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RADIO AND TELEVISION - THE WEAPONS OF THE
PARTY

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RADIO AND TELEVISION - THE WEAPONS OF THE PARTY

Following is a translation of an article by S. Kaftanov in Kommunist (Communist), No. 5, Moscow, March 1960, pages 84-95.

The Communist Party attaches great importance to radio and television in the daily ideological, political, cultural and esthetic education of the broad masses of workers.

The successes of our homeland in the construction of the communist society and in the struggle for universal peace have created the conditions for the new spirit of all ideological work in the country. In a decree of the TsK KPSS (Tsentral'nyj Komitet Kommunisticheskoy Partii Sovetskogo Soyuza - The Central Committee of the Communist Party of the Soviet Union) "Concerning the Problems of Party Propaganda in Contemporary Conditions," it is pointed out that "the adoption of the communist conception of the world, the grasping of the basic points of Marxism-Leninism, and a profound understanding of Party policy become a vital necessity for each Soviet citizen." In this decree was mentioned the important role of radio and television in the propagation of the ideas of Marxism-Leninism, in the mobilization of workers in the struggle for the successful realization of the 7-year plan, and in the education of the new man of communist society. In recently adopted special decrees of the TsK KPSS, the entire work of radio and television was analyzed, their serious shortcomings were brought to light, the ways of eliminating them were pointed out, and a clear program was set up for the future development of these very important means of communist education for the nation.

At the very beginning of broadcasting, V. I. Lenin gave it a classic definition, saying that radio is "a newspaper without paper and without wire." "All Russia", spoke Vladimir Il'ich, "will hear the newspaper that we are reading in Moscow." We can say with pride that the Leninist dream has come true. Radio has made an extremely broad entrance into the life of the Soviet people. Suffice it to say that in our country now are more than 28 million radio broadcasting stations; in the post-war years alone the workers have purchased more than 25 million radio receivers.

Nearly all the population of the Soviet Union hears daily, through radio, political information, material from the newspapers, musical, literary and other broadcasts.

In our time of the unusually fast development of science and technology, television also receives broad dissemination. In the last five years the number of television sets in the USSR has grown from 450,000 to almost 4,000,000, and by 1965 there will be almost 25,000,000 of them. More than 70 television centers and a network of re-broadcasting stations are already enveloping a territory with a population of up to 70,000,000 people. Programs of Soviet television are also being received in several foreign countries.

Radio and television have become a definite part of the spiritual life of the Soviet people; side by side with the press, radio and television are the fighting means for the mobilization of the creative energy of the workers for the realization of the great program of communist construction. Moreover, it is important that radio and television also envelop those sections of the population which are least of all drawn into the mass-political work.

That is why the demands for radio and television programs are increasing; these programs, by their form and ideological subject matter, still far from satisfy the spiritual interests of the workers. The chief defects of radio propaganda are the poor reflection of the life of the people, the poor themes and the ineffectiveness of the forms of broadcasting.

In the programs of radio broadcasting there is still no well thought-out system, no consistency in the propagation of the historic decisions of the 20th and 21st Congresses of the KPSS and of the subsequent plenums of the TsK KPSS, of the domestic and foreign policies of the Soviet government, of the successes and problems of the buildup of communism, and of the advantages of socialism over capitalism. Our radio irregularly and at times inexpressively publicizes the concrete examples of the true communist behavior of the Soviet people in the factories and in life. But you see it is positive facts, good examples and heroic deeds that the broad masses should be brought up on.

Many radio programs don't bear a spirited, offensive character and are directed in an unskillful and unoriginal manner; that is why they don't arouse a great interest and response with the listeners. Seldom are employed such programs as answers to questions, discussions on letters from the listeners and also broadcasts formulated according to the demands of the workers. Instead of live discussions and natural and spontaneous conversation with the listeners radio broadcasts often bear a dry, formal character.

How then to improve and enliven political propaganda on radio? Of course, first of all central radio broadcasting must uninterruptedly improve the subject matter and diversify the forms of radio programs, must more widely attract qualified writers and commentators, and must educate now and talented journalists and publicists, who are capable of

bringing to the masses, with a clearness of purpose and a Party enthusiasm, the spirited word about the great deeds which are being accomplished by the Soviet nation.

