

***LET US ENHANCE THE ROLE OF THE MEDIA IN IMPLEMENTING THE  
DECISIONS OF THE PARTY CONFERENCE***

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A Talk to the Officials of the Propaganda and Agitation Department  
of the Central Committee of the Workers' Party of Korea as well as  
Journalists and Editors  
October 28, 1966

The recent Party conference was a historic meeting of great  
significance in the development of the Korean and world  
revolutions.

All Party members along with other working people are expressing  
their ardent support for the great leader's report to the Party  
conference, and the whole country is alive with revolutionary  
enthusiasm. His report to the Party conference is evoking admiration  
from many parts of the world. Many publications, news services and  
radio stations throughout the world are giving wide publicity to the  
news of the Party conference. They praise the report as a banner  
which inspires progressive people around the world with courage and  
confidence in victory in stepping up the anti-imperialist, anti-US  
struggle and in developing the international communist movement.  
In his report to the Party conference, the great leader, in connection  
with the prevailing situation, has set out the task of carrying through  
the Party's policy of pressing ahead with economic construction  
and defence build-up simultaneously while also strengthening our  
revolutionary base politically, economically and militarily.  
The officials in charge of the press as well as journalists are faced  
with a very heavy task in the struggle to achieve the goals set by the  
Party conference.

Newspapers, news services, the radio and other media are powerful  
ideological weapons of our Party for giving the broad masses  
revolutionary education and mobilizing them in the implementation  
of the Party's policies. Through the media the Party's ideas and  
intentions are brought home to the masses, and the latest news from  
home and abroad and about the building of socialism is spread  
widely. Without the media it would be impossible to be effective in  
educating the broad masses and mobilizing them for the  
implementation of Party policy.

In order to rouse the Party members and other working people to the  
struggle to implement the decisions of the Party conference and effect  
a revolutionary upsurge in all areas of socialist construction, we need  
an innovation first in the media's handling of propaganda. It is only  
when newspapers, news services and the radio burn with the Party's  
ideas and goals, till they bubble over, that a revolutionary atmosphere  
can pervade the whole country and a fresh revolutionary upsurge can  
take place in all areas of society.

At present, the press is not making propaganda at a high enough level  
to meet the Party's political needs and intentions. Articles carried

in the Party paper and other publications, for instance, lack profound content as well as a fighting spirit and the power of persuasion, such is the case with most of the articles.

The officials in charge of the press as well as journalists must raise the political and ideological level of the media while improving quality in order to bring about a new era in mass communications. The first order of business is to step up the work of propaganda to inspire the Party members and other working people with our Party's revolutionary ideas.

The most important issue in carrying out the decisions of the Party conference is to strengthen our revolutionary ranks rock-solid by fortifying the Party and uniting all people behind the Party and the leader. In order to cement the revolutionary ranks, it is necessary to realize the unity and cohesion of the Party with the people in ideology and purpose. To this end, Party members and other working people must fully understand our Party's revolutionary ideas.

The Juche idea is the sole guiding ideology of our Party, and all our Party's lines and policies are derived from it.

It is through the implementation of the Juche idea in all sectors under the leader's guidance that our people have been able to make historic changes in the revolution and in construction in order to develop in a short period of time the devastated country into the strong socialist country, independent, self-sufficient and self-reliant in defence. The validity of the Juche concept and its great vitality have been fully verified through practice, and masses of people around the world are now trying to learn this concept. However, the media is not efficient in the dissemination of the Juche idea. There are not many treatises that give an in-depth explanation of this idea, nor are there many articles that deal with the validity of our Party's consistent stand of independence, and its line of independence, self-sufficiency and self-reliant defence.

Establishing Juche is a very important and pressing matter for the Korean revolution and the international communist movement at present. That is why our Party published a major article, Let Us Defend Independence, in Rodong Sinmun (an organ of the Workers' Party of Korea-Tr.) last August. This article vindicated the validity of the independent and creative stand which is maintained consistently by our Party in the revolution and construction. It also stressed the pressing need and significance of defending independence in the international communist movement at this moment. The article is having a strong impact on the international community. But the press is silent, having dealt with it only once in the printed media, news services and on radio. Currently, it is difficult to hear from the media even a phrase advocating independence and the establishment of Juche.

