Letter from K. Jowers, Office of the UK High Commissioner in Pakistan, to A.H. Joyce[[1]](#footnote-1), 10 January 1949

STRICTLY PERSONAL & SECRET

My dear Joyce,

The question of suitable material has been discussed with Robert Cochran, and I agree with his view, that obviously anti-Soviet articles at this stage will probably cause the TASS agent to increase his efforts. What Pakistan needs in its present stage of development is constructive material, showing how the Western Democratic countries are improving the lot of the general mass of population…

The Russians are popular where the so-called Anglo-Saxon bloc is unpopular because:

(a) the Russians are not considered as colonizers or imperialists and appear to be always on the side of the exploited underdog. This is a welcome attitude to Asiatics [sic] very recently “liberated” from foreign domination and influenced by an inferiority complex of long standing and a certain apprehension that their own new independence is still precarious.

(b) The Russians are considered to have no colour-bar prejudices (as so far as I am aware this is indeed so). South African attitudes, on the other hand, and such phenomena as the Australian ban on Asiatic immigrants and the Negro problem in the Southern States of America are loathsome to Indians and to Pakistanis.

(c) The U.S.A., and in a lesser degree the U.K., are considered to seek economic domination of Asiatic territories, whereas no such behaviour on the part of Russia is advertised.

[…]

The Pakistan public should not be left with the impression that the Russians have the monopoly of altruism, race equality and respect for the rights of the individual whatever his colour or creed.

Incidental to these assertions of British policy and behaviour should be criticism of parallel Russian attitudes. The mind of Moscow is just as imperialistic as that of 19th century Britain: the only difference is that no seas separate one part of the Russian Empire from another. Russia’s control over the States within her orbit is as alien and as ruthless as the Belgian domination of the Congo was, forty years ago. Russia’s endorsement of any and every national movement is only a means to an end; once the nation achieves independence, it finds the Communist Party within its border to be entirely subversive – India is learning this lesson at the moment.

There is, therefore, much to be done by way of showing what happens after countries accept active communist support.

Only occasionally, and very discreetly, should straight anti-Russian propaganda be attempted, and then only on a factual basis. A casual reference to the fact that thirteen million people are held in slave camps in the Soviet Union or the denial of liberty of movement over the frontier to all except communist missionaries, is all that need be attempted at one time…

(Sgd.) Kenneth Jowers, Director

[TNA, FO 1110/205]

Keywords: Post-war order, Post-war Asia

1. Joyce, Alec H. (1894 - 1982) - Head of Information Department, Commonwealth relations (1948 - 1954). [↑](#footnote-ref-1)