The abstract, scholastic, pedantic repetition of the same, long-standing, well-known positions is especially counter-indicated to radio propaganda. The fact that these defects are still far from overcome results, first of all, from the fact that broadcasting has not attracted the wide propagandist circles who are theoretically prepared, are knowledgeable of life and are capable of a brilliant, easy form of bringing to the awareness of the masses of radio listeners the most interesting and advanced experience in industry, agriculture and the achievements in science and technology.

In the decisions of the TsK KPSS, it was emphasized that radio and television should lean upon great public assistance and attract the innovators - the labor heroes, the men of science and the cultural workers, the leaders of Party and Soviet organizations, and the theoretical cadres of our Party and government. Without the enrollment of these cadres, without the conversion of radio and television into the true voice of the people, we will not in the proper manner be able to improve Party propaganda or make it clear of purpose, efficient, and fully in accord with the life and practice of the communist structure.

It is important that the leading workers of the Party and Soviet organizations and our outstanding scholars and cultural workers utilize radio and television in full measure for important, effective, well-directed voice contact with the people. When a lecturer, scholar or party worker appears on Radio Moscow, tens of millions of people hear him. Where else can one find such an audience?

What a vast interest radio listeners and television audiences display towards political broadcasts which reflect the life of our nation, its heroic past and present! Recently a letter was received from the Party Committee of a Kirov factory concerning the radio program "The Guards of the Revolution". The secretary of the Party Committee S. N. Kalinin wrote, "This broadcast was warmly received by the workers of our factory. It was recorded on a magnecorder by the local radio station and, at the request of the people of Kirov, it is often broadcast in business. Similar broadcasts undoubtedly will contribute to the education of our youth in the glorious revolutionary and working traditions of the party and the working class".

Radio propaganda will then reach its goal when the workers of broadcasting, in heart-to-heart talk which is saturated with the concrete and vivid facts from everyday life, reach the consciousness and heart of every Soviet man; then the propaganda will be indeed interesting, alive, fascinating and efficient. Radio and television have been summoned to bring to the very broad masses the sprouts of the new and the advanced, which are cropping up day by day in the process of the build-up of communism.

It is well known what great importance the Soviet press immediately attached to the outstanding movement of the present day - the brigades of Communist labor. The radio broadcasters were the first to report to the people about the growth of the brigades of Communist labor. But they didn't succeed in seeing in them the beginning of a new movement, and were not able, through radio publicity, to raise this movement to the level that the Party raised it in the press. Our radio was the first voice which told the Soviet people about the famous invention of Valentina Gaganovaya. But proper significance was not attached even to this very important undertaking. In these facts has clearly been shown the inability to generalize the new happenings in life and to see the natural tendencies of their development. The chief reason for this inability is still the failure of radio propaganda to overcome being out of touch with life and with the creative labor of the Soviet nation. It is true that lately, on Radio Moscow, there have been many broadcasts to the republics and oblast's which have given rise to positive replies from the listeners. To it can be related the broadcasts which were devoted to the labor roll-call of the businesses, which are competing for the pre-scheduled fulfillment of their 7-year quotas. Taking part in the roll-call were metallurgists from Zaporozh'e and Zhdanov, from Kuznetsok and Magnitka, machine-builders from Moscow and Kiev, from the Donets Basin and Ural, textile men from the Moscow oblast, and from Ivanovo, and timber cutters from Vologda and Arkhangelsk.

The radio listeners are showing a great interest in the very important building works of the 7-year plan and in the life of the Eastern regions, where in the not-too-distant future will be built new electric power stations and gigantic industries, and where new cities will spring up. In connection with this, the interpretation of the life of the Eastern regions of the country will be given more consideration in radio broadcasting programs.

The Party attaches great importance to radio broadcasting in the propagation of the Marxist-Leninist conception of the world and in the exposure of the bourgeois ideology. Peaceful co-existence of governments with different social structures not only doesn't eliminate, but intensifies the ideological struggle. The more the ideas of Communism win to its side the hearts and mind of the national masses in the whole world, the more violently will the bourgeois propaganda strive to distort and discredit our successes.

In order to deliver the bourgeois ideology a neat and decisive blow, it is necessary to be skillful, with Bolshevistic consistency and passion, in exposing the ideology of capitalism, in giving radio propaganda an offensive, fighting character and in selecting its effective and efficient forms.

