

Home (1919) Department.
Education

Ordinary SERIES.

G.O. No. 452

DATED 9.4.19

INDEXED

[Despatch Abstract.]

Publicity work.

Recording papers relating to the continuance of
in schools and colleges.

BACK PAPERS.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

FURTHER PAPERS.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

GOVERNMENT OF MADRAS.
PROVINCIAL PUBLICITY BOARD, EMPLOYMENT AND LABOUR BUREAU.

MOUNT ROAD, MADRAS.

C.No. 43-Publicity.

Dated 21st January 1919.

From

S.Wadsworth Esquire, I.C.S.,

Secretary, Publicity Board, Madras,

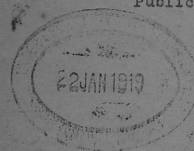
To

The Secretary to the Government of Madras,

Revenue (Special) Department, Fort St.George.

Sir,

I have the honour to forward, enclosed, a note on Publicity work by Mr.A.C.Clayton sometime Editor of "War News" for the Publicity Board.



I have the honour to be,

Sir,

Your most obedient servant,

A. C. Clayton

for Secretary, Publicity Board,
Madras.

3 2
The time for the termination of the activities of the Publicity Board, as at present constituted, is rapidly approaching.

It may be of service if some attempt is made to indicate the lines on which work of this kind may be continued

Publicity work may be classed as

- I. that relating to work to be done in schools; and
- II. other Publicity Work including communications to newspapers.

I. AS TO SCHOOLS.

Two publications have recently shown the extreme importance of providing teachers and pupils in schools with correct information regarding the Great War.

They are:-

Friedel's German School as a War nursery.

Gerard's Face to face with Kaiserism.

The former shows how the German Militarists have made systematic use of German schools to train the German population in obedience to and faith in militarism, and to prepare the youth of Germany for military service. The latter shows in an interesting chapter that during the course of the war pro-Germans prepared pro-German publications and secured their introduction into American schools

Certain vernacular and other publications in this country have been brought to my notice which may give a mistaken, imperfect or distorted view of the war; and there can be little doubt that what has been done in the United States will be attempted in India.

It will be well therefore to provide both teachers and scholars with such accounts of the War as may safeguard them from misunderstanding its causes or its results

It is not possible or desirable that any attempt should be made to give a detailed history of the Great War either to teachers or pupils. But a simple statement of the causes why the war began, the aims of the Allies, the reasons why the war lasted so long, America's part in the war,



India's contribution to the war and her obligation to the Allies, why the struggle was worth while, and the greatness of the victory gained, together with brief, picturesque accounts of some of the chief events and personalities of the war, should be of high educational value.

SECONDARY TEACHERS.

Regarding secondary teachers, and teachers who are in training colleges for teachers of the higher grades, who are thoroughly conversant with English, there will be little difficulty in finding suitable text-books prepared in England.

One I would suggest is that by Sir Edward Parrot on the causes of the War, "Why Britain went to War".

PRIMARY TEACHERS.

In regard to primary teachers the Educational Department of the Publicity Bureau of the United Provinces has dealt with the problem in a satisfactory manner.

If primary teachers can read English with some facility the small book called "THE GREAT WAR" in two parts will give them an account of it which is readable and reliable.

If they cannot read English freely this book may easily be translated into the vernaculars of South India and so provide the text book they require.

SECONDARY SCHOOLS.

In secondary schools pupils in the upper classes generally know a good deal of English and they too could profitably use "THE GREAT WAR" in its English form.

In the lower secondary schools, where the pupils are less familiar with English, a vernacular translation might be used.

H.E. The defect of this book is that it has no maps; but if a large number of copies should be required it would probably be well for the Madras authorities to secure permission to publish an edition of their own; and the necessary maps, which would be very few, might be inserted.

PRIMARY SCHOOLS.

I should not recommend the use of English text books in primary schools. The Educational Department of the Publicity Bureau of the United Provinces/in two small parts "AN ELEMENTARY STORY OF THE GREAT WAR" which might be translated easily into the vernaculars of South India, and gives a very clear and very interesting outline of the beginning, the causes and end of the war.

