shortage of indigenous authorship the authorities concerned should arrange to free good research workers, authors, writers and translators from their other work commitments, so that they could work full time on conducting necessary projects.

5. Training is very much needed for selected potential authors, writers, translators, librarians, documentalists, printers, booksellers and publishers. Such training could be organized by national universities, IPA, MHE, ME or MI jointly or separately through seminars, workshops and courses to up-grade human resources, promote their technical skills and to improve their professional performance.

6. This writer is committed to the view that the formation of professional associations such as library, writers
and publishers associations could provide tremendous assistance, because they would be capable of lobbying and acting as pressure groups to produce change; on the other hand they can establish policies, standards, and guidelines which permit their own sector to grow and improve.

7. Local authorship urgently needs to be promoted and protected nationally and internationally by issuing a national copyright law, as the first priority, and by joining the international copyright system, particularly the Universal Copyright Convention (UCC). This legislation should be passed at the earliest possible time.

8. Among the important facts this investigation has revealed is the evident lack of vernacular books which reflects local taste and relates to national needs and aspirations, especially children's books and various other areas such as technical and art books. For this reason, efforts should be made to assist and promote private sector publishers and government institutions, as well as indigenous authors, namely academics, to fill these serious gaps.

12.2.9 Translation

In Chapter Seven, we have already pointed out some of the important obstacles which prevent private publishers from undertaking translations. It is obvious that government institutions are more qualified technically and financially to venture into such schemes. To keep opened windows on the world, and enrich the national language it is recommended that:
1. Public agencies should pay deep attention to this vital matter, especially the translation of scientific and technical books.

2. Centres for translation in relevant institutions should be set up.

3. There should be close coordination and cooperation both at national and at regional levels in this respect, to prevent any sort of duplication.

4. Besides preparing professional translators academically, the relevant authorities should organize workshops, seminars and courses for the national translators to improve their efficiency and skills.

5. Translators should have the same advantages and prestige as writers, regarding remuneration and recognition.

6. National prizes and rewards should be instituted for the best translation at the national level.

12.2.10 Public Book Purchase

In the authorship chapter, public book purchase, for encouraging authors has been discussed. The most significant fact about government book buying is that such action is an indicator of the consciousness on the part of the state of the need to encourage the book industry, represented by local authors, and printing and publishing firms. This student believes that the indigenous book industry needs a constant strong support from the government. To do so the policy concerning book buying for encouragement purposes should be reviewed. It seems that public purchase is a double-edged weapon, for book publishers and sellers will exploit it to sell as many copies as they can. On the contrary some government departments, as earlier indicated, try to reduce such
purchases to a minimum, or even avoid it completely, on the grounds that purchase is unnecessary. The writer is not in favour of a direct government subsidy to local publishing and bookselling firms or authors; rather he recommends a bigger library purchase by the relevant government departments, especially ME and PGE which undertake central buying for public and school libraries, especially when the library is the ultimate market for books. This worker would like to see some amounts of money spent on conducting various research studies on different aspects of the book industry as market research, training for people working in book sector, libraries, and most importantly, reading habits.

Official subsidies for the book industry could be introduced in variety of forms; however, before adopting any possible alternative, it is recommended to undertake a study regarding this matter to find out exactly what is the situation, and what is the best way to offer the public subsidy.

12.2.11 Book Promotion

This study has previously revealed that official book buying is dominant. That explains why the indigenous publishing firms do not pay sufficient attention to the individual purchaser. When the edition is sold completely, it does not mean that the book is a successful title, but simply that some government departments, for one reason or another, have bought it. In this writer's view the real measurement of the success or failure of any title is judged by general public purchase which local publishers and sellers do little to promote. Another important fact this study has shown is that local book publishing and selling firms use very limited methods of sales promotion. Despite the fact that the role of local media should be crucial, unfortunately until now it is not sufficiently employed to achieve this
purpose. To reach a desirable target, national newspapers and journals should give serious attention to local books. Every journal should have for example, a half-weekly or weekly section to provide book news, reviews, and constructive criticism, all of which leads to book promotion and sales, and helps indigenous authors.

12.2.12 Review Copies

The list of review and presentation copies should be reviewed continuously to make sure that such copies go to the right people.

12.2.13 Publishers' Catalogues

Local publishers should place greater stress on their catalogues which ought to have detailed information about their books, to serve as information sources as well as promotional tools. The catalogues or lists should be despatched to relevant institutions and potential book buyers. It has been noticed earlier that newspaper advertising is too expensive. To assist and promote national bookselling, newspapers and magazines ought to provide lower advertisement rate to local publishers and booksellers.

12.2.14 Book Trade Journals

Book trade journals should be encouraged not only on the lines of other general national journals but also as specialized ones to stay in business and to enable them to improve.

12.2.15 Television and Radio

One of the main important missions of television and radio in Saudi Arabia is to stimulate national culture. In
this respect this media should put some emphasis on the local book, through well planned regular weekly programmes, with reviews, criticisms, and interviews with authors, critics and other book people. Such action should be designed to promote book consciousness which consequently leads to the promotion of book reading and book sales.

12.2.16 ISBN

Neither Saudi Arabia nor the Arab world is yet in the International Standard Book Number system. Saudi authorities should work jointly with the various regional authorities in charge of this matter, particularly ALECSO, to join the International Standard Book Number Agency at the earliest possible time.

12.2.17 Book Distribution

At the present time, there is neither effective distribution service for books nor local wholesalers, jobbers or stocking agencies. That is why most publishing houses have their own warehouses and distribution systems which are characterized by poor facilities.

To improve this service, the study makes the following recommendations:

1. Since approximately 80% of the internal book delivery is done by Saudi Arabian Airlines (Saudia) as air freight, it is recommended to help the book industry, both domestically and internationally, by giving local books equal treatment to that given to national newspapers, which are exempted from paying air-freight charges, or at least reducing the rate to 25% instead of 50%. 
2. To assist in developing existing bookshops, retailers, or other outlets, and to encourage the opening of shops in new locations, notably in small towns, villages and rural areas which are virtually bookless.

3. To support the new tendency of local supermarkets to establish special departments for books in their stores.

4. MI or SACAS should cooperate and coordinate with local book publishers and sellers to launch bookmobile sales, by preparing an appropriate number of bookmobiles to serve the bookless and remote areas.

5. To encourage the establishment of local wholesalers, jobbers and stocking agencies, which would provide better service for both publishers and retailers, and allow the best and most efficient distribution, as well as reducing the cost of delivery.

6. To assist in the establishment of a local book distributing agency, to specialize in book distribution within the country and abroad, on the lines of the newly established Saudi Publication Distribution Company (SPDC) which specializes in the distribution of periodicals.