Radio broadcasts, should help the listeners to interpret the historic changes in the life of mankind, which are occurring above all due to the heroic victories of the Soviet nation and of the nations of the Socialist camp, who are building the most progressive and humanitarian

society. It is necessary to relate vividly, concretely and convincingly the advantages of socialism over capitalism, to expose the falsity of the imperialistic propaganda and to educate the Soviet people in the spirit of the irreconcilability with the bourgeois ideology, the spirit of pride for their homeland and their work, and the spirit of Soviet patriotism and socialistic internationalism.

The Party requires that broadcasting be more widely utilized in the work with children and youth, and that a variety of programs of high quality be created which are dedicated to the ideological education of the rising generation, to the strengthening of the relationship of schools with life and to the training of active, conscientious builders of the new society.

Lately radio broadcasts for children and youth have become more effective. The radio programs "Meeting The Sun And The Wind" (about apprentice industrial brigades), "The Adventures of a Young Tractor Operator" and "Genka Pyhov - The First Inhabitant of Bratsk" are devoted to the labor education of the rising generation. The series "A Word For The Young Leninist", in which appear the old Bolsheviks and the distinguished people of the country. "Follow the Example of the Communists", "School and Life" and others are systematically broadcast. A new series of broadcasts recently began for the older students - "The Hero Of The First Year", which tells about the best people of agriculture. Many broadcasts are devoted to the reply to students' letters and are performed with their participation.

However, the broadcasts for children and youth require serious improvement. There are not enough programs about the national teacher, who from childhood cultivates in the schoolboy the traits of a new man. "Pioneer Vigilance" has not yet become interesting, and teachers, pioneer leaders and children's writers seldom take part in it.

Radio broadcasting and television must contribute to the successful training and development of independent action, initiative and inquisitiveness in the young listeners, and to the education of them in the spirit of the communist attitude towards labor, of the strict maintenance of the norms of the socialist community and the morals of the new society, of cultural behavior and of respect for elders. "The chief place in all the ideological work", it says in the decision of the TsK KPSS "Concerning the Problems of Party Propaganda in Contemporary Conditions", "should be occupied by the struggle for the strict putting into practice of the principle 'He who doesn't work, doesn't eat', against the people who avoid participation in useful public work, and by the education of the communist attitude and the development of the mental stimuli for work.

The chief direction of all ideological work, including radio and television propaganda in contemporary conditions, is education in creative labor, and in the course of the struggle for the putting into practice of the great goal of the building up of communism.

Spirited, interesting and operative radio information is acquiring exceptionally great importance in our times, for which the listeners have always showed a great interest. But if one considers that Soviet

radio broadcasts are heard not only in our country, but also in all countries of the world, then it is quite obvious that the operative information of Soviet radio indeed is acquiring an invaluable importance.

During the 21st Congress, special radio news programs were broadcast; the report of N. S. Khrushchev was broadcast in the same day (that he made it). The interpretation of the work of the June and December plenums of the TsK KPSS (1959) were just as operatively organized.

In the days of the launching of the Soviet sputniks and the cosmic rockets, radio and television broadcast efficient summaries about their movement, and a photograph of the other side of the moon was sent by a Moscow television studio even before it was published in the press.

The broadcasts of the speeches of N. S. Khrushchev in the United States of America aroused tremendous interest. Radio Moscow before anyone else reported on the remarkable speeches of Nikita Sergeyevich at the airport upon his arrival in America, on the meeting with journalists at the National Press Club, and with the leaders of business circles of America in New York, and broadcast to the Soviet radio listeners his speech on American television and radio. The Soviet people listened to the speech of N. S. Khrushchev at the General Assembly of the United Nations with great attention; we broadcast it immediately from the assembly hall of the U.N.

With just these facts, one can judge what an important role radio and television play in our time in social life.

It is necessary for us to continuously improve and perfect our internal and international information. Side by side with the material of TASS and other agencies it is necessary to operatively provide radio and television with their own pithy, interesting material about the life of the republics, Krajs and oblast's, and about those important things which are being performed daily and hourly, and which comprise the many-sided, creative life of our nation.

Information of radio and television must become still more operative and must provide timely information to the Soviet listeners about all the most important events of domestic and international life. The editorial staff of "The latest news" has been called upon to become the most operative organ of radio information.