Recently, publications have been giving publicity to the 'patriotic spirit of independence' which is said to have been advocated by the school of Silhak (practical science-Tr.) in the feudal ages, but it has nothing in common with our Party's revolutionary idea of establishing Juche. If the Party members and other working people

are equipped with the '°spirit of independence'± advocated by the Silhak school, it will be impossible to champion and implement our Party's line of independence and establish Juche in the revolution and construction. The fact that these publications are giving prominence to the proposition of the Silhak school of feudal society and giving publicity to it as the spirit of independence using the excuse of establishing Juche in opposition to sycophancy shows that the officials in charge of the media and journalists themselves do not seem to have a clear knowledge of how the Juche idea was established and what is the revolutionary essence of this idea.

The media must propagandize the Juche idea in depth so that the Party members and other working people understand clearly the essence of the Juche idea and its great vitality.

In addition to intensifying the propaganda of the Juche idea, the media must give wide publicity to the great leader's outstanding leadership skill and to his high international prestige.

The respected leader is a great revolutionary leader who, by his profound thoughts and theories, preeminent leadership and revolutionary experience, has made irreversible achievements for our revolution and mankind. Without his preeminent and seasoned leadership, the high prestige and dignity of our Party and Republic as well as our people's honour and happiness would be inconceivable. We must give wide publicity to the leader's greatness and encourage all Party members and working people to revere and follow the leader wholeheartedly uniting themselves solidly behind the Party and leader in idea and purpose.

In view of the fact that the revisionists are now trying to reject the leader's guidance over the revolution and construction and damage the prestige of working-class leaders, it is particularly important to step up propaganda which illustrates the leader's greatness. We must make our leader's greatness more widely known and thus convince not only the Korean people but also the people around the world of the revolutionary truth and historical lesson that the revolutionary struggle will emerge victorious only when the entire Party and all the people are united firmly behind their leader.

Proper news coverage of the events involving the leader's activities is vital in giving publicity to his greatness. The leader's diplomatic activities and the political functions attended by him should be reported in such a way as to vividly show his preeminent leadership ability, his appealing character and the warm feelings of reverence engendered for him by our people and the world's people. Even in the use of an epithet, care should be taken to express intimate feelings and courtesy, and the titles of news stories focussing on him should be given more prominence than other titles so as to ensure his high prestige.

Particularly in newspapers and other publications the photo of the leader should be presented properly. Since the people see the great leader's noble and benevolent image through his photographs carried in publications, both camera work and editing must be done skilfully and with the utmost care in order to ensure his prestige.

The spot news coverage, articles covering events, and accounts of visits should also analyze successes and experiences and emphasize their being the results of the leader's wise guidance rather than merely dealing with facts in a cold manner. In this way all the articles and compilations that are carried in publications will contribute to giving the Party members and working people a deep understanding of the validity of the leader's lines and policies along with the sagacity of his leadership.

The revolutionary character and class character of the publications and reports should be emphasized.

Revolutionary spirit and class character can be seen as the lifeblood of our Party publications and reports. If they lose their revolutionary and class character, our media will be unable to fulfil their role as an ideological instrument for people's revolutionary education.

We are faced with the task of eliminating the vestiges of old society and turning the whole of society into a new revolutionary and working-class form. On the international arena, too, an uncompromising struggle is being waged between progress and reaction and between socialism and imperialism. Such a situation requires that the media strengthen the revolutionary and class character of their output.

Serious shortcomings in the mass communications field are in evidence. Last year Radio Central broadcast a youth and student programme without any educational significance on the excuse of introducing a new form of mass education, for this I criticized them. Even in the subsequent months quite a few programmes with obscure and ambiguous ideological content have been aired by the media. A short time ago Radio Central carelessly broadcast a decadent song of a crooning style under the name of a popular song. Recent issues of the Party paper have carried stories about history, legends, descriptions of historical sites and articles about beautiful spots, and other side stories devoid of any educational value, merely for the sake of amusement. These things cannot help towards giving people revolutionary education.

In the issue of ideology, there can be no middle of the road; the demarcation line between that which is pro-working class and that which is anti-working class should be distinct. Since they are standing on the forefront of the ideological struggle, journalists must be politically more vigilant than anyone else and combat without compromise all elements which are contrary to the Party's ideology and of obscure class character. From now onwards you must be more on your toes and prevent the appearance in the media of anything that is ideologically obscure.

In his report to the Party conference, the great leader scientifically elucidated that the process of building socialism and communism is one with the process of making people revolutionary and transforming all social sectors to fit the pattern of the working class. In order to make people revolutionary, it is necessary to root out the remnants of capitalist ideas and all other non-working-class ideological elements from their minds while filling them thoroughly

with the revolutionary ideology of the working class.