7. The study has revealed that the postal service is ineffective in book delivery; therefore, the Post should provide facilities to local booksellers, particularly in terms of a reduced postal rate for the despatch of books and higher weight limits on book parcels, as well as improving the postal service in general.

8. Book buying institutions, especially the national universities, ME and PGE, should make their purchase, as far as possible, from or through indigenous book importers and sellers.
9. The relevant authorities should support and encourage cooperation and coordination among local publishers and sellers in all the provinces of the Kingdom.

10. Without question the lack of adequate and regular supply of information, in the form of a national bibliography or any other sort of bibliographies, hinders book distribution in the Kingdom because such tools are necessary to gain full information about the book, such as its availability, its price and so on. Thus, a national bibliography would help various aspects of indigenous book industry, including book promotion and distribution.

12.2.18 Book Fairs

In terms of publishing, book exhibitions have proven, as the study has shown, to be the most effective tool in book promotion and sales in recent years. If the national book fairs are to become more effective the following ideas should be considered:

1. The writer strongly believes that local book fairs should not be an end in themselves and these events must be used to achieve further purposes. As an example, the occasion should be exploited not only for book publishing and sales promotion, but also as symposia and literary occasions, to discuss the various aspects of the book industry, such as authorship, publishing, selling, printing, as well as general cultural issues.

2. The time has come for municipalities in large cities to build, in convenient locations, permanent convention centres which include all the facilities needed by exhibitors and for conferences.

3. There should be a national week for books along the lines of other national weeks of mosques, traffic, or trees, etc.
4. There should be coordination and cooperation among book organizers for both the organization of local and international bookfairs, and in organizing indigenous participation in international book exhibitions.

5. The dates of the regular local bookfairs should be appropriate, and scheduled for a particular time each year.

12.2.19 Book Prices

Book prices are generally high, so indigenous book publishers should consider some ways to decrease their production costs. On the other hand, it is culturally and probably commercially wise to give special discounts to students, who in reality constitute a very big portion of book buyers. In addition, appropriate authorities should not allow the publishers to fix two different prices for their books, the higher one for the official purchase, and the lower one for general public.

Finally, there is a pressing need to review the entire pricing policy for books in Saudi Arabia; it is highly desirable to set up a permanent government commission, composed of several government departments, to deal with this matter and to watch book prices, whether they are of local or of imported books. Prices of books should be always put on the book cover.

12.2.20 Printing Houses

As far as the printing sector is concerned, the study makes the following recommendations:

1. The Ministry of Industry and Electricity (MIE) and the Ministry of Information (MI) should produce a systematic study of local printing enterprises. A survey of the data
collected by such a study should be conducted to provide an analysis of the current situation of these firms. The findings of this study would reveal in particular the real reasons which make indigenous publishers print their products abroad, despite the availability of large local printing houses, and the actual reasons behind the high cost of books produced locally, as well as the financial and technical capabilities in meeting local demands; and finally, determine precisely what solutions are to be adopted for the problems the study would discuss.

2. The government decisions supporting the national printing enterprises, whether in the restriction of public sector bids to local printing firms, or exempting printing equipment, paper, ink, and other materials from custom duties, should be continued and effectively carried out.

3. Local printing houses must not ignore the common tendency among indigenous publishers at the present time to print their books abroad; on the contrary, they should take the necessary steps to encourage them to use local printing houses.

4. The authorities concerned should consider an appropriate classification of national printers into groups or divisions in accordance with their technical and productive capabilities.

5. It is probably important for government departments, which have annual huge print bills, especially ME and PGE, to take all necessary steps to assist the development of the printing sector in a variety of ways; among these, for example, are not to award an individual printer more than one or two contracts, and to consider dividing big bids into smaller ones. Such action would enable the medium and probably small size of firms, as long as they are technically capable, to survive and create healthy competition with the few huge printing houses which dominate the public printing contracts.
6. General Organization for Technical Education (GOTE) and MIE other relevant authorities should recognize printing as manufacturing, and consequently organize the necessary training, at both national and international levels, for Saudi personnel working in this sector. Meanwhile the private sector printers should encourage their staff to participate in such programmes.

12.2.21 National Universities and Publishing Industry

1. Within the universities, it is recommended that all activities related to books, monographs and bulletin publishing, especially editorial work and distribution, should be coordinated. The universities should seriously consider combining the various operations of publishing in one central department which would save time and effort, prevent duplication, and ensure applying academic norms to improve the standard of publications.

2. The time has come for close cooperation and coordination between the national universities in various matters, including publishing. Joint publication, cooperation in the field of production, distribution, and exchange of information would raise book standards, encourage indigenous academic authorship, lower production costs, avoid creating functional duplication and conflicts of interest, and make better use of scarce human and financial resources.

3. As we saw in Chapter Ten, KSU is the only national university which makes its publications available for sale to the general public. The Saudi universities should establish a coherent sales policy for university publications to enable them to reach their maximum readership.
4. Each university should make arrangements with one or more indigenous commercial publishing houses, who should look after promotion and distribution of university publications within the Kingdom.

5. It is equally important to cooperate on the international level by making arrangements regarding joint publication and distribution with reputable international publishers and distributors. By doing so, the university will guarantee high standards of production, wider external distribution, and wider readership for these publications.

6. It is strongly recommended that the national universities should put special emphasis on the exchange of publications with regional and international organizations, and learned and scientific institutions. Such a scheme, if prepared on a systematic basis, could serve a dual purpose. On the one side it publicizes and promotes the indigenous publications and makes Saudi cultural heritage better known internationally; it also contributes to a better understanding and closer cooperation among nations. On the other hand, it enriches the national university libraries by enabling them to acquire a tremendous amount of useful material, some of which is not available for sale.

7. Generally, in the Saudi universities hitherto, most of their books have been written by their faculty members. If these universities are to encourage and assist indigenous authorship and enrich national intellectual life and culture, they should look beyond their own Campuses by attracting scholars and authors from outside their teaching staff.

8. National universities jointly with the relevant authorities should organize workshops, seminars, and training courses for book people including writers, publishers, printers, booksellers, and librarians.
9. As this study has indicated earlier, there have been no studies of reading habits in the Kingdom; therefore, the universities in cooperation with appropriate ministries and institutions should undertake systematic research, both on levels and interests, on the current situation of reading habits to determine what is the most appropriate strategy which could be carried out nationally to promote the reading habit.

12.2.22 Cultural Clubs and SACAS

1. It is recommended that both literary clubs and the Saudi Arabian for Cultural and Art Society make arrangements with some good local trade publishers for co-publication, where the first party provides the proposals and the latter is in charge of the technical procedures of publication and distribution. It would be better to do so since the private publisher is presumably qualified to do the editorial and art work. By doing so book standards will be raised and distribution would be better. Works published under such agreements may bear the imprints of both parties.