Life requires a decisive improvement of the work of commentators. It is time to reject that depraved method, whereby information on the most diversified subjects of domestic and international life is from day to day and month to month compiled by the very same people. The wide circle of supernumerary writers and prominent specialists on the very important questions are not being attracted to radio and television. Therefore, the exceptionally important and interesting events are often reported monotonously and unskillfully. We no longer talk about the fact that on radio and television we have no widely known commentators.

In his outstanding speech at the reception of the delegates to the Congress of Journalists in the Kremlin, Nikita Sergeyevich Khrushchev said, "Sometimes you pick up the paper, look through it, and lay it aside. Then afterwards you don't even remember what was in that paper."

I am talking about this so that you don't get conceited. It is necessary to make a paper sensibly and prepare it not on the same day that you print it. Today's leader must know beforehand for which edition and which subjects he must order. He should know how to choose not only the subject, but also select the experts to work it out just like one talks about a well-prepared dinner, after which one likes to lick his fingers".

This correct observation of Comrade N. S. Khrushchev has a direct bearing on us, the workers of radio and television. We are obliged to do everything in order that all our broadcasts and programs be pithy, actual and interesting, and that they answer the growing spiritual inquiries of the Soviet people.

The whole country is enveloped in national competition for the pre-schedule fulfillment of the 7-year plan. Radio and television, through all its forms and means, must help the people in their struggle for the putting into practice of the great plan for the building up of communism.

After the trip of Nikita Sergeevich Khrushchev to America as a result of the enactments of the Soviet government on disarmament and the securing of universal peace, conditions were found even more favorable for the propagation of the peace-loving Soviet international policy, of the ideas of peace and friendship among nations, and of the advantages of socialism over capitalism. The facts say that the broadcasts of Radio Moscow find an even broader contingent of listeners in the capitalistic, and especially in the colonial, dependent and economically underdeveloped countries. These broadcasts, as letters received from abroad point out, find an abundant spot in the hearts and minds of a growing number of people.

One Canadian listener writes us, "Your broadcasts are like a swallow of crystal-clear water." "Radio Moscow," writes an American radio listener, "enters a lion's share into the matter of the eradication of the wrong ideas and delusions in the attitude of life in the USSR, and thanks to it a growing number of broad-minded Americans will hear the truth."

The propagation of the peace-loving policy of the Soviet Union, the struggle against the rebirth of German militarism and for prosperity and peace in Europe is receiving an approving response from the many radio listeners in European capitalistic countries. Moscow broadcasts are helping to lift the fog of misinformation and slander of reactionary propaganda. For example, this is what they write from the F.R.G. (Federal'naya respublika germanii - Federal Republic of Germany): "I often listen to your broadcasts ... I hope that the day will come when the dark and terrible past, which today still stands between our countries, will be eliminated for the good of the world, for mutual understanding and for friendship."

The population of many millions of the countries of Asia, Africa and Latin America, which is conducting the heroic struggle against imperialism and for national independence and social progress, is displaying an ever growing interest in our broadcasts. The broadcasts from Moscow are helping the inhabitants of these countries to learn the

truth about the country of socialism, about its great successes in the fields of economics, science, technology, education and culture, and are helping (them) to more deeply understand that the Soviet Union and other socialist governments are the trustworthy defenders of all nations in the struggle for independence and for more thorough development of the national economy and culture.

"Your broadcasts are so good that I stopped listening to American and London radio", writes radio listener S. Narinder Singh Setkhi from India. "We listen to you, but not to the station of imperialism. We consider your voice the voice of peace, freedom, sovereignty and independence", writes listener Abbas Kazem from Iraq. "Thanks to the broadcasts of Radio Moscow, I am step by step finding out about the Soviet Union, about which up to this time we could learn nothing", reports from Japan Nisidzava Ehriko. "Thanks to these broadcasts many Japanese are beginning to form the right idea about the Soviet Union - that country which until this time was beyond the grasp of our minds and about which, until now, was said only bad things. Now these people are becoming closer to the Soviet Union, and Radio Moscow is serving as the go-between in this respect." "The USSR, in its policy in relation to Africa, has been appraised at its true worth by everyone and especially by the national masses. And in that is the great service of Soviet radio", writes merchant Benkasi Mukhtar from Tunisia. "In spite of the distance which separates us, we are daily witnesses of your constructive labor through listening to the broadcasts of Radio Moscow", writes listener Lui Kuma Azi from Togoland. "The news and commentaries which you reported communicated to us the courage in the difficult struggle against terrorism and for national independence", writes Khose M. Gorta (Cuba).

