

***ON ENHANCING THE IDEOLOGICAL AND ARTISTIC LEVELS OF  
TELEVISION BROADCASTING***

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Talk to the Officials of the Propaganda and Agitation Department of the Central Committee of the Workers' Party of Korea and to TV Broadcasting Workers  
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It is nearly ten years since TV broadcasting started in our country. Thanks to the efforts made by the TV broadcasting workers in hearty response to the great leader's plan and the Party's policy during these years, many successes have been achieved in TV service. Our TV service started under the difficult circumstances when we had no experience, and we had to make the broadcasting equipment ourselves, but this service has now taken shape. The level of reporters, editors, announcers and technicians has risen, the material and technical foundations of TV broadcasting have been laid and a proper, orderly work system has been established.

TV broadcasting, as a powerful propaganda medium of our Party, is now greatly contributing to the ideological and cultural education of the people, encouraging them to carry out the revolutionary struggle and construction work, and playing a great role in enriching their cultural and emotional lives. Television, more than newspapers, magazines and radio, is popular among the people because important events and facts that occur at home and abroad come alive on the screen. Everyone, young and old, likes to watch TV.

Despite its great significance in propaganda and education and despite keen public interest, the level of TV broadcasting is generally not very high. TV content lacks variety and at times is downright monotonous, edited shows are low in the level of their presentation, and images and sound are not of very good quality. In short, the level of telecasting falls short of the mark set by the Party. TV workers must work hard to raise telecasting to a level demanded by the Party.

In order to improve TV services, it is essential, above all, to ensure ideological content, artistic quality and cultural refinement in TV programming.

To ensure these qualities is an intrinsic requirement of TV broadcasting. Without this guarantee in its programming, TV cannot fulfil its mission as the medium for people's ideological and cultural education and play its role as such.

Maintaining a high quality of political and ideological content is the cardinal principle of programming TV broadcasts. Every item in a TV programme must be based on our Party line and policy and designed thoroughly for people's revolutionary education. It is not only newscasts, news commentaries and introductory films that need to reflect the requirements of Party policy in a given period, but every

word spoken by those who appear on the TV screen and every song sung by singers should also be ideologically sound and revolutionary. Advertising products to make money and programming merely for the sake of amusement as is done in capitalist countries must be avoided. If anything devoid of ideological content is televised to make the audience laugh or kill time, TV broadcasting cannot maintain its revolutionary character as a medium for Party ideological education; on the contrary, it can have a bad influence on people.

TV must give efficient publicity to the greatness of the respected leader.

To give wide publicity to the great revolutionary ideas of the leader, to his wise leadership and noble virtues, is the primary task of TV broadcasting. By making certain that his greatness is widely known, television programming can encourage Party members and working people to take a noble pride in fighting for the revolution under his leadership and to be loyal to him to the very end on the revolutionary road. Thus it will contribute actively to establishing the Party's monolithic ideological system in the Party and throughout society. Telecasts should feature many documentary films and videotapes of the leader's on-the-spot guidance and of his diplomatic activities and various functions that have taken place in his presence. It is far more informative and impressive to watch the great leader on the television screen than to read about him or hear of his activities in public lectures to see him talking intimately to workers and farmers, showing his care for them when giving on-the-spot guidance to various fields of national economy, such as factories, countryside and construction sites; or meeting state leaders and prominent figures from various countries. The sight of the great leader active in field guidance and diplomatic activities impressively shows everyone just how hard he is working for the people and how deeply the world people respect him. The respected leader's energetic activities to guide wisely the revolution and construction to a final victory must be televised most respectfully and on the highest level, and his greatness must be shown in great depth and scope through various forms and methods.

In order to ensure the required political and ideological standard of TV broadcasting, we should base the broadcasts on Party policy. The form and content of newscasts, general programmes and literary and artistic presentations should be arranged in such a way as to convincingly explain and disseminate the revolutionary thoughts and instructions of the great leader and the Party line and policies. In this way the Party members and working people will acquire a clear understanding of the essence, correctness and significance of his revolutionary thoughts and the Party's policies, and think and act in accordance with the leader's instructions and the Party's policies. Dynamically conducting agitation for increased production, along with policy propaganda, is an important requirement for bringing about continual innovations and upsurge in socialist construction by inspiring the masses with revolutionary enthusiasm. Television must

be responsive to the Party's new policy, broadcast many programmes that are both strongly encouraging and appealing, and especially give wide publicity to impressive examples displayed by people in carrying out the Party's policy. Television must present a vivid picture of people everywhere in our country working hard in factories and on farms and fishing grounds to implement the leader's instructions and the Party's policies, placing emphasis on their success in this work. This will stimulate all working people to fresh labour exploits and spur the whole country on to greater revolutionary enthusiasm.

You must direct your efforts to ensure artistic quality in TV programming.