2. To enable the clubs to carry out their mission, the PYW should raise LCs subsidies or financial grants so they can improve and increase their cultural activities and services. In addition, the present criteria concerning the financial grants provided by PYW should be reviewed to take account of the quality rather than the quantity of the products produced by the clubs.

3. It is nationally agreed that a considerable quantity of LCS and SACAS products is of a low standard, as a result of the unhealthy competition between these cultural organizations. For this reason, the real criterion for selection of manuscripts should be the quality of the works, which in the
long run would assist local authorship and improve the standards of indigenous book production.

4. Functionally, there should be greater cooperation and coordination between the clubs themselves and between them and the SACAS, to avoid conflicts of interest and to make maximum use of the available resources.

5. LCS and SACAS, in cooperation with local media, including television and radio, should publicize the various activities in which they are engaged, so that the general public may know what is available.

6. The number of cultural clubs and branches of SACAS ought to be increased in the various cities and towns of the Kingdom.

7. It is recommended that the appropriate authority builds suitable permanent sites in convenient locations in every city, on the lines of sport clubs, for LCS and SACAS so they can practise their activities effectively.

12.2.23 Libraries

The academic studies conducted about librarianship in Saudi Arabia in the course of last few years have shown that libraries of all types, if we exclude academic and some special libraries, are still undeveloped in terms of quality of services provided, size of collections, physical facilities, library training for both supporting staff and qualified librarians, and the number of librarians and libraries in the country. The Saudi National Library is yet to be started. The number of public libraries in the whole country is approximately fifty-six, mainly in the cities and towns of the Kingdom. School libraries, in particular, are the least
developed; their number is not precisely known, but it is evident that the majority of public schools have no libraries either because of lack of space in school buildings or absence of staff, or lack of recognition of the importance of the library as an integral part of the educational process by the headmaster or headmistress. It is not the intention of this writer to go further into a discussion of librarianship in the Kingdom, nor to suggest specific recommendations not based on systematic study concerning this matter. However, book development and library development go hand in hand. If the role of library in creating reading habits and a reading environment is to be considered, and if libraries of all types are seen to be an essential market for local books, the authorities concerned should take all necessary steps to remedy the unhealthy situation of libraries and library services in the country. The following suggested ideas proposed by the writer should be put forward as guiding principles for any reforms of the library situation in the Kingdom:

1. Recognition, on the part of high ranking decision makers in the state, of the role of the book in social development, and in life-long education, as an essential tool for overall national development.

2. Setting up national library legislation for all kinds of libraries, which considers the present and future needs of the Kingdom in the field of librarianship.

3. Drawing up a comprehensive national strategy for library development based on careful study to be carried out gradually in a systematic manner for both developing the existing libraries and establishing a modern and effective network of library services which cover the cities, towns and villages of the Kingdom.
4. It is evident that adequate library development is impossible without the availability of sufficient human resources; for this reason attention must be turned to the development of the library staff, both professionals and semi-professionals.

5. The relevant authorities should provide a sufficient budget for books and other materials, to be used especially for library purchasing.

6. School libraries, in particular, should be given top priority from the educational authorities by first of all setting up a definite, clear, national policy, providing trained staff, appropriate and sufficient books and other library materials, and preparing permanent premises in a convenient location in the school buildings. When planning new school buildings, provision should be made for a permanent and adequate library.

7. It is desirable that the authorities show their concern, support, and encouragement to the private sector, and to wealthy people who are willing to furnish sites or premises for libraries at their own expense as a deed of benevolence in different quarters of their cities, towns, and villages, or to those wishing to contribute to such projects on the lines of encouragement and guidance laid down by the Ministry of Pilgrimage and Endowments to the private sector, concerning the establishment of mosques in the Kingdom.

8. ME and PGE and other relevant government departments should launch mobile libraries for towns, villages and remote areas where books are unavailable.
12.2.24 Teaching Methods

Available evidence indicates that the current methods of teaching do not stimulate reading habits among students in our school system at any level. This is probably because the final and ultimate purpose for the student is to pass examinations. As a result, the student concentrates only on school textbooks or on notes prepared by teachers. If the educational authorities are to cultivate this important habit among the future generation, the traditional approach of teaching should be fully revised to allow, among other things, extra curricular reading. Such action is necessary, not only because of the present methods of teaching in the schools, but also because the influence of the home and family environment does not promote the reading habit either.

12.3 Recommendations for Further Research

The evidence revealed in this work has shown that there are sufficient grounds to suggest further systematic studies and investigations regarding some aspects of how the indigenous industry can meet the needs of the present and future of book in Saudi Arabia. This investigator strongly believes that further research on indigenous publishing not only will satisfy the esoteric interest of scholars, authors or writers but also have a direct positive impact on publishing community and specifically in the following areas:

1. Research should be conducted to trace historically the appearance of printing in the Kingdom since its inception until the present time.

2. Reading habits in all the provinces of the Kingdom, including rural areas, deserve closer studies; such studies are not only important to book publishers or booksellers, but also to the national teachers, educators, and government planners.
3. An in-depth investigation should be initiated to determine the actual reasons which make Saudi publishers print abroad and do not use the local printing houses. Such a study would be difficult, especially since the analysis should be based on reliable information, statistics, and data which unfortunately are unavailable at the present time.

4. An investigation should be undertaken to study scholarly publishing which is presently done by government agencies and particularly by the national universities.

5. In-depth research is needed to deal historically with the development of indigenous book publishing in both private and public publishers.

6. It is necessary also to conduct detailed investigation aimed at the indigenous bookshops to provide a basis for analysis of the current situation and consequently suggest remedies for improvement.

7. More studies are needed in the field of library services and libraries of all types, in an attempt to determine particularly their influence on the local book industry.

8. A study should be made to deal specifically with the economic aspects of Saudi publishing to see precisely to what extent how it is beneficial from the economic point of view.


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_____ with the Manager of al-Farazdaq Commercial Press. Riyadh, March 1983.


THE QUESTIONNAIRE

Translated in Arabic, Appendix B, and submitted to the forty-two publishers selected by this work.

I. General Information

1. Publisher's or Firm's Name:

2. Address:

3. C.R. Number:

4. Telephone No.:  
   Cable Address:
   Telex No.:

5. License No.:

6. Ownership of the firm (please tick appropriate box)
   a) Individual  
   b) Corporated
   c) Others

7. When was the date of founding?
8. Who is the founder?

9. Who is the head of the firm at the present time?

10. What are the divisions in the publishing house, and how many employees are in each division?

11. Please put number of the Saudis and the non-Saudis of your firm's staff according to their qualifications in this table:

<table>
<thead>
<tr>
<th>Saudis</th>
<th>Non-Saudis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduates</td>
<td>Non-graduates</td>
</tr>
<tr>
<td>Graduates</td>
<td>Non-graduates</td>
</tr>
</tbody>
</table>

12. If the publishing house is a branch from a bigger organisation, what is the body mother's name, and what are its objectives?

