

## A STUDY OF THE PYINNYA MAGAZINE (JOURNAL OF EDUCATION) APPEARED DURING THE PERIOD OF 1938 TO 1956

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### Abstract

Nowadays the old Myanmar magazines are very rare but those reflect Myanmar social life and custom including the situation of politics, education in the past. Magazines are one of the most often accessed information resources by public and include various subjects of writings by numerous writers. The research paper attempts to study and focus on the Pyinnya magazine appeared during the period of 1938 to 1956. The first issue was published in January 1938 and it was an old Myanmar educational magazine under the patronage of Education Department. The magazine was published 116 issues during these year but 76 issues only were found. The Pyinnya magazine aimed at giving benefits to all teachers, students and even schools for native. Based on the data collection of literary search method, the paper has studied the features of each magazine in respect to background history, design, and layout, publishing and responsible persons of the magazine after that content of the literary values appeared in magazine. The result gained from the paper is to our knowledge of teaching and teaching methods, education system and condition of school teachers over 50 years ago.

**Keywords:** Information Source, Old Myanmar Magazine, Educational Magazine

### Introduction

A magazine is a publication, usually a periodical publication, which is printed or electronically published (sometimes referred to as an online magazine). Magazines are generally published on a regular schedule and contain a variety of content. Some have small circulations and local distribution.<sup>1</sup> During 1900 to August 1945, about hundred titles of magazines were published in Myanmar. The first magazine was “Myanmar Magazein” (jrefmr\*Zi) published in February, 1905.<sup>2</sup> The Pyinnya magazein (ynmr\*Zi) in 1910, the Pyinnya Alin Magazine (ynmtvifr\*Zi) and the Myanmar Alin Magazine (jrefmtvifr\*Zi) in 1912 and the Dagon Magazine (\*bf\*Zi) in 1920 were published respectively.

After that, the London Art Magazine (vef eft wr\*Zi) and the Gandalawka Magazine (\*Eāvmur\*Zi) were published in 1925. The Gandalawka Magazine (\*Eāvmur\*Zi) was known as Rangoon University magazine for the university students and teachers.<sup>3</sup>

The National Education Movement Council members published “The National Educationist Magazine” (trslomynm&r\*Zi) in 1929 and the Oway Magazine (tblor\*Zi) was published by Rangoon University Students Union in 1931. Both these magazine exhorted national education and struggle of independence during the time of British government. These magazines had not reached outside the market.

The Kyeeway Magazine (Nlybāa&r\*Zi) and the Toetetye Magazine (wāwūb&r\*Zi) were come out in 1935. The Education Department also published the Pyinnyar Magazine

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<sup>1</sup> “History of Magazines”, [https://www.magazine.com/history\\_of...](https://www.magazine.com/history_of...) [accessed May 5, 2019].

<sup>2</sup> U Tin Win, *Cā nay'jan' samuiñ' cā tam' mrā' dutiyatval* (pme, Zi for lipmvrfrsm, 'lvđ wđ. (Yangon: Sarpay Beikman, 1978), 501-508. (hereafter cited as Tin Win)

<sup>3</sup> U Yan Aung, *Mran 'mā nuin' nām cāaup' cācōñ' thut' ve mhu khari' cāñ'* (jrefnElii pmt ky pmapmi bxlwā0rt&dp0), in (Cā aup' cā pe (pmt ky pmap)), Vol. 3 (Yangon: Sarpay Beikman, 1973), 827-829. (Hereafter cited as Yan Aung)

(**ynmr\*Zif**) for native language teachers, students and even schools in 1938. The pre-war magazines had been published in the country. There were only privately owned magazines and other organizational magazines. In 1945, the well-known privately owned magazine was Thway-thouk magazine (**aofoamur\*Zif**).<sup>1</sup>

During 1945-1974, more than 450 titles of magazines and journals were published. Many magazines has been published to date since after the independence and there were not only many titles but also many kinds of magazines such as news magazine, social magazine, literary magazine, religious magazine, women's magazine, youth magazine, school magazine and other organizational magazines.<sup>2</sup>

