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I.K.
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POLAND

REGIME RESPONSE TO WESTERN BROADCASTS AND LEAFLETS

PROPAGANDA (2600)
Anti-Western(2601/A)

AN UNKNOWN LAND

SOURCE AUDIENCE ANALYSIS SECTION: NOWA KULTURA, vol. VI, No. 35(283)
28.8.55 p.3

AUDIENCE ANALYSIS SECTION COMMENT: None

EVALUATION COMMENT: None

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(Summary and excerpts)

The author of the article bitterly complains about the Polish Radio's reluctance to avail itself of experiences and ideas of foreign radio stations. In spite of the existence of a Research Bureau as well as of a special office for radio exchange with foreign countries, foreign radio remains an "unknown land" to the programming people.

An interesting guessing game of the East German radio had to wait for three years before the Polish Radio decided that it could be profitably adopted. The author lists a number of outstanding features of foreign radio which could be used as a model by WARSAW, but which are not; thus, the French historical series, the British "Brains Trust", British "family plays", fantastic plays about interplanetary travels, etc., Soviet series about Polar expeditions, etc.etc. And yet, the adaptation of experienced foreign patterns yields very good results, as can be seen on the example of "Music and Current Events", adapted by WARSAW from the Swiss radio. - The author blames the Polish Radio lack of courage to experiment and its wrongly conceived reluctance to draw on the experience of capitalist countries.

"And what about the listener? - A radio set has this special feature that it can be tuned into various wavelengths so that the listener can, on his own, travel across the ether. This is an interesting travel for people who know foreign languages and who have the sure judgement where they can find truly good programs. But it is a dangerous travel for others who err, handling the knob in the haphazard way, - a travel full of pitfalls of rubbish and hostile propaganda."