13. Does the firm do other business in addition to the publishing and book selling? If yes, please specify.

14. How many titles did the firm publish so far? (Please enclose one copy of the firm's catalogue).

15. How many of those titles are still in stock?
16. Is the firm specialized in publishing any sort of publications?

17. How many titles did your firm publish last year, 1982?

18. What is the average number of books published per year during the last two years?

19. What is the average number of copies for a typical title?

II. Author Agreements

20. How does the firm obtain the book manuscripts? (Please check all appropriate).
   a) By the authors coming to the firm with their MSS seeking for publishing them
   b) By asking certain writers to write about specific subject
   c) By the firm's representatives searching for the MSS
   d) Through literary agents
   e) By combination of the above-mentioned methods

21. The book MS is examined by - (please check all appropriate)
   a) Reader from the firm
   b) Reader from outside
22. If the firm sign formal agreement with the authors (please enclose one copy), if it is not, what are the important items in the unwritten agreement?

23. The following are some factors which cause acceptance of the book MS. (Please check all the appropriate ones).
   a) subject of the book is new __
   b) Author's reputation __
   c) The firm's anticipation that the book will be a steady seller __
   d) Style and methods of the writing __
   e) Author's specialisation __
   f) Need for such a book in the local market __

24. Does the firm sometimes suggest making some changes on the MS?
   Yes __  No __

25. How does the firm pay its authors? (Please check all appropriate).
   a) Outright sale of copyright __
   b) Profit-sharing agreement __
c) Percentage of the retail price of each copy sold

<table>
<thead>
<tr>
<th>Percentage</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

d) Other (Please specify).

26. Do you publish on the author's expense?

   Yes ___  No ___

If Yes, how do you share the profit?

27. When do you usually get the Ministry of Information approval for the book MS?

28. Does the Ministry of Information sometimes reject or require major change on the book MS, and how long does it take to get the approval?

29. What are the main obstacles which face the indigenous writers and authors in the country?

30. How does the government encourage the authors and what kind of support do they get?

III. Production and Cost

31. What are the main functions for the production department or the person(s) responsible for that work?

32. Does the firm have its own press?

   Yes ___  No ___

If Yes, please check all appropriate. (contd.)
a) Our press does not meet our need
b) It meets the need
c) Its capacity is more than the firm's need

33. If the publishing house does not have its own press or has it but it does not meet the need, where does it print its publications? (Please check all appropriate).

a) By local printers
   (Please specify)
b) In Lebanon
c) In Egypt
d) In Syria
e) Others
   (Please specify)

34. What are the reasons behind choosing the above identified country?

35. Does the firm plan in the future to have its own press?
   Yes ___________  No ___________

   If No, what are the reasons?
36. Does the firm publish children's books or plan to do so?

37. Do you produce technical or scientific books or intend to do so in the future?

38. On what basis do you increase or decrease the number of copies of a particular title?

39. Do you publish any sort of series?
   Yes □ No □
   If Yes, please give some details.

40. Does your firm issue any periodical(s)?
   Yes □ No □
   If Yes, please give some details.

41. Does the firm issue a catalogue for its publications?
   Yes □ No □
   If Yes, please enclose one copy.

42. Have you ever published for any government department any sort of publications such as textbooks?
   Yes □ No □
   If Yes, please specify.
43. What is the time average the firm sells the whole copies of a book? (Please tick appropriate box)
   a) ..........months [ ] b) ..........years [ ]
   c) other (please specify).

44. How long does the firm store the remainder before getting rid of them? (Please tick appropriate box).
   a) ..........years [ ] b) Forever [ ]
   c) other (please specify).

45. From the firm's experiences what are the factors which cause the book sale decrease in the local market? (please tick the appropriate box(es)).
   a) because the author is unknown [ ]
   b) lack of publicity [ ]
   c) bad quality of paper [ ]
   d) lack of general reader [ ]
   e) book is being specialised [ ]
   f) book has a bad design [ ]

46. Does the firm publish other publications such as atlases, directories, dictionaries, maps, etc.?
   Yes [ ] No [ ]
   If Yes, please specify.
47. Do you estimate an initial price for a book before its publication?

Yes ☐  No ☐

48. If the answer is Yes, who does make the estimation? (Please tick appropriate box(es)).

a) The firm ☐  b) The printer ☐

c) Other (specify).

49. How much is the actual price compared with the cost? (Please tick the appropriate box).

a) One time the cost ☐  b) Two times the cost ☐

c) Three times the cost ☐  d) Four times the cost ☐

e) Other (Please specify).

50. What is the average percentage of the following expenses to the final cost of the book?

a) Royalty ............%  
b) Paper and other materials ............%  
c) Printing ............%  
d) Administrative costs ............%  
e) Shipping ............%  
f) Binding ............%  
g) Publicity and advertising ............%  
h) Other costs ............%  
i) Firm's profit ............%
51. How much is the difference (in price) between bound and unbound copy?

52. Who does make the binding?
   a) Firm's bindery
   b) Independent bindery
   c) Book printer

53. What is the style of the binding?
   a) Leather
   b) Cloth
   c) Cloth substitute
   d) Other (please specify).

54. Who does make proof corrections? (please tick appropriate box).
   a) The author
   b) The firm
   c) The printer

55. What type of paper does the firm use?

56. What is the time average for producing?
IV. Marketing and Distribution

57. Does the firm have its own bookshop(s)?
   Yes [ ]   No [ ]
   If Yes, how many bookshop(s) does the firm have?

58. Do you have bookshop(s) outside your headquarters?
   If Yes, in which city?

59. How do you market your publications in the other major cities?

60. Do you sell in your bookshop(s) other publications besides yours?
   Yes [ ]   No [ ]

61. For how many publishers does the firm market and distribute publications? (Put figures).
   a) .......... Saudis   b) .......... Arabs
   c) .......... Foreign

62. Is your firm a sole agent or distributor for another publisher?
   Yes [ ]   No [ ]
   If Yes, please put below the figure
   a) .......... Saudis   b) .......... Arabs
   c) .......... Foreign
63. Do you have any better plan in the future to improve your book distribution to cover more cities and areas?

Yes [ ] No [ ]

64. How much do you think Tihama has succeeded in its book distribution system?

a) Unsuccessful [ ] b) Fairly successful [ ]

c) Successful [ ] d) Very successful [ ]

e) I don't know [ ]

65. Which of the following does the firm use for its distribution? (Please tick the appropriate box(es) and the %).

a) Post [ ] ........% b) Air freight [ ] ........% 

c) Other (please specify).

66. Do you distribute your publications in other countries or do you plan to do so in the future?

Yes [ ] No [ ]

If Yes, what are those countries?

