

**BRITANSKY SOYUZNIK WEEKLY:
A CASE STUDY OF BRITISH PROPAGANDA
TO THE SOVIET UNION
DURING WORLD WAR II**



**Peoples' Friendship
University of Russia**

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- ❑ *Britansky Soyuznik (British Ally)* weekly was published in the Soviet Union within the Second World War years by the British Ministry of Information in Russian language.
- ❑ The first issue of *Britansky Soyuznik* was launched on August 16, 1943. It had 8 pages and 20,000 copies circulation.
- ❑ *Britansky Soyuznik's* highest circulation was 50,000 copies in 1944-1945.

The launching of *Britansky Soyuznik* is the result of negotiations between Mr. Lozovsky, Deputy People's Commissar for Foreign Affairs (the USSR) and Sir Walter Monkton, Director General of the Ministry of Information (the UK), on November 10, 1941, where agreements were reached on close cooperation between the British Ministry of Information and the Soviet Information Bureau.

This 12 pages A3 size newspaper published:

- reports from warfare areas where British armies fought against Nazi Germany and its allies;



12 (54)

Воскресенье, 19 апреля 1941 года

Цена 1 рубль

BACKGROUND

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- articles about new British military equipment;
- articles on British-Soviet military cooperation;
- articles about British science, industry, agriculture, and transport;
- reports and photoessays on everyday people's life in the UK;
- historical backgrounds of British Commonwealth countries;
- cultural, theatre and literature reviews;
- speeches by key British policymakers.

БРИТАНСКИИ
СОЮЗНИК

12 (54)

Воскресенье, 19 апреля 1944 года

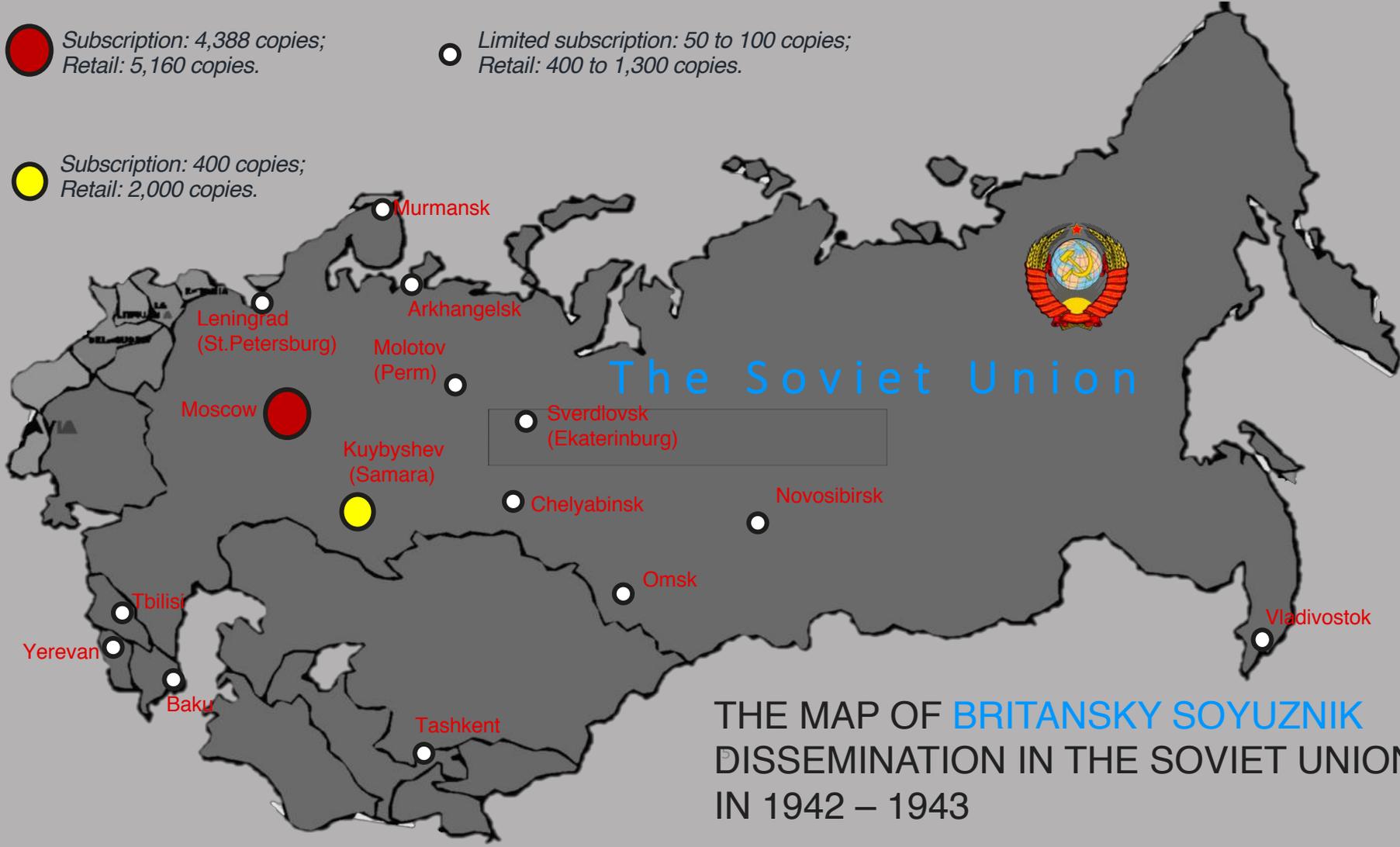


ИЗДАНИЕ
МИНИСТЕРСТВА
ИНФОРМАЦИИ
ВЕЛИКОБРИТАНИИ
•
В МОСКВЕ
ИЗДАВАЕТСЯ
•
Цена 1 рубль

 Subscription: 4,388 copies;
Retail: 5,160 copies.

