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TELEGRAM NUMBER 59 OF 6 FEBRUARY 84.

HUNGARIAN PRESS AND TV COVERAGE OF THE PRIME MINISTER'S VISIT.

SUMMARY

1. THE PRIME MINISTER'S VISIT ATTRACTED MORE ATTENTION IN THE HUNGARIAN MEDIA THAN ANY COMPARABLE EVENT WE CAN RECALL. THE HUNGARIAN PUBLIC WAS INFORMED IN A TV INTERVIEW OF THE VISIT WELL IN ADVANCE. THE FORMAL ANNOUNCEMENT WHICH USUALLY JUST PRECEDES OFFICIAL VISITS WAS ALSO MADE EARLIER THAN USUAL. PRESS REPORTING DURING AND SINCE THE VISIT HAS UNDERLINED THE INTERNATIONAL AND BILATERAL IMPORTANCE OF THE VISIT. IN GENERAL, HUNGARIAN PRESS TREATMENT WAS A MIRROR IMAGE OF HMG'S PUBLIC LINE: DIFFERENCES WERE ACKNOWLEDGED AND LOYALTIES REASSERTED, BUT THE POSSIBILITY OF FORWARD-LOOKING DIALOGUE WAS WELCOMED. THE PRIME MINISTER'S EXPECTATION THAT DEVELOPMENT OF A BETTER RELATIONSHIP BETWEEN EAST AND WEST WOULD BE A SLOW AND GRADUAL PROCESS WAS FAITHFULLY REPORTED.

BUILD UP

2. THE BUILD-UP TO THE VISIT INCLUDED A TV COMMENTARY ON 31 JANUARY, DURING WHICH A HUNGARIAN WORD 'TO DIALOGUE' WAS COINED: THE PRIME MINISTER'S VISIT WAS SET IN THE CONTEXT OF TRUDEAU'S TOUR OF EAST EUROPE AND CHEYSSON'S VISIT TO POLAND, ALL OF WHICH EXEMPLIFIED WELCOME DIALOGUE AT A TIME OF DIFFICULT EAST-WEST RELATIONS. IT WAS SUGGESTED THAT DOMESTIC MOTIVES EG THE ANTI-NUCLEAR LOBBY, HAD CONTRIBUTED TO THE PRIME MINISTER'S WISH TO COME TO HUNGARY. ON 1 FEBRUARY, THE TV NEWS CONTAINED SOME FOUR MINUTES OF THE INTERVIEW WHICH THE PRIME MINISTER GAVE IN LONDON ON 31 JANUARY. (THE REST OF THAT INTERVIEW WILL BE SHOWN IN FULL ON 9 FEBRUARY). HUNGARIAN TV GAVE GOOD COVERAGE TO BOTH THE FORMAL AND THE INFORMAL ASPECTS OF THE PRIME MINISTER'S PROGRAMME ON 3 AND 4 FEBRUARY.

COVERAGE OF THE PRIME MINISTER'S BANQUET SPEECH.

3. THE PAPERS UNIFORMLY RELAYED A HUNGARIAN NEWS AGENCY SUMMARY REPORT OF THE SPEECHES AT THE BANQUET ON 3 FEBRUARY. THIS NOTED THE 'KIND GESTURE' OF THE PRIME MINISTER IN USING A HUNGARIAN SENTENCE IN HER INTRODUCTION AND PICKED UP THE PLEASANTRY THAT THE ONLY ICE IN HUNGARIAN-BRITISH RELATIONS WAS THE ICE ON WHICH THE EUROPEAN ICE-DANCING CHAMPIONSHIP WAS WON BY TORVILLE AND DEAN THREE WEEKS BEFORE.

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4. ONLY THE FIRST PARAGRAPH OF THE SECTION ON ECONOMY MATTERS WAS RELAYED THE THE WARNING AGAINST PROTECTIONISM WAS OMITTED. MUCH OF THE SECTION ON ARMS CONTROL AND DISARMAMENT WAS ACCURATELY REPORTED BUT THE PRESS OMITTED THE PRIME MINISTER'S SUGGESTION THAT CHEMICAL WEAPONS COULD BE ABOLISHED ALTOGETHER AND ALSO THE KEY SENTENCE 'THIS IS NO TIME FOR EMPTY CHAIRS IN GENEVA'. THE NEAREST THAT THE PUBLISHED HUNGARIAN ACCOUNT OF THE SPEECH CAME TO EXPRESSING THIS THOUGHT WAS A FORMULATION TO THE EFFECT THAT THE PRIME MINISTER HAD CALLED FOR RENEWSL OF DISARMAMENT TALKS THAT HAD 'FORMERLY BEEN IN PROGRESS'. (ON THE OTHER HAND, PRESS REPORTING OF THE PRESS CONFERENCE WHICH THE PRIME MINISTER GAVE ON 4 FEBRUARY DID INCLUDE THE REFERENCE MADE THEN TO 'EMPTY CHAIRS' AT GENEVA).

THE PRESS CONFERENCE.

5. UNLIKE THE BANQUET SPEECH, THE PRESS CONGERENCE WAS REPORTED DIFFERENTLY IN THE 5 FEBRUARY ISSUES OF THE FOUR MAIN DAILIES. TAKEN TOGETHER THE PAPERS REPORTED THE SUBSTANCE OF THE PRIME MINISTER'S OPENING STATEMENT AND OF HER SUBSEQUENT ANSWERS. IN ACCORDANCE WITH HUNGARIAN PRACTICE, HOWEVER, REFERENCES TO THE USSR WERE IN ALL CASES PRUNED CAREFULLY: REFERENCES TO MR ANDROPOVS HEALTH AS A FACTOR CONTRIBUTING TO INTERNATIONAL UNCERTAINTY WERE EXCISED, AS WAS THE PRIME MINISTER'S STATEMENT THAT BRITAIN HOPED THAT IT WOULD BE POSSIBLE FOR THE USSR TO BE BROUGHT BACK TO THE NUCLEAR DISARMAMENT TALKS IN GENEVA. THE PRESS REPORTED ACCURATELY THE SECTION OF THE OPENING SAYING THAT BOTH HUNGARY AND THE UNITED KINGDOM WANTED TO SEE A RESUMPTION OF DIARMAMENT NEGOTIATIONS LEADING TO A LOWER LEVEL OF ARMAMENTS OF ALL KINDS BUT THE REPORT FOUGHT SHY OF INCLUDING THE ASSERTION THAT THE NEGOTIATIONS TOWARDS REDUCTIONS SHOULD BE ON A BALANCED AND VERIFIABLE BASIS. ON EUROPEAN COMMUNITY MATTZRS, THE HUNGARIAN PRESS DROPPED THE SENTENCE STATING THAT HUNGARY HAS RECENTLY SOUGHT AN AGREEMENT WITH THE COMMUNITY. ON FUTURE CONTACTS, THE PRIME MINISTER WAS ACCURATELY REPORTED AS SAYING THAT SHE WOULD BE HAPPY FOR SIR GEOFFREY HOWE TO VISIT MOSCOW AND, SEPARATELY, THAT SHE WOULD VERY MUCH LOOK FORWARD TO SEEING JANOS KADAR ON ANOTHER OCCASION.

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