67. In your foreign sale, do you limit yourself to your publications or do you include other national publications? (Please tick appropriate box).

a) Firm's publications only [ ]

b) Firm's publications and other national publications [ ]
68. If your firm distributes some indigenous publications please list the names of those local publishers.

69. How the firm's foreign distribution and sale is conducted. (Please tick appropriate box).
   a) Firm's branch    b) Local agent
   c) Through normal sale orders

70. Who are your main customers? (Please arrange them according to their purchases).

71. What is your identification to the following in terms of figures?
   a) Wholesaler is the customer whose purchase exceeds...... titles and ........ copies of each title bought.
   b) Retailer is the customer whose purchase is not less than ........ titles and ........ copies of each bought title.

72. The firm's trade discount given to the customer is?
   a) Wholesalers: ..........%
   b) Retailers: ..........%
   c) Government depts.: ..........%
   d) Individuals: ..........%

73. How much do you estimate the national books meet the need of local market?
74. If the firm believes that there is an urgent need for the imported book, particularly the Arabic book, what are your suggestions to meet this need without harming the developing indigenous book industry?

75. In which categories do the best seller books fall? (Please arrange according to their best selling).

76. Does the firm sell stationery and the like in the bookshop(s)?

   Yes □   No □

If Yes, what are the reasons behind that?

V. Book Promotion

77. Do you believe in the importance of the publicity and the press advertising as an effective way to promote bookselling?

   Yes □   No □

78. If Yes, does your firm have a special budget for promotion and how much is it?

79. How do you split press advertising budget between the national journals and other promotional means, if any? Please list names of national journals and the other media or means your firm use for promotion.
80. Do you make publicity or press advertising for the firm itself without any connection to any of your publications?

   Yes ___    No ___

81. If the firm does not advertise each title published, on what basis does it choose particular titles for press advertising?

82. Does the single press advertising cover one or several titles?

83. How much is the volume of the press advertising?

84. When does the firm make its press advertising? (Please check all the appropriate).

   a) While the book is under press ___
   b) After the book comes to stock ___
   c) Combination of the two methods ___

85. How many times do you advertise the single title? (Please tick the appropriate box).

   One time ___  Two times ___  Three times ___
   More than three times ___
86. Are the publicity and the advertising usually relating to special seasons or occasions?

Yes [ ] No [ ]

If Yes, what are they?

87. What is the direct and indirect effect of the book advertising on the book sale? Does it justify its cost?

88. Press advertising in the local newspapers, magazines and periodicals is

cheap [ ] moderate [ ] expensive [ ]

very expensive [ ]

89. Does the firm give away presentation and review copies to certain personalities?

Yes [ ] No [ ]

If Yes, how many copies?

90. On what basis were those people chosen?

a) Their literary or scientific status [ ]

b) Their social status [ ]

c) The firm belief that they will review the book [ ]

d) They are in charge of some institutions or departments acquiring publications [ ]

e) Other (please specify).
91. If the firm sends review copies to the local media, how many copies, to which media and how are they chosen?

92. How important is the book exhibition as a publicity or promotion method? (Please tick appropriate box).

Not important [ ] Fairly important [ ]

Important [ ] Very important [ ]

93. If you believe in the importance of book exhibitions, (Please check all the appropriate)

a) Bookfair is an opportunity to meet people in the same business from inside and outside the country and make business with them.

b) It is a good occasion to increase the sale of the firm's publications.

c) It is a valuable chance to make publicity, promotion, for the books, especially the new ones

d) To show to the wholesale customers what the firm has available for them

94. What is the most important book fair in which you participate, both in and outside the country?

95. What is the book fair effect on the book selling?
96. National television and radio are government organisations; therefore, the commercial advertising is not allowed in these media; is there any way to have them promoting the indigenous book?

97. Which of the following promotion materials do the firm distribute to its customers? (Please check appropriate)

a) Firm's catalogue

b) Prospectus or Information Sheets

c) Book jackets

d) Other (Please specify)

98. From your point of view, what is the most effective way to publicise and promote the book selling in the country?

99. Do the publishers receive at the present time any support from the government?

Yes [ ] No [ ]

If Yes, please specify.

100. What is the sort of governmental support which the indigenous publishers seek from the government or any ministry or departments? (Please give some detail).
VI. Copyright Law and Others

101. To what extent did the education in the country affect the book spread during the last few years?

102. How much, approximately, is the size of the students among the customers of the firm's bookshop(s)?

103. To what extent is the high rate of illiteracy in the country affecting the local bookmarket?

104. The Kingdom of Saudi Arabia until this time does not have copyright law. As a local publisher, do you support the issuing of such a law?

Yes [ ] No [ ]

105. Did your firm ever have any problem related to the copyright law?

Yes [ ] No [ ]

If Yes, please specify.

106. What harm might come to any publishing house in the absence of copyright law?

107. On the ground of the absence of an official national library, which library do you suggest to be the site as a temporary depository library until the country has its official national library?
APPENDIX B

Arabic Version of the Questionnaire

استبيان الدراسة

أولاً: معلومات عامة:

١ - اسم المؤسسة أو دار النشر

٢ - العنوان:

٣ - رقم السجل التجاري:

٤ - رقم الهاتف:

العنوان البرقى:

اللمس:

٥ - رقم الترخيص من وزارة الإعلام:

٦ - ملكية الدار، علم على المربع المناسب

فردية □ مساهمة □ غير ذلك □

٧ - متى تأسيس الدار؟

٨ - من هو المؤسس الأول للدار؟

٩ - من هو الرئيس أو المسؤول في الوقت الحاضر؟

١٠ - ما هي الأقسام الرئيسية في الدار، وكم عدد موظفي كل قسم؟
11- فح عدد الموظفين السعوديين وغير السعوديين في المؤسسة مع ذكر مؤهلاتهم

<table>
<thead>
<tr>
<th>غير سعوديين</th>
<th>سعوديين</th>
</tr>
</thead>
<tbody>
<tr>
<td>جامعيين</td>
<td>أخرون</td>
</tr>
<tr>
<td>غير جامعيين</td>
<td>أخرون</td>
</tr>
</tbody>
</table>

12- إذا كانت الدار متفرقة من مؤسسة أكبر، فأخبر عن اسم تلك المؤسسة وأغراضها.

13- إذا كانت الدار تقوم بأنشطة أخرى خارج نشر الكتاب وبيعه وتوزيعه، فأخبر.

14- كم عدد العناوين التي نشرتها الدار إلى هذا التاريخ؟ كُشف الإرقاق نسخة من قائمة مطبوعات الدار (ان وجدت).