All this tells how important it is to improve the detailed information about the achievements of the Soviet Union in all the fields of the build up of Communism and about its titanic struggle for peace in all the world.

In our day, when literally the entire Soviet nation, with a yet unprecedented craving, has reached for knowledge, literature and art, extremely favorable conditions are being created for all types and forms of artistic broadcasting.

Lectures prepared recently on the programs of the national universities, and discussions about selected scholars, writers, composers and other cultural workers have enlivened somewhat our artistic broadcasts.

It is well known that broadcasts of the University of Radio Culture are being heard and discussed in many business enterprises. The Party organization of Building Directorate No. 17 "Mosstroya", for example, made a special decision concerning the hearing of these radio broadcasts. Just such a decision was made by the Ramen textile men, the actors of the Izmail' theatre, a number of subdivisions of the Soviet Armed Forces, and other organizations. For a short time the

prominent men of literature and art participated in the broadcasts of the Radio University; S. Konenkov, A. Khachaturyan, D. Kabalevskij, S. Gerasimov, A. Surkov, F. Pantserov, I. Andronikov, A. Zharov; and others.

The regular broadcasts "The Writers Tribune", "The Poetry of Our Time" and "The News of Literature and Art" are arousing a positive response in radio listeners. The literary broadcasts of the writers of the people of the USSR occupy a significant place in artistic broadcasting. In the present year it is planned to expand, through the Radio University, the propagation of the literature of the peoples of the USSR and its satellites, and also a show of the musical cultures of the peoples of the USSR.

An important part in musical broadcasting has been assigned concerts, which have been devoted to the creative work of Soviet composers. In connection with the plenums of the Board of Directors of the Union of Soviet Composers, a month of Soviet music was conducted. The broadcasts from the series "In the Union of Soviet Composers", in which form of reporting it is told about the meetings of composers with the workers of the huge metropolitan business enterprises, have received a great response.

But all this is only the beginning of the improvement of artistic broadcasting, which is still not keeping pace with life and with the inquiries of the workers.

We are still insufficiently publicizing our achievements in the field of spiritual culture. By virtue of the inadequate demands in radio programs, mediocre musical and literary works creep in. A poor job is being done in enlisting the help in broadcasting of the new forces of the masters, the various musical and theatrical associations, and the amateur stage. For the creation of original musical programs, the great composers, writers and poets are rarely called upon.

The workers of radio are called upon to heighten the role of artistic broadcasting in the esthetic education of the people, to improve the quality of artistic programs, to acquaint the listeners with the distinguished works of Soviet and world musical culture and of the creative work of the people, and to constantly interest the new and talented forces of the masters in broadcasting.

A tremendous part in the political and esthetic education of the nation belongs to local broadcasting. However, serious defects in the management of local broadcasting have resulted in the fact that there is no proper order and coordination with radio centers. Often from Moscow are sent broadcasts on particular, local subjects which can be better and more skillfully prepared in the republics and oblasts. At the same time, in the broadcasting of the republics, especially in the national languages, the life of the Soviet Union and the events abroad are inadequately interpreted. In the separate Union and autonomous republics, broadcasting in the languages of the other peoples who inhabit these republics is conducted in extremely small volume.

The daily volume of local broadcasting on the 7-year and the perspective 15-year plans will grow steadily. At the end of the year 1965, the average daily volume of broadcasts in the Russian Federation alone will reach 761 hours, and in the other republics, 503 hours. In many of the republics, oblast's and krajs the broadcasts will be organized into second and third programs. In the present year special programs are being introduced on ultra-short wave. All this will make it possible to more fully satisfy the spiritual needs of the multinational population of the Soviet Union.

Local broadcasting must in an especially active manner intrude upon life and must actively help the Party organs in the solution of political and economic problems and in the mobilization of the workers for the execution of the 7-year plan of the buildup of communism.