The paramount aim in communist education of Party members and other working people is to enhance their class consciousness.

Working-class consciousness is the core of the communist ideology. The media must deal with an abundance of materials which provide a class education and communist education thus contributing to enhancing people's class consciousness and equipping them with the communist ideology.

Our Party's policy is to give people communist education which will be combined with education in the revolutionary traditions, putting emphasis on class education. We must intensify the propaganda of the revolutionary traditions so that Party members and other working people learn to embody the noble revolutionary spirit displayed by the anti-Japanese guerrillas and their valuable experience of struggle. This is the way to encourage our people to break through, by their own efforts, whatever difficulties and obstacles they may encounter in the path of their revolutionary struggle.

Bitterly recollecting the fact that during the strategic retreat in the Fatherland Liberation War a large number of people were captured and massacred by the enemy, even without fighting him, the leader used to say that this was due to the failure to give people a proper education in the revolutionary traditions. Currently when the enemy is stepping up more than ever his manoeuvres to provoke a new war, in order to invade the northern half of the Republic, we must not forget the bitter lesson of the strategic retreat and we must prepare the people politically and ideologically to be able to cope with whatever situation the future holds.

The experiences of the Fatherland Liberation War should be given wide publicity. In this war our People's Army and our people fought heroically, displaying noble patriotism and a self-sacrificing spirit, defended honourably the independence and freedom of the country by inflicting a political and military defeat upon the US imperialist aggressors who had been boasting that they were the 'strongest' in the world. The heroic exploits performed by the People's Army and the people in the war and their lessons gained from battle are now serving as valuable models for giving the Party members and other working people a correct view of war and for educating them on revolutionary doctrine.

Rousing the people to the anti-imperialist, anti-US struggle is an important task now facing the media.

At the Party conference the great leader defined US imperialism as the first target in the struggle of our people and the world's people. He put forward the strategy for the anti-imperialist, anti-US struggle, the strategy of directing the spearhead at US imperialism.

The US imperialists are the inveterate enemy of the Korean people, an enemy who began invading Korea over a century ago, has been occupying south Korea for 20 years since liberation, massacred a large number of our people during the last war and reduced our cities, towns and villages to ashes. They are increasing their manoeuvres of

aggression and war in many parts of the world, instead of discarding their wild ambition of world conquest. They are escalating the aggressive war against Vietnam while at the same time viciously conducting an anti-communist propaganda campaign aimed at undermining socialist countries. Nevertheless, the revisionists are claiming that the nature of imperialism has changed and are making compromises with them, spreading illusions about imperialism among the people.

We must, through newspapers, news services and the radio, expose and condemn the aggressive nature and brutal atrocities of US imperialism in a comprehensive and historically based format. In this way the world will clearly understand that US imperialism is not only the enemy of the Korean people but the common enemy of mankind and that without struggling against US-led imperialists it will be impossible to safeguard world peace and security, and national sovereignty.

At the instigation of US imperialism, the Japanese reactionaries are now unashamedly stretching their tentacles of reinvasion into south Korea and stepping up their hostile policy towards our Republic. We must also bring to light the criminal acts of Japanese militarism with its imperialistic ambition, so that not only the Korean people but also the people of Asia and the rest of the world heighten their vigilance against the danger of Japanese militarism which is being rearmed. The south Korean military fascist clique has made half the territory of Korea a total colony of US imperialism and, worse still, is again attracting the Japanese militarist forces that caused untold sufferings and miseries to the Korean people in the past. The fascist clique is shoving the point of its bayonet at the necks of the patriotic people who will not stand for their traitorous policy. The puppet south Korean clique is selling our fellow countrymen as slaves to foreign capitalists and farm owners and calling it 'emigration'. They have sent a large number of young and middle-aged people to the battlefield of south Vietnam to die like dogs.

The media must launch a powerful offensive for exposing the criminal acts of the south Korean military fascist clique. Reporters and editors must infuse into their articles the whole nation's wrath and hatred for the puppet south Korean clique that is totally selling out the country and the nation into the hands of US and Japanese imperialists. Each of their sentences and phrases must accuse them of acts of treachery before our nation and serve as the bayonet that is thrust into the enemy's throat. This will isolate the puppet south Korean clique thoroughly from the Korean and world's people and rouse the broad masses of the south Korean people to struggle against the colonial, fascist rule of the US imperialists and their stooges. Even under the barbarous military fascist dictatorship, under trying conditions, the south Korean workers, peasants, youth and students and various sectors of patriotic people are now struggling staunchly against the colonial rule of US imperialists and Japanese imperialists' manoeuvres for reinvasion, they want the right to live and democratic freedom. Their struggle is a just, patriotic struggle for

the country and the nation and a part of the Korean revolution as a whole.