## The Findings of the Pyinnya Magazine (Journal of Educaiton)

### 2.1 Background History

The Myanmar Naingngandaw Pyinnya Thadinza (**jrefnElifilwntowifpm**) was started with 32 pages and continued to be published by the British Burma Printing Press in 1908. Because only few teachers read, it had to stop in 1937. The Pyinnya Magazine (**ynmr\*Zif**) was published instead of the newspaper under the patronage of the Education Department on 4 January 1938.<sup>3</sup> The Pyinnya Magazine used the Myanmar title as "Magazine" although it had given the English title as "Journal".

The Executive Administrator and the honorary chief editor was U Tun Aung, Personal Assistant, Education Department. U Po Thwe and U Toe Myaing acted as Assistant Editors as well as columnists of articles.<sup>4</sup> Second World War in 1941, the publication of it was terminated. In the post-war era, Saya Kyaw, Kawimeikswa (**uOttwbaqj**) Press served the only person who had to take the responsibility for this magazine and it was restarted to publish in July 1948.<sup>5</sup> It was monthly magazine and had been issued special issue in the new year.

### 2.2 Aims and Objectives

The Pyinnya Magazine was to implement the policy of Basic Education laid down the aims and objectives of successfully by Education Department. It was to support the even school teachers for native to understand educational ideology and practical training, and to share suggestion of all teachers who mode about on how to develop teaching method and problems.<sup>6</sup> The magazine was devoted to education and stood for efficiency and economy in education.

### 2.3 Publication and distribution information

To become systematic and developed native school teachers, the Pyinnya Magazine was published with the help of the Education Department. It was published by Saya Kyaw at No. 61,

<sup>1</sup> Yan Aung, 827-829.

<sup>2</sup> Tin Win, 501-508.

<sup>3</sup> Editorial board, "Paññā maggajañ" bhat' rhu sū 'are 'atvak' tui' tak' lā khrañ" (**ynmr\*Zif bw&olta&tw&uf wlvu&ncif**)," *Pyinnya Magazine*, June 1938, 3.

<sup>4</sup> Editorial board, "Nhac' khyup' 'acī rañ'khañ cā (**Eptcyft p&ic&pm**)," *Pyinnya Magazine*, September 1941, 6.

<sup>5</sup> Editorial board, "Paññā maggajañ" thut' ve ra khrañ" (**ynmr\*Zif xlv&0&jcif**)," *Pyinnya Magazine*, July 1948, 40.

<sup>6</sup> Editorial board, "Satañ" cā, gyāñay', maggajañ" nhañ" cakkūjhe" prssanā (**owifpn? \*re, ? r\*Zif ESpulaps jyóem**)," *Pyinnya Magazine*, January 1941, 18.

Padaukpin street, Lower Kemmendine Road printed at No. 158/163, 37<sup>th</sup> street, the Myanma Union Press and at No. 237, 35<sup>th</sup> street, the Myanma Ahzani Press, Rangoon from the beginning to 1941. The printing press was at No. 30, Kun-ywe-dan (Uff&fvef) in Kemmendine from 1948 to 1956.

The number of circulation increased to 5,800 copies for six months duration in June 1938. The price was 4 annals per copy and a year's subscription fee was only 3 kyats. A subscription was cheap 6 annals than book purchase price (B.P.P). The role of advertisement was collected 10 kyats per page, 6 kyats per half, and 4 kyats per one fourth.<sup>1</sup> In July 1948, the price is raised to one kyat and 12 kyat was for a year.<sup>2</sup>

### 2.4 Physical Description

The size of the magazine was 23x17 cm. and 24x18 cm. during the whole time it was published. When starting to publish it, the number of pages was 56. Later it was added to 64 pages and over 80 pages till 1941. The special issues had been published once a year the time of new year. The cover was described title, number, volume, publisher, month and year in Myanmar and in English. The magazine cover used cardboard, having the pale colour of blue, green, orange, pink and yellow during the 1940s. Cover page, Front of the magazine content which include masthead, logo, date line, and table of contents. The logo of the magazine, the circle was illustrated. A symbol of candle light and open book inserted into the circle and the motto of "Advancement of Education (ynmwlyt&f)" was shown round to the candle. The logo design was used until December 1941.