An example of the Ryazan radio points out that if broadcasting is conducted with a clearness of purpose and if it is closely connected with the life of the people, then its efficiency will grow significantly and it will be capable of actively assisting in the successful solution of economic and political problems.

Unfortunately, still not everywhere do local Party and Soviet organizations utilize in full measure radio and television in ideological and educational work.

As it is well known, in the December (1959) Plenum of the TsK KPSS, the leaders of the Party and Soviet organizations of the Kazakh SSR were subjected to sharp criticism for their great mistakes in the harvesting campaign. At the end of 3 weeks, material was received from Kazakhstan for radio central, in which practically nothing was said about what was being done in the republic for the elimination of the mistakes and for the applied execution of the orders of the Plenum of the TsK. The author of the broadcast in a kindly tone of voice reported that "the people of Kazakhstan know how to appreciate machines and use them to their fullest capacity ... here in the fields no longer remains a single ear". As it turned out, this cheerful tone far from conformed with the actual condition of things in the republic. Worse than that, many of the broadcasts gave incorrect information on the progress of the gathering of the harvest and of the use of the machines, and lulled the agricultural workers with an imaginary sense of well-being. Great defects were revealed through checking the broadcast in the Kirghiz SSR. Radio broadcasting there is still being conducted on a lower ideological and political level. It suffices to point out that, from January through November 1959, out of 25 broadcasts in the Russian language which were devoted to the propagation of the decrees of the 21st Congress, only 2 were based on materials from the life of the republic.

A state-controlled committee for radio and television should strengthen the leadership of local broadcasting, drastically raise its ideological and political level, and completely overcome the isolation of local broadcasting from life and from the practical problems of the buildup of culture and economy.

A radical improvement of all forms of our broadcasting is impossible without the instillation of the very newest technical achievements in radio and television. Radio broadcasting for the population of the USSR still remains, in essence, with one program, and the radio listeners are not able to choose programs which interest them. Even the first program of central broadcasting is poorly received in the isolated regions of the North, Siberia and the Far East, and the zones of operation of the second and third programs are limited.

We cannot permit such a situation of the ever important work for the improvement of political and economic radio and television broadcasting going for naught because of imperfect technical equipment. It is necessary to develop and perfect all the newest technical means of radio and television. Within the next year will be carried out the construction of new and powerful medium-frequency, short wave and ultra-short wave radio broadcasting stations, and also the erection of more than 60 radio broadcasting stations.

In the field of television, in the 7 years is planned the construction and reconstruction of approximately 100 television centers and television relay stations. This will permit, by the end of the 7 years, the organizing of 2-channel television broadcasting in the capitals of the Union republics, and also their own television broadcasts in all the autonomous republics and the large oblast' cities.

In Moscow, before the end of the 7 years it is proposed to completely finish the construction of the second and third series of radio broadcasting stations on Pyatnitskaya Street, of the new and powerful transmitter television station at Ostankin, and also of the second line of the transmitting and studio complex of the television center with film studios and other technical services for the studio "Telefilm", which is being created.

Television reveals new, and indeed grandiose possibilities for the propagation of political and scientific knowledge, culture and art. Television has in a short time become a most important means of the ideological and political education of our country. We are progressing towards communism, when the achievements of science, literature and art should become possessions of the national masses. There is not a single form of artistic propaganda which can not be touched upon by means of television through its close envelopment of the masses, its clearness and its efficiency. If we should right now show a spectacular on a central program, more people would see it at once than would see it in the theatre in several decades. If we showed a movie on television just once, more people would see it than in two weeks in all the movie theatres in Moscow and the oblast's. Then what will it be when we connect a large part of the television stations with relay and cable rebroadcasting lines? And you see, this is a thing of the not-too-far-distant future. Who knows, maybe then we will be building fewer movie halls and theatres and more television centers, so that every Soviet citizen in his home life may watch on his improved, color television set, movies or

spectaculars, listen to a lecture or a political report. But it is already clear that this form of ideological, political and artistic education of the people will be developed unusually fast and is enveloping with its influence millions and millions of Soviet people.