15- كم من تلك العناوين لاتزال موجودة بمتابع؟

16- هل الدار متخصصة في إصدار نسخة أخرى من الكتب؟

17- كم عنوانا نشرت الدار في السنة المالية (1982) فقط؟

18- كم معدل الكتب المنشورة لعام الواحد خلال السنين المفتوحتين؟

19- كم معدل النسخ المطبوعة من الكتاب الواحد؟
شانين: الاتفاقية مع المؤلفين

20- كيف تحصل دار النشر على مخطوطات الكتب؟ فللا على العناصر المذكورة 
المرجعات الآتية:
أ- حضور المؤلف بمخطوطته إلى الدار طالباً نشرها
ب- تكليف الدار لمؤلفين أو كتب معينين بالكتابة حول موضوع معين
ج- عن طريق بحث مسؤول أو ممثل الدار عن مؤلف أو مخطوطة معينة
د- عن طريق وساطة بين الدار والمؤلف
ه- عن طريق مرجع من الطرق الأنسجة الذكر

21- كيف يتم فحص مخطوطة الكتب؟ فللا آخر على المربع المناسب.
أ- فاحض من الدار
ب- فاحض من خارج الدار
ج- تستخدم الدار كلا الأسلوبين

22- إذا كانت الدار توقع اتفاقية مع المؤلفين، فللا أرفق نسخة
أو نسخ من الاتفاقية (إذا كانت مختلفة) إذا لم يكن هناك
اتفاقيات مكتوبة، فما هي العناصر الرئيسية للاتفاقيات غير المكتوبة؟
فيما يلي أهم العوامل الرئيسية التي تساهم في قبول المخطوط من قبل كثيرٍ من دور النشر، إلى أي مدى يحقق هذا بالنسبة لدينا؟ فضلاً علم علينا المعاب من المربعات التالية:

أ - جدة الموضوع

ب - شهرة المؤلف

ج - التنبيه بانتشار الكتاب

د - معالجة المؤلف لموضوع الكتاب

ه - تخصص المؤلف في الموضوع

و - حاجة السوق المحلية لمثل موضوع الكتاب

هل تفترض الدار في بعض الأحيان ادخال بعض التعديلات على مخطوط الكتاب؟

لا

نعم

كيف تدفق الدار جمالية المؤلف؟ فضلاً أشار إلى أي من الطرق التالية:

اذا كانت تطبق من قبل داركم؟

أ - الشراء الكل لحقوق النشر

ب - اقتسام الربح

ج - نسبة مكوبية من ثمن الكتاب

د - غير ذلك، فضلاً حدد الطريقـة.
260 هل تنشر الدار على نفقة مؤلفيها؟

لا

إذا كان الجواب نعم، كيف يتم اقتسام الربح؟

27- ما الذي يتم عرضه المخطوطة على وزارة الأعلام؟ ومن يقوم بذلك؟

28- هل وزارة الأعلام في بعض الأحيان ترفض المخطوطة أو تتطلب ادخال تغييرات رئيسية عليها؟ وكيف من الوقت يستغرق الحصول على الموافقة بالنشر؟

29- ما هي العقبات المهمة التي تواجه المؤلفين والكتاب المحليين بالنسبة لنشر كتبهم؟

30- كيف تشجع الدولة المؤلفين؟ وما هو نوع الدعم المقدم لهم؟

ثالث: الإنتاج والتغلبة:

31- ما هي المهام الرئيسية لقسم الإنتاج (أو الشخص أو الأشخاص المولّدة)،اليهم هذه المهمة بالنسبة للمؤسسات الخاضعة؟

32- هل تمتلك الدار مطاعم خاصة بها؟

لا

إذا كان الجواب نعم، فأخلا علم على المربع المناسب مما يلي:

أ- مطاعمها لا تفعي حاجتها

ب- تكف حاجتها
جـ  تغطت حاجة الدار وتطبع لناشرين آخرين

23ـ إذا كان ليس للدار مطبعة خاصة، أو لاتفع بحاجتها، فآين تطبع الدار منشوراتها؟ فلا علم على المناسب من المراعات التالية:

أـ في مطبعة محلية لا فلا عدد اسمها

بـ في لبنان لا

جـ في مصر لا

دـ في سوريا لـ في بلدان أخرى، فلا عدد هناها

24ـ ما هي الأسباب الرئيسية وراء اختياركم لذلك البلد لطباعة مطبوعاتهم؟

25ـ هل تنوي الدار مستقبلا تأسيس مطبعة خاصة بها (إذا كانت لاتمتلكها حاليا)؟

نعم لا إذا كان الجواب بلا، فلماذا؟

26ـ هل تقوم الدار في الوقت الحاضر بنشر كتب للأطفال، أو تنوي هذا مستقبلا؟

27ـ هل تنثر كتبها علمية أو فنية، أو نشروا بهذا مستقبلا؟ وإذا كان الجواب بلا، فما هي الأسباب؟

28ـ على أي أساس يزداد أو يقلل عدد النسخ المطبوعة من كتاب معين؟

29ـ هل تنثرون أي نوع من السلاسل؟

نعم لا إذا كان الجواب بنعم، فما هي تلك السلاسل؟
40 - هل تمتد مؤسستكم أي مطبوع دوري؟
☐ نعم ☐ لا

إذا كان الجواب نعم، فضلاً اعط بعض التفاصيل.

41 - هل للدار قائمة مطبوعات؟
☐ نعم ☐ لا

إذا كان الجواب نعم، فضلاً ارفق نسخة منها.

42 - هل سبق لداركم أن نشرت أي نوع من مطبوعات الوزارات أو الدوائر الحكومية مثل الكتيب الدراسية؟
☐ نعم ☐ لا

إذا كان الجواب نعم، فضلاً اعط بعض التفاصيل.

43 - ما هو معدل الوقت الذي تنتهي فيه جميع النسخ المطبوعة من كتاب معين؟
فضلًا اكمل الآتي:
أ - شهراً
ب - سنوات

44 - تنتظر الكثير من دور النشر من بقائها الكتب غير المباعة، كم من الوقت تنتظر جمعية الدار بالكتاب الغير مباعة من مطبوعاتها؟ فضلاً علم على المناسب:
่มثال: 
أ - سنوات
ب - تخلص بها دائماً ولا تخلص منها
ج - غير ما ذكر، فضلاً حدد ذلك
45 - من واقع تجربة الدار، أي من العوامل التالية تسبب في كسر الكتاب؟
فهم على المعبرات المناسبة
1 - عدم شهيرة المؤلف
2 - النقص في الدعاية للمطبع
3 - عدم جودة ورق الكتاب
4 - قلة القراء بشكل عام
5 - كون الكتاب متخصص في موضوع
6 - رداة تميم الكتاب

46 - هل تنشر الدار مطبوعات أخرى خلف الكتاب العادي مثل الأطلال، القواميس، الأدلة، الخرائط...
هل هذا هو الحال؟
لا
نعم

إذا كان الجواب بنعم، ف فلا اعط بعض التفاصيل.