N.B. This English original requires a little adaptation in places to meet the special conditions of South India, and the last chapters might be easily improved. For this reason I would suggest that it might be worth while for the Madras authorities to secure permission to print a revised English edition. If rightly done such an English edition might be of use in the lower classes of European schools.

The point on which I would lay most emphasis is that the use of these text books should not be optional but compulsory. The Educational authorities should require them to be studied in the training colleges and schools and the Inspecting Officers of the various grades should be required to make sure that this being done.

II. OTHER PUBLICITY.

1. Useful work can be done by publishing information on such matters as

the purpose of important public works such as new irrigation works, railways, the cultivation of indigo, improvements in the cultivation of cotton, intensive agriculture, silos and the storing of fodder crops, diseases of cattle or crops, hygiene, epidemics, malaria, the care of the eye sight, skin diseases, paper currency, small investments in Savings Banks.

Such publications should be written in the simplest and most direct English; and the vernacular translations should be colloquial and attractive in style.

I am doubtful whether such publications will receive

sufficient attention if published as supplements to Govern-
ment Gazettes. My experience as a manager of village
schools leads me to infer that if published by the Educa-
tional Department, or through the Educational Department,
and circulated by them to all schools, where the teachers
would be required to instruct their pupils in the matter
contained in them, they would receive more adequate
attention than if they appeared in Gazettes. It may be
possible to reach village officers, postal officials,
police and revenue subordinates by means of supplements
to District Gazettes; and I would publish the information
just referred to in the supplements to the District
Gazettes. But for schools I am inclined to think that the
better method is by publications sent out directly through
the Educational authorities.

It will be seen that in regard to publications I lay
most emphasis on reaching teachers and pupils, and my
experience as a manager of schools and the result of my
experience in the Publicity Board confirms me in the con-
viction that it is through the schools that the masses of
the Indian population can best be reached, though I would
not neglect other means of spreading information.

2. Communications to newspapers.

There is another form of publicity work which might
be developed. There are several hundred newspapers in
this Presidency. The large majority are vernacular papers
with a very small circulation chiefly in mufasal towns and
villages. The Editors or Proprietors are in some cases
highly educated men and in most cases they know enough
English to make use of communications in simple and direct
English.

My own knowledge of the smaller vernacular press is
limited to a few publications in Tamil. But it is my
impression that most of the communications sent out by the
Central Publicity Board have failed to receive attention
in

the smaller vernacular journals because the style of English was not sufficiently simple. I have heard similar criticism from those who know something of other vernaculars.

I am convinced that communications which are written in simple English and which ~~must~~ avoid the use of technical terms generally, and carefully explain in footnotes or in the text such technical terms as are used, will be welcomed and published or otherwise reproduced.

Such communications might be made much more frequently and might deal with any of the subjects mentioned and such other topics as

changes in postal or telegraphic regulations
new railways and means of communication
the development of Mesopotamia
British Colonies in Africa
openings for Indian labourers.

MACHINERY.

As to what may be called the machinery for carrying out these suggestions

1. The revision of the English originals and the reading of the proof sheets.

An Elementary Story of the Great War (for elementary schools) and The Great War need to be put into the hands of someone familiar with the limitations of the readers and with some idea as to the kind of English that may be translated easily into the South Indian vernaculars, and altered here and there for translation purposes.

Next the translations will have to be carefully supervised to secure that they are attractive in style but simple.

The Director of Public Instruction might be asked to set an officer on special duty for these purposes.

2. The Educational authorities might be asked to prescribe these books for use in schools and training institutions and to insure that they shall be studied.

3. Similar procedure might be adopted with regard to leaflets or pamphlets on other subjects which it is desirable to bring before teachers or pupils. But in every

case the matter put into the hands of the pupils whether in English or in the vernacular must be simple in style and yet so written that it shall be understood and welcomed by the pupil. It is only by putting it into a form which the pupil can appreciate that it will have any permanent educative effect on the pupil in later years.

4. With regard to communications to the press it should be recognised that to be of use they must be clear and in very simple English.

It may be needful to appoint an officer with special qualifications for this work to be Editor for all such communications from Departments or from officers, with an office staff sufficient to enable him to send out urgent communications promptly. He would find a committee of advisers such as the present Publicity Board very helpful for giving suggestions as to matter to be written, criticising the vernacular translations, and giving counsel as to the best methods of securing publicity.