And what thrilling perspectives television is revealing to the artists, scholars, writers and journalists! Not a single artist, scholar or writer who has devoted himself to the enrichment of the spiritual life of the nation can remain indifferent toward television, which permits them to bring their thoughts, their products and their masterpieces to millions of Soviet people. Television viewers treated with great interest, for example, the new series "Soviet Literature", in which participated A. Tvardovskij, L. Sobolev, S. Marshak, A. Prokof'yev and others.

Unfortunately, television makes extremely inadequate use for propaganda of the achievements of the Soviet nation. Television programs on social and political themes are often uninteresting. Central and local television studios hold few and far between discussions on the Marxist-Leninist theory. The form for the broadcasts "Talks on Communism" has not yet been found. These talks, as a rule, are not fortified visually with anything and the material is presented in a dry manner.

Television reporting on the life of the isolated republics, krajs, oblast's, cities, rajons, businesses, kolkhozes and sov-khozes is very rarely and, as a rule, unskillfully conducted.

There are very few of our programs which contain answers to the questions and letters of the workers. There is very seldom participation of the leaders of local organizations and institutions on such burning subjects as housing, planning and organization of public services, trade, medicine, etc. Very little consideration is given to the education of the communist relation towards work, towards the culture of conduct in life, and towards the maintenance of the norms of socialist society. The scientific community and the All-Union Society for the Dissemination of Political and Scientific Knowledge still uses television poorly for the propagation of the achievements of Soviet science, technology and culture.

The great possibilities of television for the education of youth are not utilized; young people's programs are small in number, are often casual in character, and the pedagogical society, the parents and the organizations of the Komsomolsk don't participate in the preparation of them.

The workers of artistic broadcasting are confronted with great problems. It is absolutely necessary to improve the musical and literary programs and to more fully satisfy the growing cultural inquiries of the Soviet people.

In a decision of the TsK KPSS, it is noted that the workers of television still have very little to do with the artistic intelligentsia, have not succeeded in establishing contact and mutual understanding with them, and have not taken an interest in the new

possibilities which television is opening up for the dissemination to the national masses of the achievements of literature and art, and of the best theatrical spectaculars, concerts and moving pictures. The societies of writers, movie photographers, composers, artists, and journalists, theatrical companies and associations of amateur artists must render great assistance to the writers of television. Not taking part in the creation of special television broadcasts are such musical associations as the Red Banner Ensemble of Song and Dance of the Soviet Army, the State-supported Russian people's chorus called the Friday State Ensemble of National Dances of the USSR and the dancing ensemble "Berezka". Writers still rarely participate in television.

The creation of the repertoire of television dramatic productions presents especially great difficulties, since the dramatizations, and sometimes the plays which are written for the theatre serve only as a source of contemporary subjects. The chief thing lacking is the play written especially for television. In this matter, not only the workers of television but also the writers are guilty. A section of television, created under the auspices of the Moscow department of the Congress of Writers a year ago, for the time being is still poorly attracting writers and dramatists to the creation of a repertoire for radio and television. Several writers not only are not creating productions for the new and most popular of arts - television, but are preventing the showing of dramatizations of their works, as it was, unfortunately, with the writers M. Bubennov and V. Tendryakov.

Soviet viewers want to see on the television screen not only programs prepared by the studio, but also the best spectaculars of the musical and dramatic theatres of the country. However, Moscow dramatic theatres are content to show their spectaculars 2-3 years after their premieres. Thus, the spectacular "The Chimes of the Kremlin", which was presented by the MKhAT (Moskovskij khudozhestvenny akademicheskij teatr imeni Gor'kogo - The Gor'kiy Academic Art Theatre of Moscow) in February 1956, was shown to the viewers in November 1958. Televiewers still haven't seen the spectacular of the Mossovet Theatre, "The Impenetrable Distances", presented in November 1957. In those very instances when spectaculars of a "younger" age are offered, they are, as a rule, unsuccessful and unartistic.

About all, among cultural and artistic workers it is sometimes heard that in general it is necessary to discontinue the television showing of spectaculars, concerts, moving pictures and other artistic programs, since they divert the audiences from the theatres, concert halls and movie theatres. But can we really permit the situation of not making use of the great advantages which television gives for the dissemination of the achievements of science, culture, and art, in the presence of the great thirst for literature and art? Besides this, a television program, as experience shows, is in no way injurious to the

success of a good spectacular, or moving picture, or an interesting concert program, but on the other hand it arouses towards them an even greater interest and a desire to see them in the theatre and on the stage.

