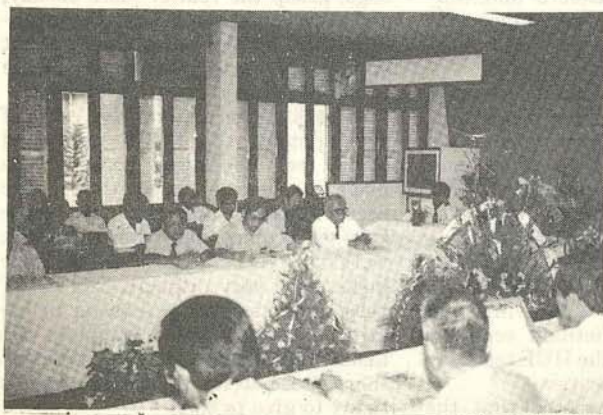


LOOKING BACK ON 5 YEARS OF DEVELOPMENT OF THE PHÁT TRIỂN KINH TẾ MAGAZINE

by Prof. Dr. ĐÀO VĂN TÀI



The Following is the speech given by Mr. Editor - In - Chief in the meeting celebrating the 5th anniversary of the Phát Triển Kinh Tế magazine





Five years before, in the same month, a scientific magazine named *Phát Triển Kinh Tế* came into being. It's a magazine published by the HCMC University of Economics (HUE) under the direction of the Ministry of Education and Training and considered as a national magazine.

Supplying information about Vietnam economic researches to both local and foreign readers with its 60 issues published, *Phát Triển Kinh Tế* (PTKT) have experienced many ups and downs. Five-year period isn't long to a scientific magazine, but it was a process of shaping up and proving itself, and PTKT has gained achievements of its own. With a group of people including only one journalist or two, working under the direction of the University President and Party Committee, the PTKT was published periodically according to the list of topics publicized beforehand and fixed sections. The adopted policy of PTKT which aims at "popularizing the economic policies of the Government and the Party, researching and discussing economic problems in Vietnam, and informing local and foreign economic studies, managing experience, techno - scientific achievements...was realized strictly. So it has made good progress and become useful to theoretical researches and practical activities, contributed remarkably to making policy, building new mechanism for economic management and accelerating the economic development of the country and the city as well. The PTKT has been appreciated by both professionals and laymen. Generally, it was considered as a serious scientific magazine and raised a lot of interest from its readers. Many readers said that they had used PTKT articles as sources of information or as reference materials.

At first, the PTKT consisted of

32 pages, and then, 48 pages. From September 1994, its English edition of 32 pages was published in parallel with the Vietnamese publication of 48 pages. At first, its market was limited to inner HCMC, at present it is sold nationwide, any reader in any localities can buy both English and Vietnamese editions from local post office. Recently, there has been a hope that it would be issued in foreign markets.

Since the publication of its English edition, the position of the PTKT in the press circle has been enhanced and its influence expanded beyond the national frontier.

A foreign company specialized in press distribution showed interest in making layout, printing and distributing the EDR (English edition of the PTKT) in the Pacific-Asia. Another company wanted to have the EDR on line. The EDR office has recently exchanged agreement with this company.

Looking back on the development of the PTKT, we would like to mention the following experiences:

- Finding a topic for each issue:

In each issue, there is always a topic which the editorial staff and contributors try their best to make researches into. By looking at this topic from various aspects, and comparing with current policies of the Government and the Party, the PTKT could propose solutions to discussed problems. Publishing magazine according to topics has raised interest from the readers and attracted contributions from contributors. This way of doing business seems to be a right one and could be pursued in future.

- Having right opinion on contributors:

The army of contributors is a decisive factor in the survival and development of a magazine.

Not everybody can be a contributor of a scientific magazine. To become contributor of the PTKT, one should have good education (high education at least), specialist knowledge, writing experience, enthusiasm for the national economic development. One of features of this army is the humility, therefore in order to attract their contributions, the PTKT has to learn about their works, and humbly and sincerely invite them to contribute to the PTKT.

The PTKT has an army of active contributors. They are professors and lecturers at the HCMC University of Economics, foreign lecturers teaching at the HUE, ex-students and many businesspersons. Many of them con-

sidered the PTKT as a common forum, and they have frequently read, given contributions or opinions or financial support (by buying advertising pages) with a view to helping the PTKT develop.

- Trying best to win prestige:

A magazine of good reputation can attract a lot of excellent contributions and well-known researchers. Excellent contributions could enhance the reputation of the magazine and a highly reputable magazine could build up a reputation for its contributors. So the magazine has to try its best to maintain the quality of contents and its own prestige.

In order to gain prestige, the magazine should carry only scientific, objective, realistic and constructive articles. False, subjective and destructive articles could damage the prestige of the magazine, make readers feel displeased and make contributors reluctant to co-operate.

It's easy to see that these initial achievements in the past five years of development of the PTKT are due to incessant efforts of the PTKT personnel, the effective cooperation of professors and lecturers of the HUE, of researchers, scientists, businesspersons, economic organizations, and especially, of the governing bodies of the PTKT (the HUE and the Ministry of Education and Training) and other governmental bodies at central and local levels. So in this celebration, I would like to express our gratitude to all persons and organizations who have supported us in the past five years.

These achievements and your active cooperation will be indispensable belongings for us to keep on following our path to the bright future, and to make our magazine a forum which is politically firm, scientifically trustworthy and really helpful to theoretical researches and practical activities (as stated in congratulatory letters from the Minister of Education and Training and the Chairman of HCMC People's Committee), and come up to our readers expectation.

On this occasion, I want to express our sincere hope of your more active cooperation, especially of your more excellent contributions. In the friendly atmosphere over this meeting, we want to learn about your opinions about the magazine, both its contents and layout. We always appreciate your opinions because they will help us gain new achievements in the future.

Thank you for your presence and opinions■