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**MEANS OF COMMUNIST PROPAGANDA. POLITICAL STRATEGIES
OF THE INTRODUCTION OF COLOR TELEVISION IN ROMANIA**

(Summary)

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The history of the introduction of color television in Romania deals with both a series of steps and problems regarding the technique, and a political dimension, as well. At the end of the '60s, in Romania, as well as in other countries of the communist bloc, the question of broadcasting in color the TV shows in has been advanced. Therefore, in 1966, a meeting of the International Radio Consultative Committee has taken place in Oslo. The organism was part of the International Telecommunications Union, which advanced the problem of standardization of the color TV technique in Europe. During this meeting, all of the three countries, France, Germany and the USA, tried to impose their own technique. Although it seemed not to be an important struggle in the field of communication strategy, things incorporated a very clear political shape, which in fact defined various camps of political struggle. Thus, in order to assure more chances to its own system, France has given the co-author rights to the USSR. The later used its influence in order to support the SECAM system. Therefore, the countries of the communist bloc were urged to use the SECAM system, which was going to be used in the USSR beginning with October 1967.

Taking into consideration this very moment, our analysis aims to highlight to which extent the Romanian Television followed the Soviet instructions in modernizing the TV technique. We will also underline and analyze both the course and steps experienced by the Romanian TV in implementing a color TV system and the technical and political challenges raised by this politics. In order to outline our scientific argument, we used archives form the CNSAS, the National Archives of Romania and the archive of the Romanian Television (which has not been inventoried yet).

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