5. There would of course be no thought of encroaching on the critical duties of the ordinary newspaper, or of any party or political propaganda. But if some such Bureau of Information as I have suggested were conducted efficiently, it would probably help many newspapers in the accurate presentation of essential facts about matters which affect the well-being of the people, and concerning which, in the villages and outlying Districts, they are extremely ignorant.

A. C. Clayton

Mount Road, Madras,
January 1919.)

Sometime Editor of "War News",
Publicity Board, Madras.

Rev (Sgt), Sept

Note on Publicity work.

C218 From the Secy, Pub Bd, N° 43-Pub, 3/21/19

To: Mr.

Submitted

The Govt of India have sanctioned the retention of the Publicity Bd till the 15th March 1919.

Orders are solicited under

23/1/19 ~~Parago~~ the file may be sent to Home (Edm) Dnt for obtaining the remarks of the Director of Public Instruction (in consultation with Mr. Statnam) on Mr. Clayton's proposals for carrying on propaganda in schools & colleges.

W

24.1.19

being in transfer the can finally be Home (Edm)! The subject of the instruction of school children & students in the history of the war was discussed at the meeting of the Publicity Board held on 22nd Jan; it was finally held that the Education Dept ought to ^{present} one or two simple text books (such as are in use in schools in the U.P.) and arrange for regular instruction in the cause, conduct & effect of the war.

24/1/19

Have any orders been passed in the question whether a permanent publicity board & similar organization should be maintained?

all 24.1.19

Tons.

This Govt had recommended to the Govt of India that the Prov. Pub. Bd. might continue with very much restricted activities for a few months more until the position and prospects seem clearer. Letter 9253 21.12.18. The Govt of India have sanctioned the ^{Board's} retention till the 15th March 1919.

The Govt of India have not issued any orders on the question of the permanent maintenance of a publicity board; nor have this Govt recommended any such step.

27.1.19

27.1.19

Home (ESN)
C.N. 224A
27.1.19

all 27.1.19

all 27.1.19

Home (ESN) as per remarks - see V.P. with a personal page

Rev (SpC) u.o. 2181/19-1

28 JUL 1919
GOVT OF INDIA
Home (ESN)
C.N. 224A-1
27.1.19

Home (ESN) Dept

Submitted that the file may be sent to the D.P. Secy. for remarks.

all 31.1.19

all 31.1.19

MS 124 of 7.3.19

W 3/11

Apart from the reputation of Mr. Nathan
to give a series of lectures in colleges and secondary
schools, this department has issued instructions
that all post-graduate inspectors and supervisors and
of schools should distribute copies of the magazine
published by the Madras Publishing Board to elementary
schools for boys and girls. They were directed to
take copies of the magazine with them on tour,
to distribute them at Teachers' Association meetings,
to take every opportunity of explaining the matter contained
in them and to secure the magazine as wide
publishing as possible. Suitable books on the War in
English have been presented for the examination held
under the Secondary School Leaving Certificate scheme
in 1918 and 1920, while suitable remainder
translations were presented for 1919 in Kannada,
Tamil and Telugu and for 1920 in Malayalam and
Hindustani.

Mr. Nathan is of opinion that mere publication
of periodicals and books is of little value. What is
needed is more lectures, both in English and in Vernaculars
accompanied ^{wherever} possible by illustrations and
lantern slides. Publications are not always read.
Lectures, informal talks and discussions not only
on the War, but on all subjects which pertain to
scientific advance and modern culture are required.

The campaign is against the ignorance of
pupils, teachers and the people in general, not only

NOTES.

Page 12

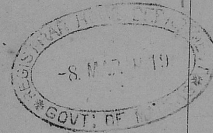
in the course, conduct and effect of the war, but upon every thing which pertains to present-day civilization.

I have considered whether it would be desirable to recommend the deputation of one sub. assistant-inspector in each district for the purpose of giving lectures in the various elementary school centres in the district but I think our object may be more economically and perhaps more effectively achieved by the issue of specific directions to sub. assistant-inspectors that it should form part of their ordinary duty to give lectures in each centre which they are able to visit in the course of their normal inspection work. These officers are already in general heavily worked and this will entail a further encroachment on the time at their disposal but in view of the difficulty of filling the places of deputed officers by suitable men, of the immense area that would have to be covered by some of these officers and the large number of schools concerned - there are about 30,000 elementary schools for boys in the Presidency - I do not consider it advisable to recommend to Government the deputation of twenty-four officers, for the sole purpose of carrying on this propaganda work. Similar instructions will be issued to deputies and Assistant deputies who will be required to lecture to the students and teachers in

Monday and Tuesday.

