

Message Text

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ACTION EURE-12

INFO OCT-01 ARA-11 EA-10 NEA-06 IO-14 ADS-00 CIAE-00

DODE-00 PM-05 H-01 INR-10 L-03 NSAE-00 NSC-05

PA-01 SP-02 SS-15 ICA-11 SMS-01 EB-08 OMB-01

TRSE-00 AGRE-00 SIL-01 LABE-00 LAB-04 /122 W

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FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 5129

INFO AMCONSUL LENINGRAD

AMEMBASSY WARSAW

AMEMBASSY BELGRADE

AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMCONSUL MUNICH

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY BONN

AMEMBASSY LONDON

AMEMBASSY PARIS

AMEMBASSY ROME

USMISSION USBERLIN

USMISSION USNATO

AMCONSUL HONG KONG

AMEMBASSY BEIJING

AMEMBASSY TEHRAN

USMISSION USUN NEW YORK

AMEMBASSY MANAGUA

AMEMBASSY KABUL

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SUBJ: 1979 MAY DAY SLOGANS

REF: '78 MOSCOW 24894 (NOTAL)

1. BEGIN SUMMARY: ON THE FOREIGN POLICY SIDE, THIS YEAR'S MAY DAY SLOGANS, PUBLISHED IN PRAVDA APRIL 14, OFFER LITTLE APPRECIABLE CHANGE IN THE LANGUAGE ON

DETENTE. A NUMBER OF NEW PROBLEM AREAS -- KAMPUCHEA, AFGHANISTAN, IRAN, AND NICARAGUA -- ARE ADDED AND OBLIQUE REFERENCE IS MADE TO THE EGYPTIAN-ISRAELI TREATY. ON THE DOMESTIC SIDE, THEY REFLECT A CONTINUED SLOWDOWN IN ECONOMIC GROWTH SIDE-BY-SIDE WITH THE SLIGHTLY MORE SOLICITOUS ATTENTION TO THE CONSUMER NOTED LAST OCTOBER. END SUMMARY.

2. INTERNATIONAL SLOGANS: A NUMBER OF CHANGES, MOSTLY ADDITIONS, WERE MADE IN THE FOREIGN POLICY SECTION OF THE SLOGANS. REFLECTING THE RECENT SINO-VIETNAMESE CONFLICT, THE LANGUAGE ON VIETNAM WAS TOUGHER, ENDING WITH THE DEMAND "HANDS OFF VIETNAM*" (49). REFLECTING OTHER TROUBLE SPOTS, NEW SLOGANS WERE ADDED ON KAMPUCHEA, AFGHANISTAN AND IRAN (51, 52, 53). THE LANGUAGE ON CHILE WAS SHORTENED, BECOMING SLIGHTLY LESS MILITANT IN THE PROCESS. A NEW SLOGAN SENDING GREETINGS TO THE "PATRIOTS AND DEMOCRATS" OF NICARAGUA WAS ADDED (58). THE LANGUAGE DIRECTED TOWARD THE ARAB PEOPLES WAS REWRITTEN TO INCLUDE CONDEMNATION OF "ANTI-ARAB SEPARATE DEALS" AND "IMPERIALIST DICTATION" (61). AND THE CANADIANS AND THE AMERICANS WERE INCLUDED IN THE SLOGAN CALLING ON THE EUROPEANS TO CARRY OUT THE HELSINKI FINAL ACT (62).

3. WE ARE UNABLE TO READ MUCH SIGNIFICANCE INTO THE LIMITED OFFICIAL USE

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SLIGHTLY CHANGED LANGUAGE ON DISARMAMENT AND ON OPPOSITION TO THE FORCES OF "MILITARISM AND REVANCHISM". WE DO NOTE THE SUBSTITUTION OF THE FORCES OF "IMPERIALISM AND HEGEMONISM" (I.E., THE U.S. AND CHINA) FOR THE EVEN MORE VAGUE PHRASE IN THE NOVEMBER 1978 SLOGANS, THE FORCES OF "REACTION AND AGGRESSION" (64). THERE SEEMS TO BE NO APPRECIABLE CHANGE IN THE LANGUAGE ON DETENTE, PER SE.

4. INTERNAL SLOGANS: ON THE DOMESTIC SIDE, REFLECTING A CONTINUED SLOWDOWN IN ECONOMIC GROWTH, SLOGAN NO. 22 NOW SOBERLY CALLS ONLY FOR THE "FULFILLMENT" OF PLANS, WITH NO TALK OF "OVERFULFILLMENT". NO. 36 MOVES "METAL" TO THE TOP OF THE LIST OF RESOURCES TO BE ECONOMIZED. NO. 37, USUALLY AIMED ONLY AT "WORKERS", IS DIRECTED NOW AT SOVIET "CITIZENS" IN GENERAL, AND CALLS UPON THEM NOT ONLY "RATIONALLY", BUT ALSO "ECONOMICALLY", TO MAKE USE OF THE COUNTRY'S RESOURCES AS WELL AS TO PRESERVE THE ENVIRONMENT.

