

## ***ON A FEW PROBLEMS ARISING IN THE WORK OF BROADCASTING***

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A Talk to the Chairman of the Radio and TV Broadcasting  
Committee of the Democratic People's Republic of Korea  
July 30, 1967

The Radio and TV Broadcasting Committee of the Democratic People's Republic of Korea recently produced the song The Mother of Korea in an excellent fashion. I have been pondering how a song about Mother Kang Pan Sok could be produced and disseminated to the people, because we have no song about her. If this song were broadcast over the radio and TV the people would enjoy it, they would immediately pick it up and sing it. I wish you to convey my greetings to the creative workers of the Radio and TV Broadcasting Committee who made the recent production of the good song.

On the occasion of today's meeting with you, the Chairman of the Radio and TV Broadcasting Committee, I intend to address a few problems which have arisen at the present stage in the development of the broadcasting services.

The most important issue in the broadcasting services at the present time is the firm establishment of the principle of Juche. Establishing the principle of Juche in the broadcasting services means conducting these services in our own way, the way that suits the requirements of our Party, the specific conditions of our country and the ideas and feelings of our people. Only when the principle of Juche is firmly established in the broadcasting services can we preserve the pure character of our broadcasts in fulfilling their mission and role. In order to establish the principle of Juche in the broadcasting services, it is essential, above all, to determine the content of broadcasts as we require.

Determining the content of broadcasts is equivalent to the organization of operations in the army. Just as an army must perform an operation effectively in order to win in battle, so the composition of broadcasts must be efficiently determined in order to achieve success in the broadcasting services. At present, however, the content of broadcast programmes is determined without any basis of principle, as other countries do it. To see this clearly, we need only to examine the programme of broadcasting for a day. The timetable of regular broadcasts and the subjects of additional items are determined in the same way as in other countries and the timing of items is arranged rigidly as it is done abroad. The morning hours, lunch time and evening hours when people listen to or watch broadcasts for lengthy periods are very important hours for broadcasts. During these hours broadcasting should consist mainly of political propaganda items. And yet nowadays pieces of foreign music and

similar items are broadcast in the important broadcasting hours. It is a mistake to include broadcasts of foreign music during the prime broadcasting hours.

The content of news broadcasts is also determined dogmatically without any basis of principle, as it is done abroad. Our broadcasts nowadays include fewer news items on the pretext that in other countries there is little newscasting. We must keep the people informed of domestic and foreign news ten or even twenty times a day, if necessary. It is a great mistake to offer little newscasting in our broadcasts and follow the lead of other countries. If we accept one principle of foreign broadcasting today and two tomorrow nothing of our own will remain; we will become fools who blindly follow others.

The broadcasting sector must eradicate flunkeyism and dogmatism and organize efficient broadcasting based on political principle in conformity with the strategic requirements of our Party, the needs of our revolution and the thoughts, feelings and tastes of our people. If we are to establish the principle of Juche in the broadcasting services, we must establish a Juche-orientated system of delivery in broadcasting.

The art of delivery can be regarded as the face of the broadcasting system. It is only one part of the activity of broadcasting, but its position is important because it represents broadcasting as a whole. It may be regarded as representing the spirit of the nation externally. The art of broadcasting speech does not fall ready-made from the heavens, but is based on and reflects the linguistic life of the country and the nation. The art of broadcasting speech in a country where sovereignty rests in the hands of the people and an ongoing revolution is being carried out, must become the militant revolutionary art of speaking in a way which reflects the linguistic life of the people.