47 - هل تقدر الدار سعرًا مبديئيا للكتاب قبل نشره؟
لا
نعم

48 - إذا كان الجواب على السؤال السابق بنعم، من يقوم بعملية التقدير هذه؟
فلا على المراعي المناسب.
أ - تقوم الدار بعمل هذا التقدير
ب - يقوم بذلك الطابع
ج - غير ما ذكر، ف فلا حدد ذلك:


49- كم يبلغ سعر الكتاب مقابلة بتكلفته؟ فضلاً على المربع المناسب مماليًا:

| 1 - فضف الكلفة |

| 2 - مثل الكلفة |

| 3 - ثلاثة أمثال الكلفة |

| 4 - أربعة أمثال الكلفة |

50- غير ما ذكر، فضلاً حدد ذلك:

ما معدل نسبة مساهمة هذه النفقات إلى التكلفة الشهائية للكتاب؟ فضلاً نقص النسبة المناسبة في المكان الخالي.

| الجمالية (نصيب المؤلف مقابل التأليف) | ............... |
| ب - الورق والمواد الأخرى | .................................. |
| ج - الطابعة | .................................. |
| د - التكاليف الإدارية | .................................. |
| ه - تكاليف الشحن | .................................. |
| و - الدعاية والإعلان | .................................. |
| ز - التجليد | .................................. |
| ح - تكاليف أخرى | .................................. |
| ط - الربح (الفائدة التي تحصل عليها الدار) | .................................. |

51- كم تشكل نسبة الفرق في السعر بين النسخة المجلدة وغير المجلدة للكتاب؟

52- من يقوم بعملية التجليد؟ علم على المربع المناسب.

أ - تقوم به الدار نفسها
26 5

ب - يقوم بها مجلد خاص

ج - يقوم بها الطابع نفسه

26 - ما هو نوع التجليد؟ علم على المربيع (أو المربيطات) المناسب

أ - من الجلد

ب - قماش

ج - بالورق المقوى (نوع مشابه للقماش)

د - غير ما ذكر، فظا حدد ذلك.

44 - من يقوم بعملية تحميح (التجارب) بالنسبة للكتاب؟ فظا علم على المربيع المناسب.

أ - مؤلف الكتاب

ب - الدار نفسها

ج - المطبعة

55 - ما نوع الورق الذي تستخدمه الدار؟

56 - ما معدل الوقت الذي يستغرقه إنتاج الكتاب من تاريخ تلبيته للناشر المـ
حين وصوله إلى السوق؟
رابعا: التسويق والتوزيع:

77- هل تمتلك الدار متاجر (أو متاجر) خاصه بها؟

لا □
نعم □

аذا كان الجواب نعم، وضع أين تقع وعددها.

78- هل للدار متاجر كتب خارج مدينة المقر الرئيسي؟ وفي أي المدن؟

79- كيف تسوقي الدار مطبوعاتها في المدن الرئيسية الأخرى؟

80- هل تقوم الدار ببيع مطبوعات أخرى في متاجرها إلى جانب مطبوعاتها؟

لا □
نعم □

81- إذا كان الجواب على السؤال السابق بنعم، فكم عدد الناشرين الذين يقومون بتسويق مطبوعاتهم؟ فضلاً فق أرقاماً في الأماكن الخالية مما يلي:

أ - ناشرا سعودياً
ب - ناشرا عربيةً
ج - ناشرا آجنبياً

82- هل أنتتم وكلاء معتمدون لناشرين من داخل المملكة وخارجها؟

لا □
نعم □

أذا كان الجواب بنعم، فقم فغ عدد موكليكم في المكان الخالي:

أ - ناشرا سعودياً
ب - ناشرا عربيةً
ج - ناشرا آجنبياً
267- هل لديككم في الوقت الحاضر (أو في المستقبل) خطط لتحسين التوزيع ليشمل مدا ومناطق أخرى على غرار المعمل به مثلا في مؤسة تجارية؟

لا □
نعم □

266- إلى أي حد تعتقدون أن نظام تجارة في التوزيع قد نجح؟ فعلا علمكم على المراعي المناسبة معايير:

١- غير ناجحة □
٢- ناجحة إلى حد ما □
٣- ناجحة جدا □
٤- لا أعرف □

266- أي من الوسائل التالية تستخدمون في توزيع مطبوعاتكم؟ فعلا علمكم على المراعي المناسبة وفعا النسبة المئوية لكل منها:

١- البريد □
٢- الشحن الجوي □

٣- غير ماذكر، فعلا حدث ذلك.

266- هل توزعون مطبوعاتكم في آثار أخرى؟ أو لديكم خطط بذلك؟

لا □
نعم □

إذا كان الجواب بنعم، ما تلك الدول؟
27- بالنسبة لتوزيعكم الخارجي، هل تحرون توزيعكم على مطبوعاتكم فقط
أم أن ذلك يشمل مطبوعات سعودية أخرى؟ فضلا علم على المربع المناسب .

أ- يقتصر توزيعنا على مطبوعاتنا

ب- يشمل أيضا بعض المنتورات السعودية

28- إذا كنت توزعون مطبوعات سعودية أخرى من هؤلاء الشاشون الذي توزعون مطبوعاتهم؟

29- كيف يتم توزيعكم ومبيعاتكم الخارجية؟ فضلا علم على المربع المناسب

أ- يقوم به فرع الدار في ذلك البلد

ب- يتم من خلال وكيل محلي في ذلك البلد

ج- يتم من خلال قنوات البيع العادية

30- من هم الزبائن الرئيسيين للدار؟ فضلا رتبهم حسب أهمية مشترياتهم

31- ما هو تعريف الدار لهؤلاء العملاء (الزبائن) بالنسبة لمشترياتهم؟

فلا فهم فقط الأرقام الفعلية

أ- تاجر الجملة هو العميل الذي تتجاوز مشترياته

الدار 0000 عنوانا و 0000 نسخة من كل عنوان

ب- تاجر التجزئة هو العميل الذي لا تقل مشترياته من الدار

عن 0000 عنوانا و 00000 نسخة من كل عنوان.
23- تعطي الدار خصماً تجارياً لعملائها كما التالي:

أ - تاجر الجملة 
ب - تاجر التجزئة
ج - الوزارات والدوائر الحكومية
د - الأفراد

23- كيف يغطى الكتاب السعودي المحلي من حاجة السوق المحلية في رأيكم؟

24- إذا ترى الدار أن استيراد الكتاب وخاصة العربية ضرورة ملحة فمثلاً اقتراحاتكم حيث تلبى حاجة السوق المحلية دون الحاق الفرط بضاعة الكتاب المحلية الأخذة في النمو؟

25- ما هي مواضيع الكتب الأكثر رواجاً؟ فضلاً رتبها حسب انتشارها.