I have decided that some modification of the books "The Great War" and "The Elementary Story of the Great War", their translation into the vernacular, dictation to and pronunciation in schools is desirable and I am now having the details of how this should best be done and the cost thereof worked out. When details are complete I shall address Government officially on the matter.

M.
7.2.19



Home (Gen) Dept.

The D.P.L. proposals referred to at 'A' may be awaited.

2. The file may be sent to the Revenue (Special) Dept for perusal of the Director's note above.

Home Gen.
224 A-1
18.2.19

8x
11/3/19
Nk
13/3/19

OK
15/3/19
S.

My
15/3/19

Recd 7/2/19

Rev. Sp.

Submitted for perusal. Its action is necessary. The file may be returned to Home (Gen) Dept.

13.2.19

What has happened to the proposals about
continuing publicity work?

all
21.3.9

To us

The file on the subject was sent
up to all Deptts of the Secretariat on 17.3.9
for examination of India's suggestions
about a Department of Publications etc.

SB
21.3.9
all
21.3.9

all
21.3.9

These proposals may be considered if it is
finally decided to do anything in
future in the way of continuing the
work of the Publicity Board

all
22.3.9

Hm (not B)

all

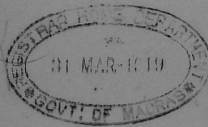
25.3.9

To us

A copy of Mr. Clayton's note
will be retained here. The file may, it is
Subd, be returned to Home (Edn) Deptt
with reference to their note on p. 5 ante.

SB
25.3.9
all
26.3.9

Home
27.3.9



Please take a copy of
the CF of the notes from
US's note on the previous
page down to end.

Recd 21.3.9
28-3-9

15 14 7
Home (Edn) Sept

Submitted that the file may
lie over as suggested on page
5 supra

8A
4.4.19.
NH
#4/19

CA
7.4.19
S

I take it that if the work of the Public Bd
be continued the DPs proposals should be
considered in consultation with Rev Special;
otherwise purely in Educational.

May be recorded for the
present with an entry in the
call book 17 Feb 1920. May 5/4/19

Noted in C.B.
8A
7/4/19.

Home (ed) DEPARTMENT.

" " " " " 191

C. No. _____, From the _____, No. _____, dated _____ 191_____

” ” ” ” ” ” 191

No. 452, dated 9. 4. 1917

Mis

Revised

(A) R.R.R.
874/19

(X) Home (202) Dept.

Subject - Publicity work in school

Attention is solicited to the notes

- ① to p. 12 452 Home (202), dated May 4th April 1919, regarding the desirability of making arrangements for continuing publicity work in schools & colleges. Mr. A. B. Clayton, Editor of the 'War News', suggested that teachers ^{& pupils} in secondary & elementary schools should be provided with such account of the war as might safeguard them from misunderstanding its cause or its results. He recommended that for this purpose certain text books in English & the vernaculars should be got ready & used in schools. The D.P.I., who was consulted in the matter, stated that Mr. R. M. Statham ~~was~~ ^{on special duty} (who was for some time in connection with publicity work in schools & colleges) was of opinion that mere publication of books & periodicals was of little use & that what was needed was more

p. 2 of p. 452 ①
9.4.19

p. 10 of p. ①

lectures both in English and in vernacular accompanied, wherever possible, by illustration and lantern slides. The Director proposed to take action on the following lines:-

- (1) to issue instructions to Inspectors and assistant & sub assistant Inspectors of schools to give lectures to students & teachers in the course of their normal inspection work, and
- (2) to publish, with certain modifications, the books "The great war" and "An elementary story of the great war" in English & the vernaculars, to distribute copies and prescribe them as text books in schools.

Action has since been taken to give effect to the latter proposal.