In artistic television programs, proper consideration is not given to a contemporary theme. During 1959, out of 15 television musical spectaculars, only 7 were devoted to Soviet composers, and only 5 of them on a contemporary subject.

But what broad possibilities for the preparation of television programs the very abundant supply of artistic and documentary films contain which are in the custody of the State Film Archives! The leadership of the State Film Archives handles the allotment of the films to the television studios. The workers of this organization, apparently, are forgetting their chief task - the propagation of the wealth of cinematographic art, which belongs to the nation.

The showing of artistic films occupies a large part in the broadcasts of the Central television studio. But the existing order of the film industry catalog hinders the allotment of new Soviet artistic films for television; as a result, far from the best foreign and native films are often shown. The Party Central Committee provided in its decision a new order for the television showing of artistic, documentary and topical films, and of spectaculars and concert programs, a move which can really expand and improve television programs.

Television is becoming a tremendous force of political and artistic influence upon the masses and a most important means of the esthetic education of the nation. The programs of the Central television studio at the present time are being received in 12 oblast's in addition to Moscow and Moscow oblast'. Soon the Moscow programs will be able to be heard and seen in almost all of the Soviet Union. If one considers that programs for many studios and television centers are being prepared in Moscow, then it can be said that already these programs have spread into the entire Soviet Union.

The main reason for the defects in radio broadcasting and television is the unsatisfactory selection, training and education of personnel. People not infrequently are drawn to radio and television who have not proved themselves in other areas of ideological work. No wonder some workers of radio and television know little about life. Just how can they know life if they are not in businesses and kolkhozes, are not in close contact with the listeners and viewers, and don't learn their spiritual interests? There are such workers, who carelessly regard the suggestions and letters of the workers, who have lost the feeling of the new, who are impeding the attraction into radio and television of the young, creative forces, and who do not raise their ideological level and professional skill.

People who are professionally trained and who are masters of their trade, should work in radio and television.

But the training of these special personnel for radio and television is being provided quite unsatisfactorily. The MGU (Moskovskij gosudarstvennyj universitet - Moscow State University), VGIK (Vysshij gosudarstvennyj institut kinematografii - State Motion Pictures Institute) and the Polygraphic Institute are inadequately preparing specialists for radio and television. The matter of the training of editorial personnel for musical broadcasts is getting along quite unfavorably. As a matter of fact, these personnel are not being prepared in a single university in the country. An editor of radio and television must have, besides a knowledge of music, journalistic training and must know the technical aspects of radio. Still less progress is being made in the case of television director and operator personnel.

With such a critical shortage of directors and operators in television, our movie studios and theatres should be able to render such assistance. It is well known that in movie studios and theatres there are many qualified people who have nothing, or almost nothing to do. For example, in the Moscow Film Industry there are more than 100 directors and operators, but the studio releases only 37-40 pictures a year. Just imagine how many up-to-date, interesting and nationally desirous productions the creative workers of the movies and theatres could make on television!. In our country the creative labor of all the workers of the ideological front is valued highly. "The Communist Party", it was said in a welcoming speech of the TsK KPSS to the First All-Union Congress of Soviet Journalists, "values highly the precious labor of the Soviet journalists - the workers of the newspapers and the magazines, of radio and television, and of the publishing houses and information organs, who are playing a large part in the historic work of the building up of the communist society, in the education of the new man, and in the struggle for peace in all the world".

Creative unions can render invaluable assistance to radio and television in the enrichment of artistic programs. Councils are now being created on the various aspects of radio broadcasting and television with the participation of the creative unions and societies.

When it is a question of what kind of literary or musical productions, or how to present them on radio and television, the final word belongs to the creative community: the Congress of Writers, the Congress of Composers, the Congress of Artists, and other creative organizations. It is necessary for the workers of radio and television to lean upon the assistance and initiative of the community and, together with it, to resolve the great creative questions of artistic broadcasting.

The Communist Party gave the workers of the ideological front a clear program of activity and defined its contents, forms and methods. Armed with the historic decisions of the Communist Party and the orders of the Central Committee, the creative associations of radio and television workers, with the active help of the men of science, culture and art, will do everything to make radio and television propaganda meet the contemporary problems of the buildup of communism.

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