26- هل تقوم الدار ببيع المواد التراثية وما شابهها في متاجرها إلى جانب الكتب؟

لا
نعم

27- إذا كان الجواب بنعم، فما الأسباب وراء ذلك؟

خامساً: الدعابة والإعلان:

28- هل تؤمن الدار بفكرة الدعابة والإعلانات المحفزة عن المطبوعات كوسيلة لترويج الكتاب؟

لا
نعم

29- إذا كان الجواب على السؤال السابق بنعم، فهل لدى الدار ميزانيتة خاصة لهذا الفرض؛ وما مقدارها؟
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كيف يتم توزيع ميزانية الأعلان بين المجلات المحلية والوسائل الإعلامية الأخرى (ان وجدت) فضلاً أذكر أسماء المجلة والمجلات التي تستخدم لهذا الغرض من قبل داركم؟ وكيف تم اختيارها؟

هل تقومون بالأعلان أو الدعاية للدار نفسها دون ارتباط هذا الإعلان بأي مطبوعات للدار؟

لا  
نعم

1. إذا كانت الدار لا تعلن عن كل مطبوعة تنشره، على أي أساس يتم اختيار الكتاب المعلن عنه في الصحافة؟

2. هل يغطي الإعلان المحفى في العادة عنوانا واحدا أم أنه يشتمل على عدة عنوانين في آن واحد؟

3. كم مساحة الإعلان المحفى التي تخصصها الدار لمطبوعاتها؟

4. متي يتم الإعلان عن المطبوع؟ فضلاً علم المناسب من المراعات التالية:

   - يتم عن الإعلان عن الكتاب وهو تحت الطباعة
   - يتم الإعلان عنه بعد الانتهاء من الطباعة
   - قبل وبعد الانتهاء من الطباعة

5. كم مرة يتم الإعلان عن العنوان الواحد؟ فضلاً علم على المراع 금 المناسب:

   مرة واحدة
   مرتين
   ثلاث مرات
   أكثر من ذلك
٨٦ - هل ترتبط الدعاية أو الإعلان عن كتبكم بمواسم أو مناسبات معينة؟

لا
نعم

إذا كان الجواب بنعم، فما هي تلك المواسم؟

٨٧ - ما هو الآخر المباشر وغير المباشر للدعاية والإعلان عن مبيعات كتبكم؟ هل هو بالفعل يبرز التكاليف؟

٨٨ - تكلفة الإعلان في المصاحف والمجلات المحلية يعتبر:

- رخيصة
- متوسطاً
- غالباً جداً

٨٩ - هل تهدي الدار نسخاً مجانية لبعض الشخصيات؟

لا
نعم

إذا كان الجواب بنعم، كم عدد تلك النسخ وهل هي من كل عنوان يطبع؟

٩٠ - على أي أساس يتم اختيار تلك الشخصيات؟ فضلاً علم المناسب من العينات التالية:

- لمكانتهم العلمية أو الأدبية
- لمكانتهم الاجتماعية

- لتوقع نفاذ تلك الشخصيات لذلك المطبوع
د - لعلاقاتهم بادارات يحتمل أن تشير نسخة من الكتاب

ه - غير ما ذكر، فخلا جدد ذلك

91 - هل ترسل الدار نسخا من مطبوعاتها إلى بعض الصحف أو العجلات للتعرف

بتلك الكتاب والكتابة عنها؟

لا
نعم

إذا كان الجواب بنعم، فعلى أي أساس يتم اختيار هذه الدوريات؟

92 - ما مدى أهمية معارض الكتب كوسيلة لترويج الكتاب؟

مهمة إلى حد ما
غير مهمة

مهمة جدًا
مهمة

93 - إذا كانت الدار تؤمن بمعارض الكتب كوسيلة فعالة لترويج المطبوع

فضا علم على المناسب من العوامل التالية:

أ - المعارض فرصة مناسبة للإلتقاء وتبادل الآراء وعمل الاتفاقيات

ب - مناسبة طيبة لترويج الكتاب وخاصة الجديدة منها

ج - تمكن أهميتها في زيادة المبيعات

د - فرصة ساخنة لإطلاع المؤسسات والهيئات والافراد على الم دالاداري
46 - ما هو أهم معرض كتاب تشترك فيه الدار الداخلية وخارجيا؟

47 - ما مردود الاشتراع في معارض الكتاب بالنسبة لحركة البيع؟

48 - التلفزيون والإذاعة وسائل من الوسائل المبتعدة لترويج الكتاب ولكونهما جهتان حكوميتان لا تقبلان الإعلان التجاري مما يفقد الكتاب شيئاً ما من الانتشار عبرهما، هل هناك طريقة لترويج الكتاب السعودي خلالهما؟

49 - هل أسلوب الإعلان التجاري

50 - أي من المنشورات الإاعلانية توزع الدار على عملائها من باعة الكتب أو المكتبات؟ فضلًا علم على جميع المراعيات المتضمنة :

- قائمة مطبوعات الدار

- نشرات إعلامية مخبرة تتضمن اخبار الجديدة للدار

- أغلفة الكتب

- غير ماذكر، فضلًا حدد ذلك.

51 - ما هي الطريقة العملية - من وجهة نظر الدار - لترويج الكتاب في المملكة؟

52 - هل تقدم الدولة في الوقت الحاضر أي نوع من المساعدة للناشرين المحليين؟

- لا

- نعم

إذا كان الجواب بنعم، حدد ذلك.

53 - ما هو نوع الدعم الذي يتوقعه الناشر الوطني من الدولة؟
سادسًا: نظام حقوق النشر وموضوع آخر:

1- إلى أي حد أثر توزيع التعليم في السنوات الأخيرة على انتشار الكتاب في البلاد؟

2- كم يشكل الطلاب (على وجه التقريب) من عملاء الدار؟

3- إلى أي مدى تحد نسبة الأمية العالمية مؤثرا في سوق الكتاب؟

4- لا يوجد في هذا التاريخ نظام حقوق نشر في المملكة، كناشر وطنى هل يزيد اعداد مثل هذا النظام؟

لا [ ] نعم [ ]

5- هل سبق أن تعرضت الدار لمحاب نتيجة لعدم وجود نظام حقوق النشر؟

لا [ ] نعم [ ]

إذا كان الجواب بنعم ، فلا اعط بعض التفاصيل:

6- ما هي الأضرار التي يمكن أن تلحق بالناشر الوطنية نتيجة غياب نظام حقوق النشر؟

7- أي مكتبة من المكتبات في المملكة تقترح أن تكون مكتبة ابداع مؤسسة حتى تحدد أو تؤسس المكتبة الوطنية الرسمية؟