After that, writings of the editorial board were shown for next month at the inside of the cover. The data of publication and an advertisement were placed at the back cover. Each page had two columns of text and was illustrated with figures on the pages

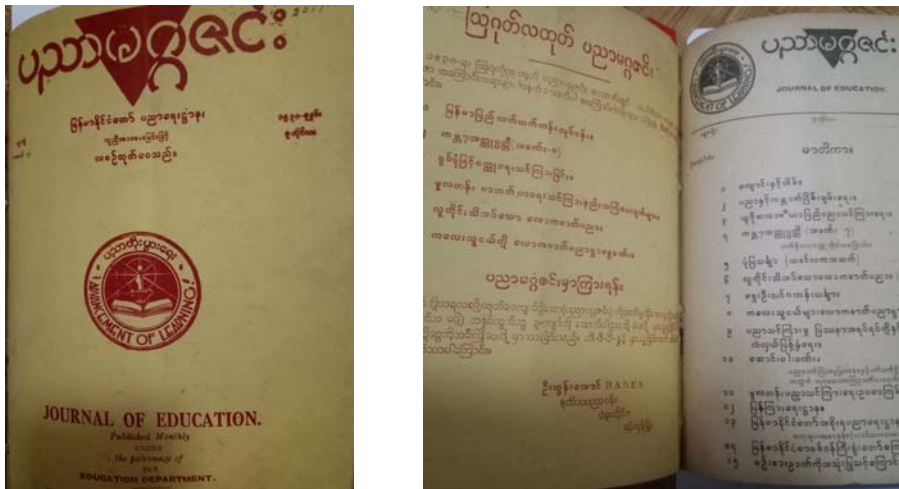


Figure 1 The cover and inside cover of Pyinnar Magazine (Vol. 1, Part 7, July 1938)

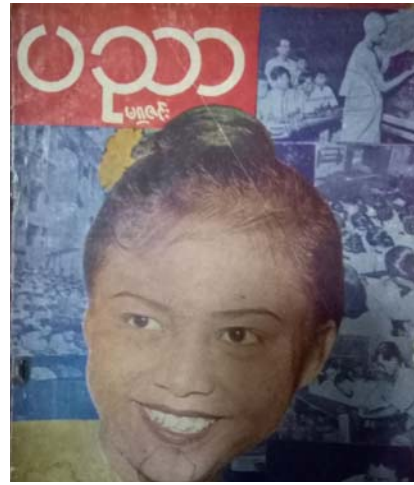
<sup>1</sup> Editorial board, "Paññā maggajañ" bhat' rhu sū 'are 'atvak' tui" tak' lā khrañ" (ynmr\*zi{ bw&l olt&t w&lvwv&ncif)," Pyinnya Magazine, July 1938, 56.

<sup>2</sup> Editorial board , "Paññā maggajañ" thut' ve ra khrañ" (ynmr\*zi{xlw&0&jcif)," Pyinnya Magazine, August 1948, 12.

In July 1948, the Pyinnya magazine started out with pictures and illustration on wax-paper. The cover had been used only one colour and logo design was not used on cover. Also it was not shown the table of contents in the magazine.



**Figure 2** The cover of Pyinnya Magazine published in 1948



**Figure 3** The cover of Pyinnya Magazine published in 1956

## 2.5 Contents and Authorships

In January 1938 to September 1956, the Pyinnya magazine described for variety of works concerning the education. Editorial board which the educational matters and knowledgeable items for the many. Also several authors wrote of articles in separate section. All of the contents discriminated below one by one subject with sampled items.

### 2.5.1 Advertisement

At the back cover of magazine, advertisements were shown concerning with stationary, text book, atlas, clothing, photograph service, and medicine were mentioned. The sellers were Longman Grand Company Limited, Bandula Stationery Enterprise, Pyinnya Magazine Press approved by the Text Book Committee, Kawimeikswe Press, Asia Photograph Service, Daw Ohn Thin and Sons Company Limited and Nyunt Hlaing Brothers Silks Business, Amerapura.