Our people's linguistic culture has developed into a popularly based and militant aspect of life under the wise direction of the great leader. He has said that our cultured language should be based on the Pyongyang dialect which was derived and developed from the inherent forms of the national language, as the people came together from every part of the country following liberation to carry out revolutionary struggle. He went on to say that it would be good to establish the Pyongyang dialect as the cultured language. The cultured language must be a language which suits the national taste of our people who are keenly involved in making the revolution, waging strenuous struggles and focusing all their energies on whatever they do even when they are only doing one thing, as well as a language which genuinely and accurately expresses our national identity. Announcers should employ the cultured language as their only weapon. Nowadays, however, if we listen to broadcast programmes,

we find that on the whole announcers speak feebly, imitating the speech of the announcers of capitalist countries. A long time ago I spoke on several occasions of the need to correct this situation. The sort of aberration manifested in the speech used for broadcasts indicates that the evil ideological influence of anti-Party, counter-revolutionary revisionists who plotted to use the broadcasting services to disarm the people ideologically has not yet been completely eradicated. When I say that announcers speak feebly, some people ascribe this to their skill in the art of delivery in broadcast. We do not recognize as a skill an art of delivery which lacks any ideological basis and strives for skill in the abstract. Behaving in a genteel way while failing to sharpen the edge of condemnation of the enemy cannot be regarded as a skill. The art of delivery practised by announcers representing voice of the Party should be a highly militant and revolutionary art of speaking suited to the character and the mission of the broadcasts.

It is not that announcers should make a lot of noise because they have been told to handle broadcasts in a militant and revolutionary way. In general terms, the speech of announcers should be fluent and their intonation should be gentle but angular. When they strike at the enemy, they must speak forcefully so that he will shudder in fear and become dispirited. When informing the people of good news, they must speak to them impressively, in a voice overflowing with delight: while conveying bad news, they should speak in muffled yet confident tones.

In order to establish the principle of Juche in the broadcasting services, it is essential for officials in charge of broadcasts to thoroughly assimilate the Party's policies.

Our Party's policies are based on the application of the principle of Juche. The struggle to implement Party's policy can be accurately defined as the struggle to establish the principle of Juche. Only when officials in the sector of broadcasting are thoroughly cognizant with Party's policy can they organize and develop broadcasting in accordance with the requirements of the Party and the revolution, in accordance with the ideas, feelings and tastes of our people.

Party's policy is the only guiding principle in the work and life of Party members and other working people. If one is not familiar with Party's policy, one cannot discriminate between what is right and what is wrong, and one follows what others do without any sense of orientation. At the 15th Plenary Meeting of the Fourth Party Central Committee, a number of people were exposed and criticized for failing to discriminate the moves of anti-Party revisionists and following them blindly, simply because they had failed thoroughly to assimilate our Party's policies. The officials of the Radio and TV Broadcasting Committee are no exception in this. Because they did not thoroughly arm themselves with Party's policy in the past, there

were many instances in which they had no insight into the crafty moves of anti-Party revisionists and they followed them blindly. Officials of the broadcasting sector must study the Party's policies on a regular and habitual basis and acquaint themselves thoroughly with the essential requirements of these policies and their basis of validity, always thinking and acting in conformity with them. In addition, they must fight uncompromisingly against all factors which run counter to Party's policies and resolutely defend and protect these policies.

On another matter, we must further improve the propaganda broadcasting service to meet the requirements of the prevailing situation.

The present situation is very tense. US imperialists and the south Korean puppet clique are making ever more frantic efforts in their war preparations and perpetrating incessant military provocations against the northern half of the Republic. On the other hand, our enemies are also undertaking vicious ideological and cultural offensives against us.

As the situation becomes tenser, we must intensify the ideological education of the people and ensure that they live and work in constant atmosphere of militant effort and firm confidence in victory. Officials in the field of broadcasts should intensify the work of the propaganda broadcasting service so that our people will be able to cope with the enemies' desperate moves to provoke war. As well as the propaganda broadcasting service for the education of the people in the northern half of the Republic, the service for the south Korean people must be improved.

The great leader has said that the propaganda service for the south should be improved, repeating us that a revolutionary awareness must be awakened in the south Korean people in order to accelerate the great event of national reunification.