5. INCREASED ATTENTION TO THE WANTS OF THE CONSUMER, HOWEVER, CONTINUES. LAST OCTOBER'S REFERENCE TO THE

"GROWING" NEEDS OF THE SOVIET PEOPLE HAS BEEN KEPT (NO. 26). FURTHERMORE, NO. 28 NOW LEADS OFF WITH "MORE FULLY SATISFY THE REQUIREMENTS OF THE SOVIET PEOPLE", INSTEAD OF RELEGATING THIS CALL TO LAST PLACE IN THE SLOGAN; AND NO. 35 ADDS THE CALL FOR HIGHER "QUALITY" IN THE SERVICE INDUSTRY.

6. IN AGRICULTURE, NO. 29 REITERATES APPROVAL OF "SPECIALIZATION AND CONCENTRATION" BUT FAILS TO MENTION "INTERFARM COOPERATION AND AGRO-INDUSTRIAL INTEGRATION". THIS WAS ALSO THE CASE LAST OCTOBER. ANOTHER SLOGAN AIMED AT FARM WORKERS, NO. 30, THIS TIME AROUND ADDS AN ENDORSEMENT OF "PROGRESSIVE METHODS OF LABOR ORGANIZA-

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TION". THIS MAY BE A FORERUNNER OF RENEWED LEADERSHIP INTEREST IN THE "NORMLESS LINK" SYSTEM; KOMSOMOLSKAYA LIMITED OFFICIAL USE

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PRAVDA RAN A MAJOR ARTICLE DEVOTED TO THE SUBJECT ON APRIL 12, THE FIRST WE HAVE SEEN IN A LONG TIME. ON THE OTHER HAND, IT MAY SIMPLY HAVE IN MIND THE "IPATOVSKY METHOD" DEVELOPED IN STAVROPOL KRAI UNDER NOW CENTRAL COMMITTEE SECRETARY FOR AGRICULTURE GORBACHEV.

7. ALTHOUGH A COUPLE OF REFERENCES TO "SOCIALIST COMPETITION" HAVE BEEN EXCISED ELSEWHERE, THE SLOGAN DIRECTLY DEVOTED TO THE SUBJECT HAS BEEN STRENGTHENED: NO. 17 NOW CALLS ON TRADE UNIONS "TO PARTICIPATE ACTIVELY IN THE MANAGEMENT OF GOVERNMENT AND SOCIAL AFFAIRS, IN THE SOLVING OF POLITICAL, ECONOMIC, AND SOCIAL-CULTURAL QUESTIONS."

8. ONE FAIRLY STANDARD SLOGAN HAS BEEN DROPPED. AIMED AT "WORKING PEOPLE IN THE NATIONAL ECONOMY", LAST OCTOBER (NO. 35), FOR EXAMPLE, IT CALLED ON THEM TO "PERSISTENTLY ENHANCE YOUR PROFESSIONAL SKILL AND MASTER ECONOMIC KNOWLEDGE AND MODERN METHODS OF MANAGEMENT AND ADMINISTRATION". THIS THEME WAS EVEN THE SUBJECT OF THE CENTRAL COMMITTEE DECREE ON THE BASHKIR REPUBLIC PUBLICIZED IN PRAVDA LAST SUMMER (AUGUST 8, 1978). IN LINE WITH THIS SEEMING DE-EMPHASIS OF EXPERTISE, NO. 18, DIRECTED AT YOUNG PEOPLE, NOW LEADS OFF WITH "PERSISTENTLY STUDY COMMUNISM", AND ONLY AFTER THIS MENTIONS "ACQUIRE KNOWLEDGE". NO 41, AIMED AT TEACHERS, CONTINUES LAST OCTOBER'S OMISSION OF THE PREVIOUSLY STANDARD INJUNCTION TO "IMPROVE THE TRAINING OF CADRES FOR THE NATIONAL ECONOMY."

9. THERE ARE THREE ENTIRELY NEW CONSCIOUSNESS-RAISING SLOGANS, POSSIBLY TO BE INTERRELATED IN PROPAGANDA EFFORTS IN THE COMING YEAR. NO. 15 IS PEGGED TO NEXT LIMITED OFFICIAL USE

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YEAR'S CELEBRATIONS OF THE 110TH ANNIVERSARY OF THE BIRTH OF LENIN, AND CALLS FOR WORKERS TO MEET IT WITH

"HONORABLE" EFFORTS. NO. 25 FOCUSSES ON ACCELERATING
THE DEVELOPMENT OF SIBERIA, THE FAR EAST, AND BAM
(THE NEW TRANS-SIB RR LINE). NO. 33 CALLS ATTENTION TO
ONGOING EFFORTS TO REVITALIZE AGRICULTURE AND THE
COUNTRYSIDE IN RUSSIA'S CENTRAL NON-BLACK EARTH ZONE.
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