Our media must become the banner that inspires the south Korean people with strength and courage. Journalists must give priority to the reporting of news about the south Korean people's struggle and give wide coverage of it, so that the people in the north always remember them, give them all their support and encouragement in this struggle, and let the voice of international support and solidarity with their struggle ring out loudly.

The most important revolutionary task of our Party and our people currently is to continue the advance in the construction of the socialist economy and at the same time accelerate defence build-up. In order to build socialism and communism successfully we must press ahead with economic construction in order to consolidate the nation's economic foundations and improve the people's living conditions. At the same time national defence must be strengthened so that we safeguard our revolutionary achievements.

Today's situation in which the imperialists are more blatant with their war manoeuvres than ever proves clearly the absolute validity of the great leader's line of pressing on simultaneously with economic construction and defence build-up.

It is no simple task to construct the economy and build up defence simultaneously. Nevertheless, continuing with the construction of the socialist economy and directing great efforts to defence build-up is necessary. It would be impossible to carry out this programme without mobilizing the whole Party, all the people and the entire army for a strenuous struggle.

Political propaganda and agitation for better and faster construction are needed to rouse the Party members and other working people to take on the struggle to carry out the Party's revolutionary line. The media must elucidate to the masses the revolutionary essence and validity of the programme of simultaneous economic construction and defence build-up. Immediate, in-depth publicity about the heroic struggle of the people who are working devotedly to carry out the Party's policy must be created as well as coverage of the successes and experience gained in the course of their struggle.

Ideologically profound, powerfully influential and appealing articles and compilations alone can touch the hearts of the people and rouse the masses to a heroic struggle and distinguished services.

Journalists must always write and publish many inspiring and gutsy articles and compilations which show the Party's political intentions and needs clearly, stirring up revolutionary enthusiasm in the masses. In this way a revolutionary atmosphere of working and living militantly with a gun in one hand and a hammer or sickle in the other will pervade the whole country, and an advance by leaps and bounds and innovations will be made in all parts of the country.

If they are to fulfil the noble mission and honourable task entrusted to them by the Party and the revolution, the journalists must improve their political and practical skills.

Our journalists are the people who are fighting with pens in the

forefront of our Party's press campaign. Journalists' loyalty to the Party and the revolution must find expression in their copious, brilliant writings which are vibrant with the spirit of the times and touch the people's heart. Our Party is a revolutionary party, a fighting party, so it needs the workers who, silently, concretely carry out the revolutionary tasks given by the Party. Workers who are not prepared politically and practically cannot prove themselves worthy of the Party's trust and expectations. Our journalists must learn to acquire a sharp political eye, a profound knowledge of nature and society and a high level of writing skill.

Our journalists must first fully equip themselves with our Party's lines and policies. Unless this is accomplished, they will not be able to write sound articles in harmony with the Party's ideas and intentions, nor can they analyse and judge anything correctly from the political point of view. Journalists must make a systematic, in-depth study of the leader's works and make his great revolutionary thoughts and theories their own world outlook, till they flow in their blood.

Our journalists must become well versed in politics, the economy, culture, science and technology. To this end, they must be voracious readers and acquire an expansive knowledge in many fields. They must go deep into the working world which is bubbling over with creation and innovation, and see many things to widen their mental horizon. Only then will they be able to produce many brilliant journalistic pieces.

In order to write well, they must improve their writing skill. A wealth of knowledge does not necessarily produce good writing. Orally expressing knowledge is easy, but it is not easy to express one's knowledge in writing. The journalists must make an active effort to acquire the art of writing and develop their writing ability until they are able to write articles of any genre.

Our journalists must also steadily strive to make themselves revolutionary. Without hardening themselves constantly and giving themselves revolutionary education, they would be unable to become genuine Party journalists, ardent champions of Party policy and its propagandists. When journalists have become true revolutionaries, our newspapers, news services and radio will successfully fulfil their important mission and role as the Party's powerful ideological weapons.

Our journalists must make unremitting efforts to better prepare themselves as able workers who are unfailingly loyal to the Party, while raising the political and ideological level of the media so as to prove themselves worthy of the Party's high trust and expectations.

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*Korean Friendship Association (K.F.A)*

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