In the present situation it is difficult to distribute our publications in south Korea but we can broadcast propaganda effectively. Broadcasts can be a powerful means for the revolutionary education of the south Korean people. The south Korean people are said to listen to our broadcasting a great deal and there are many reasons why they do this. One of these is that our broadcasting is true and sound, and another is that it uplifts their depressed hearts and arouses their spirits. I have been told that they listen systematically to our broadcasting and study the ideas and policies of our Party, acquainting themselves with the state of development of the northern half of the Republic and learning our songs. If the propaganda broadcasting service for the south is managed efficiently, we shall be able to achieve great success in enlightening and awakening the south Korean people.

We must manage our propaganda broadcasting effectively, remembering that the south Korean people are our fellow countrymen, members of the same nation, with whom we must live together for ever in our reunified country.

The Pyongyang Broadcasting Authority should base its broadcasting on the keystone of the greatness of the respected leader, concentrating all its efforts on this. Only when the greatness of the leader is effectively propagated can we thoroughly imbue the minds of the south Korean people with his great virtues and induce them to revere him warmly, hold him in high esteem and follow him as the sun of the nation. Propagandising his greatness will induce in the south Korean people a great honour and pride in the Korean nation, so that they will unambiguously identify the focus of unity and take an active part in the revolutionary struggle.

Moreover, the Pyongyang Broadcasting Authority should conduct effective propaganda concerning the state of development of the northern half of the Republic and the advantages of the socialist system. The superiority of the socialist system established in the northern half of the Republic and its achievements in the building of socialism will provide great encouragement to the people of south Korea. In order to avert this influence our enemies attempt to distort reality and fabricate lies, to slander and calumniate us, and they continue to block the air waves. In these circumstances it is important to frustrate the enemy's manoeuvres and to provide the south Korean people with accurate knowledge about the northern half of the Republic. When the guns are silent the struggle of the radio waves is fundamental. In order to overcome the enemy's attempts to obstruct our broadcasting, we must struggle effectively and overwhelm our enemies by means of radio warfare. If we are to win in a war, our spirit, our firepower, and our tactics must be superior to our enemies'. Likewise, if we are to win in radio warfare, we must overwhelm the enemy in all respects. In theory gun warfare is analogous to radio warfare. When our enemies raise the grey wind, we must tame and control it by making use of the red wind of the Juche idea.

We must ensure that broadcasting is technically effective. Broadcasting involves the complicated technical process of turning the sounds caught by microphones into electrical waves and giving them impetus: it is inconceivable apart from dependable technical equipment and operational skill. The technical work of broadcasts is therefore not a merely support work but work of primary importance. The work of ensuring the technological quality of broadcasts is presently all the more important since it involves constant improvement of the technical quality of broadcasting to the current level of modern science.

Although the economic resources of the country are still inadequate, our Party does not begrudge money if it is required for consolidating the material and technical basis of broadcasting. One link in the chain

of efforts to consolidating the material and technical basis of broadcasting is the practice of the Radio and TV Broadcasting Committee in sending technical delegations to foreign countries. When people are sent to foreign countries, it is imperative that they be properly selected and educated.

First of all, the task of choosing the individuals should be carried out with care. Today I saw the proposed membership of a delegation to be sent to a foreign country by the Radio and TV Broadcasting Committee to buy broadcasting equipment. It is commendable that the delegation to be sent to other countries to buy broadcasting equipment should consist of experts who are well acquainted with the technical aspects of broadcasting, as you have proposed.

After the persons are chosen, it is important to educate them properly before sending them. The essential purpose of the education of those who travel to other countries is to get them to maintain the standpoint of Juche firmly at all times in their transactions with foreigners.

Flunkeyism and technical mysticism are now frequent occurrences among workers who go to foreign countries. I have been told that some officials assume a humble posture and idolize any country where they see machines which do not exist in our country or machinery and equipment which are more developed than ours. This sort of attitude may undermine the dignity of our people and the authority of our country and cause considerable political damage. When we visit other countries and buy machines and equipment, we must assume an attitude of pride, instead of hanging our heads and assuming a humble attitude. While examining in detail the quality and prices of the items which we intend to buy, we must bargain over the price. If our opposite numbers say that our demands are unacceptable, we should withdraw from the negotiations. Those who engage in transactions with foreigners must always remember that the dignity of the nation and the authority of the country lie heavy on their shoulders.