### 2.5.2 Book review

There are some of the book review section in the magazine. This books was published in Myanmar and the following was criticized in this magazine.

- Editorial board, “Kambhā’ mre pum cā ‘aup’ nħañ’ cākā” pro sañ’ cā ‘aup’ myā” (**ကမ္ဘာ့မြေပုံစံ၊ မြေပုံစံ၊ မြေပုံစံ၊ မြေပုံစံ**)” by Longmans Company Limited. Vol.3, No. 2, February 1940, 26.
- Editorial board “Yakhu khet’ ‘alay’tan’ gañan’ sañkhyā (**ယခုကုတ်၊ လေးပုံစံ၊ လေးပုံစံ**)” by U Sein Hote. Vol. 1, No. 8, August 1938, 31.

### 2.5.3 Children's Poetry

About children's poetry should be trained in nursery schools and primary schools were described. In this magazine, children's poetry were described.

- Editorial board "Kale" kabyā myā" (uav;uAsrsm)", No. 8, August, 1948, 29.
- Editorial board "Kale" kabyā myā" (uav;uAsrsm)", No. 11, November, 1948, 55.

### 2.5.4 Education

Under the education section, there were academic freedom, compulsory education, curricula, educational games, elementary education, examination, international education, physical education and games, schools, societies study and teaching, Teachers, and vocational education. Some of the articles on education are extracted in this paper.

#### Academic freedom

School examinations and disciplines are not as obstacle to develop the education was mentioned.

- Editorial Board, "Lvat' lat' cvā paññā sañ' krā" re" (vōvīyphnmoilumā&);", Vol. 1, No. 1, January, 1938, 1.
- Editorial Board. "kyon'" myā" tvañ' lvat' lat' re" pe" khyñ'" (ausnīrsmwōf vōvīyā&ay;tyjci f)"

#### Compulsory education

There were discussion, school building, teachers, and teaching method. Concerning with compulsory education.

- Editorial Board, "Masañ' manera mulatan'" paññā (roifae&rlwefynm)", Vol. 1, No. 2, February, 1938, 1.

#### Curricula

The syllabus for seventh, ninth, and tenth standard prescribed books for Vernacular school final examination were presented.

- Commissioner of Examinations", 1939. "1939 Khu nhac' 'atvak' tuiñ'" rañ'" bhāsā mran' mā sā pra thān'" khyak' myā" (1939cEpf wūf wī f&i fōm bōm jrefnmpm jyXmefcsuf rsm)", Vol. 4, No. 1, January, 1940, 56.
- Commissioner of Examinations, 1939 – 1940. "1939 and 1940 khu nhac' myā" tvañ' kyañ'" pa maññ'" tuiñ'" rañ'" bhā sā sattama tan'", nvamatan'", dassama tan'" cā me" pvai myā" 'atvak' mran' mābhāsā, pāli bhāsā nhac' 'athū" mran' mā cā 'aup' myā" (1939cEpfEsh 1940 cEpfsmwōf usifyrntwī f&i fōm owtwef? eOrwefEsh ' Órwe f pmar;yfsm t wūjrefn bōm? yōv bōmEsh ft xljrefn pmt l yfsmjyXmefcsuf)", Vol. 1, No. 5, May, 1938, 55.

#### Educational games

- Tan Soe, Taung Twin, "Pre" khun' pvai (ajy;cklyf)", Vol. 1, No. 1, March, 1938, 51.
- Tun May, Daw, "Kacā" naññ'" myā" 'akroñ'" (upmenfsm t alUmif)", No. 7, July, 1948, 93.

### Elementary education

In this section, a key element in teaching which should to complete a course of knowledge and learning, be well-behaved, and perfect discipline since elementary school was written.