Ⓐ In go. No 1246, dated 15th October 1919, the govt approved the D.P.'s proposal, to have the book 'An elementary story of the great war' translated with suitable modifications into Tamil, Telugu, Malayalam, Kanarese & Oriya and to distribute gratis 1,44,000 copies of the translations to all recognized elementary schools including model sections attached to training institutions. He the Director has also stated that he would have the book 'The great

page 11 & 12 of go. ①

page 3 of go. 1246 Ⓐ
15.10.19

19

prescribed for the public examination in the Secondary School leaving certificate scheme so that pupils in secondary schools may purchase it.

2. Now that a separate publicity Bureau has been established it appears to be the concern of the officers in charge of the Bureau to make arrangements for the delivery of lectures &c. at suitable centres for the enlightenment of the masses (vide para 7 of go. No 336 Rev (Special), dated 17.7.19). It is understood that the leaflets issued by the Publicity Bureau are generally sent to Sub assistant Inspectors of Schools & to most of the headmasters of schools & Principals of colleges.

3. No further action appears to be called for in this Deptⁿ and the entry relating to go. No 452 (Homed 202), dated 9th April 1919, in the Call Book may, it is submitted, be closed.

86x
22.4.20
M
22/4/20

The point still to be considered whether the active cooperation of the subordinate inspecting

(Please see tel. message from Pub. Bureau (P.C.) below.)



4

Agony ~~should be~~ in the way originally contemplated should be requisitioned for the purpose. We may consult the Publicity Office & the D.P.I. again on the specific point.

GA
20.4.20

my 26/4/20

Letter 14857-1
Moro

Pub Office } no
D.P.I.

* The ps. merely recorded certain papers.

I have not seen G.O. No 452 Home Ed 9 419
I do not think it is worth the while of the Publicity Bureau now to spend money or energy in lecturing on the course of history of the war either to the general public or to school boys and their teachers. We have quite enough to do in dealing with its results.

I don't say that it may not be desirable for the Educational Dept to see that all teachers have a good notion of such an important part of history. But I think that ^{primarily if not} is solely a question for the D.P.I. and I don't think the Publicity Bureau should interfere except at his request and I do not quite see how the Bureau could give him effective assistance.

D.P.I.

my 28/4/20

Publicity Bureau No. 1425
29.4.20

This file has been delayed in an endeavour to obtain G.O. No. 452 Home (Education) dated 9th April 1919 which was not communicated to me.

I do not think that it is now desirable to issue special instruction to Inspecting Officers to give lectures to students and to teachers upon the War. I do however consider it desirable for our Inspecting Officers in the course of their normal inspection work to give occasional lectures or addresses on important educational matters and, where the officer concerned is interested on any general topic which is exercising the mind of the people at the time. A great deal however depends upon the capability and character of the Inspecting Officer since it is not every one who is able effectively to deliver a lecture or an address.

The D.O. may be left to take such action as he considers necessary.



Home (Edn) Dept.

Submitted. No further action appears to

be necessary. The notes may be placed in file 4520-9-4-19
 8A
 7.6.20
 M
 11/6/20
 14.6.20
 15/7/20

(I)

When given for copying

When copied

When examined

When signed

191

READ AGAIN G.O. No.
191

DATED

506 Bks. - 4-1-18

G.F. 271

OFFICE OF THE

Dated 191

Hours Minutes.

TELEPHONIC MESSAGE.

From

The manager
Publicity Bureau

Superintendent

You T. H. & date

Ref

Our leaflets are generally
sent to S.A. inspectors & schools
but not to all village school teachers
since the village school teachers have
written requested to take them as our
honorary correspondents to such schools

H.E.

A = Copy in full.
B = Not to be copied.
F = Copy abstract only.
Q = Copy heading only.

When given for copying
When copied
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When signed

191

READ AGAIN G.O. No.
191

DATED

G.P. 271.

OFFICE OF THE

Dated 191

Hours Minutes

TELEPHONIC MESSAGE.

From

2

To

Said our publications
most of the headmasters Principals
galleys are on our list.

Rai
copy

T.H. g. date

leaf to my yard by
but as I am not a schoolmaster
I am not a schoolmaster
I am not a schoolmaster
I am not a schoolmaster

E.F.

A = Copy in full.
B = Not to be copied.
P = Copy abstract only.
Q = Copy heading only.

the manuscript
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date of T.T. copy

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