 Limited subscription: 50 to 100 copies;
Retail: 400 to 1,300 copies.

 Subscription: 400 copies;
Retail: 2,000 copies.



THE MAP OF **BRITANSKY SOYUZHNIK**
DISSEMINATION IN THE SOVIET UNION
IN 1942 – 1943

OBJECTIVE

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- ▶ to evaluate actual historical and communicative impact of British printed propaganda on the Soviet regime and society in the 1940s.
- ▶ to estimate British government's propaganda efforts targeted on the Soviet audience in the World War II years.
- ▶ to detect the impact of *Britansky Soyuznik* as a part of international psychological warfare.

БРИТАНСКИЙ СОЮЗНИК

12 (54) Выходит, 19 июня 1944 года

ИЗДАНИЕ МИНИСТЕРСТВА ИНФОРМАЦИИ ВЕЛИКОБРИТАНИИ
ВЫХОДИТ ЕЖЕНЕДЕЛЬНО
Цена 1 рубль

СОБЫТИЯ НЕДЕЛИ

Наполеон превратился в героя. Это произошло в результате того, что в последние дни войны в Европе были захвачены все коммуникации и средства передвижения в Европе.

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Ураган. 10 человек убито, свыше тысячи ранено.

The main methods were:

- ▶ the study of 180 issues of *Britansky Soyuznik* published during 1942-1945;
- ▶ the study of propagandа guidelines and directives issued by the British Ministry of Information;
- ▶ the study of *Britansky Soyuznik's* editorial board policy and its influence on the audience;

Война в Европе... СНИМКИ



ОБЪЕМ ВОЕННОГО ПРОИЗВОДСТВА БРИТАНИИ

Средства британской промышленности в течение войны в Европе были захвачены все коммуникации и средства передвижения в Европе.

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ДЕЯТЕЛЬНОСТЬ ВОЕННЫХ ПРАВИТЕЛЬСТВ

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METHODOLOGY

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- ▶ the study of documents from the Soviet Foreign Ministry's archives (1941-1945), declassified by the Russian Government in 2015;
- ▶ the study of documents from the British Ministry of Information and Political Warfare Executive (1940-1945), declassified by the British Government in 2002;
- ▶ the comparative analysis of British and Soviet archive documents on *Britansky Soyuznik*.

- 7. To convince the Russians that we attach great importance to friendly relations with the Soviet Union;**
- 8. To convince the Russians that the interest shown by the British people to religious freedom in the USSR is not for restoring the pre-revolutionary order in Russia.**

The British Ministry of Information Directive prescribed:

«The propaganda should be routed to Soviet decision makers, i.e. on the authorities and the intellectual upper stratum of the Soviet society: government and party workers, industry and agriculture managers, officers of the Red Army and Navy, science, art and literature celebrities. Everything that will be imposed upon this group will quickly flow on through publishing channels controlled by the same group...»

**Main topics and quantity of publications in *Britansky Soyuznik*
during August of 1942 – August of 1943**

<i>No.</i>	<i>Topics</i>	<i>Quantity</i>
1	The warfare by British armies	205
	a) Navy	68
	of them about caravans for the USSR	25
	b) Air Force	59
	of them about raids on Germany	32
	c) warfare in Africa and the Mediterranean	78
2	Industry, agriculture , railway transport	79
3	Military equipment	64

4	Science, art, theater, and literature	49
5	Heroic deeds at war fields	43
6	Heroism of workers in the UK	34
7	On the Soviet life, literature, and art	27
8	On the military community of nations	26
9	Medicine	23
10	Greetings to the Soviet people	22
11	Women on the labor frontline	20
12	The situation in Germany, German atrocities and the "New order"	19

13	International reviews and articles on foreign policy	18
14	British assistance to the USSR (weapons, ammunition)	17
15	From speeches of the British key government ministers	11
16	About the youth	11
17	Biographies of British military and political figures	11
18	Food distribution and catering	9
19	British Prime Minister Mr. Churchill's political speeches	9
20	Women at the frontline	8

The purpose of the most numerous section of **Britansky Soyuznik** (205 publications) is to convince the Soviet audience that the UK is fully fulfilling its obligations to the USSR. The propaganda method of **distraction by major events** is used here. This method keeps the audience attention around the main topic.

The articles on bombing Germany cities use the method of **distraction attention** from the main problem of the Second Front opening. Moreover, the actions of the Royal Air Force are described in accordance with the well-known thesis of the British government that the victory over Germany can be won from the air.

The articles in the second section are aimed to show that British industry serves the needs of the USSR and other allies. For example, a well-illustrated and statistics-rich article “Always on alert” (No. 19/1944) is dedicated to British railway transport. The text contains impressive figures: 20,000 locomotives, 1,250,000 freight cars, 650,000 employees, supported by the refrain that all this is used to send cargo to the USSR, following 150 British steam locomotives and 1,600 railcars transport military cargo for the Red Army from Iran. In this case, the propaganda technique of **statistical inference**, characterized by using a large amount of accurate data, is involved.

- ✓ The British government developed political propaganda technology for the Soviet public opinion immediately after breaking-out of World War II in 1939.
- ✓ The British Ministry of Information and the Political Warfare Executive used similar methods of the psychological war against Nazi Germany and developed this impact on the Soviet audience.
- ✓ The weekly *Britansky Soyuznik* played an important role in formation of British foreign policy propaganda for the Soviet society in 1942-1945.
- ✓ Soviet propaganda executives developed their own methods of resisting the psychological war, detecting the impact of *Britansky Soyuznik* on the Soviet audience.



THANK YOU VERY MUCH FOR
YOUR ATTENTION!

Any questions?

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