- Editorial Board, "Mū laten' mran' mā cāre" cā phat' sañ' krā" khañ'" (ရလွှာဝေဖန်ရေးကော်မတီ၏အကြံပြုချက်များ)" Vol. 1, No. 9, September, 1938, 25.
- Editorial Board, "khet' sac' kale" sūñay' myā" paññā sañ' krā re" (အလွှာဝေဖန်ရေးကော်မတီ၏အကြံပြုချက်များ)" Vol. 1, No. 9, September, 1938, 19.

### Examination

- Hla, Din, U, Saya-, "Acam'" cāme' pvai myā" nhac' me' khvan'" myā" 'akron'" (တစ်နိုင်ငံလုံးရှိ ကျောင်းတိုက်များ)" Vol. 1, No. 9, September, 1938, 51.

### International education

The educational situation in United States, Soviet Russia, Turkish, East India, and China are mentioned.

- Aung Gyi, "American paññā re" canac' (အင်္ဂလိပ်နိုင်ငံရေးနှင့်အမေရိကန်နိုင်ငံရေး)" No. 8, August, 1948, 46.
- San, Tetkatho-, " Soviet-Russia paññā re" mulatan' paññā (ရုရှားနိုင်ငံရေးနှင့်တရုတ်နိုင်ငံရေး)" No. 8, August, 1948, 3.

### Physical education

Physical education is necessary in education to cater intelligently to the need and interest of the pupils.

- Kyaw Thaug, *Maung*, "Kāya paññā (ကုမ္ပဏီရေးရာ)" Vol. 4, No. 12, December, 1941, 48.
- Hla Pe, *Maung*, "Apyo' kacā" khañ'" kui naññ'" lam'" takya (အပျိုအင်္ဂါရေးရာ)" Vol. 3, No. 6, June, 1940, 33.

### Schools

About the important of the village schools and vernacular schools in the reorganized scheme as a nation make were mentioned.

- Editorial board, " Paññā re" canac' sac' tvañ' kye" rvā cā sañ' kyoñ'" myā" e' are' krī'" puṃ (ပညာရေးနှင့်အခြေခံကျောင်းများ)" Vol. 3, No. 2, February, 1940, 4.
- Editorial board, "Asac' pru pran' cīcañ' maññ'" paññā re" canac' nhañ'" tuiñ'" rañ'" bhāsā sañ' kyoñ'" myā" (အခြေခံကျောင်းများ)" Vol. 3, No. 5, May, 1940, 1.

### Societies

Proceedings and conferences of General Council of Vernacular Teacher's Associations and Burma School Teachers Associations are mentioned.

- Editorial board, "Mran'mā nuiñ' nām lum" chuiñ' rā tuin'" rañ'"bhāsā mran'mā kyon'" chrā myā" 'asañ'" khyup' krī" 'acññ'" 'ave" mhat' tam'" (jrefmEliiN/Hqil&wll&ifom;bmomjrefmausi&q&mrsm;toiifcyBUDtpnfta0;rvlvrf)," Vol. 4, No. 1, January, 1941, 89.
- Editorial board, "Mran'mā nuiñ' nām lum" chuiñ' rā kyon'" chrā myā" 'asañ'" khyup' krī" e\* chum" phrat' khyat' myā" (jrefmEliiN/Hqil&wll&ifom;bmomjrefmausi&q&mrsm;toiifcyBUD\qH;zwfcurm)," No. 7, July, 1948, 42.

### Teachers and Teaching

About how training begin with children as early as possible to save them from doing mischief in their idleness and the responsibilities of a teacher is more important than ordinary parents for children are mentioned.

- Theikpan Maung, "Cam'" kraññ' kra pā (prfMunMyg)," Vol. 1, No. 2, February, 1938, 54.
- Tint Swe, " Kye" rvā pru prañ' re" nhac' rvā kyon'"chrā (au&Bjyfyi&ES&B&ausi&q&m)," Vol. 1, No. 1, January, 1938, 9.
- Than Maung, Saya, "kyon'"chrā nhac' dhana rhañ' canac' (ausi&q&ESHe &S pep)," Vol. 3, No. 1, January, 1940, 48.