Not only the officials of the Radio and TV Broadcasting Committee, but all officials who visit other countries must maintain a Juche-orientated stand and attitude in their work. Only then can they import a single machine or piece of equipment which will be of service to the economic construction effort and the scientific and technical development of our country and will go on working efficiently in the interests of our revolution.

An important aspect of the work of ensuring the quality of broadcasting technology is opposing the disease of indiscriminate importation and establishing the revolutionary spirit of self-reliance among our officials.

Quite a few officials are now infected with the disease of indiscriminate importation. Some of them import any machines which they see for the first time in another country without

performing any calculations, and buy quite ordinary implements, tools and spare parts. When we examine the list of items which have been imported by some people, we find they are kinds which we can produce by our efforts if we wish. If technicians contract the disease of indiscriminate importation, they no longer think of using their own brains for industrial research, but think first of buying from abroad. In the end this leads to the losing of their grasp on principle and becoming fools who rely only on others. The disease of indiscriminate importation is a manifestation of national nihilism and flunkeyism and has nothing to do with the standpoint of people who are making a revolution. If one looks up to and depends on others willy-nilly, one cannot conduct a revolutionary struggle, one cannot even continue living.

We must not understand self-reliance as rejecting what is not ours and considering as ours only what we already possess. Self-reliance as we use the word means that in solving our problems we should under all circumstances take the standpoint of believing in our own strength in carrying out the revolution and the work of construction; it does not mean rejecting the advances made by other people. Self-reliance and chauvinism are quite different matters.

The Radio and TV Broadcasting Committee has extensive experience in self-reliance.

A long time ago the great leader also proposed a far-sighted plan for TV broadcasting in our country. However, the countries which produced TV broadcasting equipment had no intention of providing us with this equipment. When we asked them to supply us only with the design for this equipment, they asked us to pay a large amount of money. At that time we were once again made keenly aware of the truth that in order to carry out the revolution, we must rely on ourselves. We established a group for the manufacture of TV broadcasting equipment based on a core of broadcasting technicians, and worked hard for nearly two years until we succeeded at last in manufacturing the equipment, and then we announced the inauguration of our TV broadcasting to the whole world. If at that time we had not adopted the motto of self-reliance, but only looked to others, we would not yet have any TV broadcasting in our country. A few years ago the Radio and TV Broadcasting Committee required larger quantities of recording and editing equipment to cope with extended broadcasting hours and the increased amount of material being recorded. At that time it could hold out its hand to the state and ask for money to buy from abroad, but our broadcasting technicians determined to produce the equipment through their own efforts and they set to work, with the result that they produced more than ten Chollima-model fixed recorders. These facts show that no job is impossible if we buckle down to work in a resolute spirit of self-reliance.

As the great leader constantly repeats, when people are determined

to do something and buckle down to work, nothing is impossible. The Radio and TV Broadcasting Committee has many skilled technicians. If it gives them proper education and organizes and coordinates their efforts effectively, it will be able to produce as much excellent broadcasting equipment as it wished. Needless to say, in conditions presently obtaining in our country it is quicker and easier to import large elements of technical equipment from the advanced countries in order to catch up with the rapidly developing world trends in broadcasting technology. Nonetheless we must not import from abroad even that equipment which we can produce for our own use by conducting our own research. If we become accustomed to relying on others because of the immediate situation, we will never shake off the fetters of dependence on others. Because broadcasting plays an important role in the ideological work of our Party, we do not begrudge money for improving our broadcasting services. However, if we import from abroad what we can produce by ourselves by using our brains and making a slight effort, we may become like people pouring water into a bottomless pot. Officials in the broadcasting sector should always bear the country's economic life in mind. In the future when you wish to import something from abroad, you will have to consider carefully whether you could manage well enough without it, or whether you can make it yourselves, and which course is more economical. Officials in the broadcasting sector should uphold the policy of the Party and strive for great changes in the broadcasting services.

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