You must not neglect the artistic quality of TV or make the programmes drab just because you have to ensure ideological content. TV broadcast is a means to ideological education as well as a powerful tool for cultural education. It is a major characteristic of TV broadcasting, unlike other means of propaganda and education, to employ a variety of methods of artistic presentation. In order to sustain its characteristics, fulfill its function and play its role as a medium of cultural education, the television must raise the artistic level of its presentation. As matters now stand, this level is low. It is important to arrange images skilfully, since the content of TV broadcasting is realized through the screen. A television broadcast must be a continuous flow of edited images, except for spoken programmes, current news, explanations and various other forms of information and every image must be presented artistically. Unless all TV programmes are presented artistically and in good order, they will not stimulate the people's interests.

Not only art and literary performances but also documentaries and other ordinary shows should be rendered artistic through various methods and techniques so as to attract audiences. Field reports, panels and news commentaries should deal with principal images showing the Party's political requirements clearly and combine them properly with auxiliary images so that the principal images are emphasized and stand out in artistic relief. The size and composition of the images should not be uniform, but be diverse to suit the situation. The size of human images should be large, not distant views, so that their movements can be seen in detail. A live telecast of a football game, for instance, should show the movements of individual players and their skill of dealing with the ball as well as the whole playing field. Highly skilful play should be in close-up and there should be instant replay of goals scored so that the TV audience can see them in greater detail than in the stadium. This is an advantage of TV broadcasting. But in live football games telecasts these days I hardly see the faces of the players or make out who shot the goal.

Since all the TV programmes are broadcast by means of pictures and sound, the images and the sound must be synchronous and music and sound effects must be properly used. Only when pictures and speech, music and sound effects are refined and in harmony can the

advantages and the characteristics of television as a vivid propaganda medium combining pictures with sound be properly sustained.

Most of the speakers now appearing on TV read out their scripts without any feelings. They look unsophisticated. They should present their delivery without the use of scripts and speak briefly and clearly, and in a manner appropriate to the content—stirring and appealingly, or intimately and softly as in conversation. Their speech should be accompanied by film, so that the audience can see action, photographs and other visual aids while listening to the spoken words.

It is important to make effective use of music in TV broadcasts. Skilful use of music in harmony with the contents makes it possible to express emotions beyond the power of the spoken word or picture and touch people's emotions. For example, a field report on workers striving to carry out the Party's policy at a factory or a construction site will be able to make a stronger impression on the viewers if the lively scene and work results are explained with spoken words and supported by a musical piece like the Song of Chollima Vanguard, a piece full of the fighting spirit.

We must also pay close attention to giving artistic quality to the flow of TV broadcasting in general. Since different items make up the continuous flow of TV programming, their sequence and combination should be properly arranged. The shifting from one item to another and the change of scenes within a single item must be natural without interruption and well harmonized artistically.

The percentage of art and literary programming should be increased. Ensuring the ideological content of TV broadcasts means that the content of broadcasting in general meets the requirements of the Party's policies; it does not mean using the majority of programmes for political propaganda. A large variety of TV shows that include many items of art and literature can attract the people's interests and have a greater effect on viewers.

Many works of art and literature should be televised. Under the leadership of our Party, many new feature films, revolutionary operas, musical pieces, dances and other items have been produced in recent years. In particular, classic works created by the great leader during the anti-Japanese revolutionary struggle have been adapted for the screen and stage. These are evoking a great response among the working people. New films and revolutionary operas should be televised so that all people can see them. It will be also advisable to televise the commentaries on these films and operas as well as the working people's opinions on them. Paeans dedicated to the leader, revolutionary songs, lyric songs and many other forms of singing well-liked by our people should be telecast.

Films, serials, novels and various other items of art and literature adapted to TV should be produced for the TV audience. Merely telecasting videos of feature films for the cinema or of stage performances cannot ensure a variety in art and literary programming, nor can it sustain the artistic character of TV

broadcasts. Since not many works except for these video recordings are available, the same things have to be broadcast over and over again. There are complaints from viewers that TV broadcasts are monotonous and uninteresting.

In order to produce many works of art and literature for TV broadcasting, the Radio and TV Broadcasting Committee and the Ministry of Culture must work in close cooperation. The Broadcasting Art Troupe of the Radio and TV Broadcasting Committee alone cannot meet the demand for works of art and literature for TV, nor can it raise its artistic level. Officials of the Radio and TV Broadcasting Committee ask other art troupes to help with TV programming, but the latter are unwilling to do so because they are too busy. So TV workers are having much trouble with their work. This kind of begging is not the way to solve their problem. Measures should be taken in an organized way to establish a system of cooperation between the Radio and TV Broadcasting Committee and the Ministry of Culture, and to draw creators and artists from art troupes into TV broadcasting. The broadcasting committee and the Ministry of Culture must discuss and decide which art troupes should produce television programmes, what kinds of programming they should produce, when they should have it ready and when it should be performed on television. On this basis they should give assignments to art troupes concerned and supervise and control them to carry them out without fail. If any art troupe fails to carry out its assignment in time, it should be assessed as a failure to carry out the quota given by the state, and they should be brought to book for the failure.

It is important to ensure cultural refinement in TV broadcasting. Unlike radio, television gives a visual panorama of the development of a country, its people's cultural level and their mental and moral state. TV broadcasting can be said to be a mirror that reflects the standard of development and civilization in a country. Therefore, TV broadcasting in our country should clearly show our civilization and development, even if it is through portraying a factory or a farm village, and the noble traits and high cultural level of our people through their clothing and manner of speech. The people who appear on the screen should be selected properly so as to make a good impression on the audience.