### Vocational education

Vocational course and training should take for students about to leave school and the pupils have to choose what subjects they are going to take for their interest are written.

- Han Sein, Maung, "Asak' mvae" vam'" kyon'"Paññā bhāsā rap'myā" rvae" khyay'sañ' krā" thuiκ' kroñ'" (toular&Orfausi&fynbmom&yfsm&fcs, biNun; xMabMumi)," Vol. 3, No. 6, Jane, 1940, 40.

### 2.5.5 Ethnic group

Articles on knowledge about ethnic group for having general knowledge were presented.

- Aye Pe, Maung, " Lakhers (vutg)," Vol. 3, No. 2, February, 1948, 46.
- Wei Mala, U, "Sak' (oufhrsm)," Vol. 3, No. 10, October, 1940, 40.

### 2.5.6 Geography

The geography section, it had been presented about the old and new geography, travelling, climate and occupations concerning nations were presented.

- Poe Chit, U, " Mrac' krī'nā" bak' khri" thvak' khrañ'"(jrpMudem;but&D&Ujci)," Vol. 4, No. 1, January, 1941, 38.
- Editorial Board, " Ton' puin'" tarup' prññ' e\* rā sī utu nhañ' 'alup' 'akuin' myā" (awmi&fll&w&kyfyn&modwESit vlyftullfsm)," Vol. 1, No. 1, November, 1938, 25.

### 2.5.7 History

About the teaching of history to pupils by making use of methods, local history, modern history, natural history, and history of nations were presented.

- Editorial board, “Desantra rājavan’ (a’ oE&mZoi),” Vol. 1, No. 12, December, 1938, 3.
- Editorial board, “British nuiñ’ ñuṃ mha pum vatthu myā” (AavbEliBriIryH0wIsm),” No. 9, Setember, 1948, 17.

### 2.5.8 Laws

The magazine deals with laws issued by the Burma Primary Education Bill.

- “1938 khu nhac’, Myanmar mūlatan’” paññā sañ’ krā” re” upade (1938cE&I jrefnEliIhwrfIwefynmoimUṃa&Oya’),” Vol. 1, No. 7, July, 1938, 45.
- “1934 khu nhac’, Myanmar kyon’chrā myā lakha nhun’” thā” chuiñ’ rā upade myā” (1934cE&IkwI jrefmausniIq&mrsI vcEefxmIqIImOya’rsm),” Vol. 1, No. 1, January, 1938, 41.

### 2.5.9 Library

About mobile libraries should be established to develop the villages were presented.

- Ba Nyunt, *Maung*, “Nay’ lhai’ piṭakatuik’ (e, IvnhyIuwIwI),” Vol. 3, No. 5, May, 1940, 56.
- Kyin Pu, *U*, “Cā kraññ’ piṭakatuik’ (pmIunhyIuwIwI),” Vol. 1, No. 8, August, 1938, 55.

### 2.5.10 Mathematic

The magazine mentioned that there were directed Number, Backwardness in Arithmetic, early experiences in number in the Infant School, first lessons in Arithmetic, teaching of Graphs, and metric system.

### 2.5.11 Poems and Songs

The magazine mentions works of the authors including poems, verse, and songs in present period. There are five matters such as Kabyā (uAm), Tethap’ (aw;xyl), Le”khyui” (av;cd), Ratu (&wk), and Sī khyuan’” (obsiI) in this section.

- Pe Myint, Tetkatho, “Myanma cā pe samuiñ’” (jrefmpayorilI),” No. 7, July, 1948, 29.
- Ba, *U*, Kaungsaya gyi-, “Rhac’ chay’ po’ te” thap’ (&Iq, Iay:aw;xyl),” Vol. 1, No. 8, August, 1938, 5.
- Kwae Hla, *Maung*, “Paññā magazine bhvai’ rhe” rui” le” khyui” krī” (ynmr\*ziIbI a&Iav;cdIbI),” Vol. 4, No. 1, January, 1941, 10.
- Poe Zone, Saya-, “Paññā magazine bhvai’ puid’ suṃ ratu (ynmr\*ziIbIyIplkwI),” Vol. 4, No. 1, January, 1941.



### 2.5.12 Salaries, Wages-price policy

- Editorial board, “Kyon’” pit’ rak’ lacā (အုတ်ကျပ်ရက်လက်),” Vol.1, No. 4, April, 1938, 56.
- Soe Thein, Maung, “Lacā (လက်ကျပ်ရက်လက်),” No. 9, September, 1948, 28.

### 2.5.13 Science

In this section, about earth science, environmental sciences, life sciences, natural history in world, biology, zoology, living things, the first land plants animals, and natural sciences were mentioned. Especially, Kambhā’ ‘athhuppatti (ကမ္ဘာ့သတ္တဝါ section and Lokadhat’ paññā (လောကဿာန်) section were mentioned as a regular section until 1948.

- Editorial board, “ Sak’ rhi ‘arā tui’ ‘akron’”(ဆရာတို့၏အကြောင်း),” Vol. 1, No. 7, July, 1938, 14.
- Editorial board, “Ne nhan’ ‘aram gruil’ myā”(အရပ်ကွက်များ),” Vol. 1, No. 1, January, 1938, 10.

### 2.5.14 Scout and scouting

Scouting is a good works and always willing to help the people out. in this magazine, scouting which should perform voluntarily for the youth of today were mentioned.

- Soe, Taung Twin, “Alup’ lak’ mai’ kay’ tañ’ naññ”(အလုပ်လက်မီးခွေးတို့၏အကြောင်း),” Vol. 1, No. 5, May, 1938, 51.

### 2.5.15 Speeches

The educational addresses of Bo phoe Kwun, U Ba Yin, and U Tharyar Waddy Maung Maung acted as the Prime Minister of government and U Win, Minister of Education were mentioned.

- Phoe Kwun, Bo, “Myanmā nuiñ’ nam lum” chuiñ’ rā kyon’” chrā myā” ññāī lā khm (မြန်မာ့အနောက်တိုင်းအစည်းအရုံး၏အကြောင်း),” (address at the conference of the Burma School Teachers Associations, Yangon, 8 May 1948), Vol. 1, No. 7, July, 1938, 14.

The Pyinnya Magazine was provide news and knowledge concerning natural disaster, navigation, agriculture, imports and exports values, natural resource, goods, architecture, the universe, aquatic creature, and nations. The magazine columnist was U Tun Aung, U Po Thwe and U Toe Myaing, Mg Thet Naung, Moe Wai till 1956. In this magazine, most of writers were school Inspectors, Head Master and Headmistress, teachers, and educational staff in vernacular schools in Myanmar.

## Conclusion

The Pyinnya magazine was provided to teachers, students, and native schools. Besides it had been arranged increasing of knowledge and abilities to teachers. In 1938, for starting to publish this magazine, till to present time there is gap of publishing from 1942 to June 1948.

It is found that the editorial board was started to only three members. Most of articles were written by editorial board. The authorships were educational staffs and native teachers. When the Pyinnya magazine are studied, it is found that those magazine prioritized the

educational facts and conditions of Myanmar, problems of salaries by school teachers, suggestion for becoming qualified teachers and clever students. And then, it provided techniques of modern teaching methods for teachers and handling students.

The arrangement and presentation of magazine was more better previous time than the latter in using different kinds of paper, sizes, and prices were not like that of latter.

The magazines are for specific type of audience. When the magazine are studied, it generally contains essays, poems, articles, recipes, images etc. magazine are directed at general and special audience, often published on a monthly.

Thus, all readers could learn past information on various section appeared in the rare magazine published between 1938 and 1956. Moreover, all learners could surely know about the authorship in writing styles, concept, and target audience.

### Acknowledgements

First of all, I would like to express my gratitude to Dr. Ni Win Zaw, Professor and Head, Department of Library and Information Studies, University of Yangon, for giving permission to submit this research paper. In addition, I gratefully acknowledge generous support from all the staff members, periodical section of the Universities' Central Library.

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