It is important to arrange a variety of interesting programmes for the enjoyment of viewers. Poorly arranged programmes, no matter how good the individual items, will not be interesting to the audience and will thus have little cognitive or educative effect on them. Most important when preparing TV shows is to be responsive to the needs of the public. Editors must know the public needs and interest in detail and programme their telecasts so as to cater to the wishes of the public. The news of the current situation, on-the-spot news and videotaped news should be telecast in a mobile way to answer the needs of the people, who want to know about events at home and abroad. News should be broadcast in such a way that the audience eagerly waits for the next newscast. Major events of public concern

must be dealt with promptly as they happen. Songs, music, feature films and sports liked by the people should be broadcast in a proper combination with programmes that are needed for widening the people's vision and raising their cultural level. News of the latest developments in science and technology, general information on hygiene, scenic beauty and historical sites, both in our country and in the rest of the world, will be very welcome to the public. Since TV broadcasting is for the public in general, socio-cultural questions and scientific and technological questions should be dealt with in everyday language, not in scientific and technical jargon directed at experts. General principles of science and technology and the ways in which they apply to everyday life should be given in a simple language. This will facilitate the dissemination of science and culture through television, and TV broadcasting will make an active contribution to the cultural and technical revolutions.

In order to improve TV service we must improve the qualifications of TV workers. The ideological, artistic and cultural levels of television, and the quality of sound and images depend entirely on the qualifications of TV reporters, editors and technical personnel.

Television workers must first raise their political and theoretical levels. Only then can they accept the Party policy at every stage in time and disseminate it in depth, as intended and required by the Party, and enhance the fighting spirit and appeal of TV broadcasting. In addition, TV workers must acquire a wide variety of knowledge about economy, culture, military affairs and especially art and literature. Because general items, to say nothing of works of art and literature, should be presented artistically on the TV screen, the editing of TV programmes can, in effect, be said to be a form of artistic creation. TV workers must strive to equip themselves with our Party's idea and theory of art and literature and acquire a wider range of knowledge in this field.

TV broadcasting employs various technical means, and its entire process, ranging from the preparation of programmes to final telecasting, is a continuous technical process. Therefore, TV workers must be versed in the scientific and technical principles of TV broadcasting and possess the necessary knowledge and ability to handle their technical equipment in a skilful way. TV images at present are not very clear or stable and the sound is not very smooth, mainly because of crude technical operation. TV workers must raise their technical level and handle their equipment and machines skilfully in accordance with technical regulations, and editors and technicians must work in close cooperation to coordinate the editing and technical processes.

Special attention should be paid to raising the level of television directors, for we can say the quality of TV broadcasting depends on the level of its directors. Just as film directors are in command of film production, so TV directors are in command of TV editing. The TV director produces a comprehensive system of artistic presentation by giving unified direction to the work of producing different items, using different means and methods. Therefore, he is required to

possess a wider range of knowledge and artistic skill than directors in cinema and any other field of art. In order to broadcast TV productions excellent not only in political and ideological content but also in artistic quality and cultural refinement, directors' qualifications must be decisively improved.

To raise the quality of TV broadcasting, TV equipment must be steadily modernized.

Since TV broadcasting employs various sophisticated technical means, one cannot improve its quality without modernizing the necessary equipment and machinery. Today, science and technology are developing rapidly in the world, and new equipment is being produced on the basis of the latest achievements in science and technology. Therefore, unless we strive to modernize in this area, we may end up lagging behind world trends of development.

To modernize we shall have to import some latest equipment and machines, which we cannot produce ourselves now, but other things we must produce ourselves or modify them. The TV workers' revolutionary spirit of self-reliance is gradually weakening. When they originally prepared to start up a TV broadcasting system, they formed a group and made TV equipment and machines through their own efforts by displaying the revolutionary spirit of self-reliance, and thus ensured the successful launching of television broadcasting in this country; now, however, the fighting spirit displayed in those days can no longer be found. Over the recent years the Party has supplied a lot of the latest equipment needed to develop TV broadcasting rapidly. It seems to me that this has led to the development of a bad habit among TV workers: that of relying only on supplies from higher authorities. There are many talented and well-informed technicians on the Radio and TV Broadcasting Committee. Therefore, if work is well organized and if their revolutionary zeal is aroused, they can solve the technical problems connected with modernizing TV equipment through their own efforts.

Colour TV is a feature of broadcasting in many countries. Our TV workers should also make proper preparations for colour TV services in our country in the near future.

Success in any work depends on the degree of revolutionary enthusiasm shown by the workers in pushing ahead as fast as possible on the project. Workers and artists in the field of art and literature have created an unprecedented miracle in the history of opera production by completing three revolutionary operas in less than one year, thanks to their hard work under the leadership of the Party. TV people must emulate the fighting spirit of the art and literature workers and make militant efforts to bring about a new revolutionary upsurge in television production by displaying strong revolutionary zeal and creative powers.

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