Zeitschrift:	The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber:	Federation of Swiss Societies in the United Kingdom
Band:	- (1964)
Heft:	1454

Rubrik: Television

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. <u>Siehe Rechtliche Hinweise.</u>

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. <u>Voir Informations légales.</u>

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. <u>See Legal notice.</u>

Download PDF: 16.05.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

dissociation of a region within a State. In such cases the competence of the United Nations is doubtful.

On the basis of experience, the following guiding principles for rendering "good offices" can be set down:

— The appeal has to be issued by all the conflicting parties. Uncertainties as in Corea where each party designated "its" neutrals and above which — in the Prisoners of War Commission with India — even a superneutral mediator was set, are apt to make Switzerland look like the deputy of a single group of States and can lead to a devaluation of neutrality. Such situations are to be avoided in the future.

— There has to be agreement on the contents and extent of the mandate by all parties involved.

—The task has to be unobjectionable from the point of view of neutral policy. Participation in coercive measures (as in the Congo) does not come into consideration.

— The task has to be materially practicable; there should be some concrete prospects of success.

— The neutral State offering "good offices" must be granted freedom of action.

- There has to be a time limit to the mission.

The difficulties of a policy of "good offices" lie in the danger of their being misused. This fact asks for subtle reflection. Neutrality finds itself quite frequently placed in the service of one-sided aims of power policy. Thus, for instance, one group of powers wishes the neutralization of the member-States of another group in order to break up existing alliances but declines the neutrality of States pertaining to its own group. Actions and "good offices " of the neutral country which have a one-sided effect in favour of a certain party are to be strictly avoided. Such actions are often furthered as a means of propaganda for one group's own political aims whilst these initiatives are passed off for a mere policy of peace. Switzerland will have to take scrupulous care not to become a mere means to an end and therefore to desist from every action - no matter how theoretically worthy which could offer points of attack to one side. Appeals for the abolition of nuclear weapons or for the summoning of summit conferences must be mentioned as examples here. Such iniatives would only devalue neutrality. On the other hand, the tasks neutral States are entrusted with should not be merely fictitious solutions of embarrassing problems which the powers cannot or will not solve themselves. By so doing neutrality would again be discredited in the long run. There may, however, be cases which would at least permit a "freezing" of an acute tension. These considera-tions are just as valid for the International Red Cross Committee which should be careful not to take up tasks which are beyond its calling and which could imperil the fulfilment of its mission in the future. Final considerations

The above explanations have only given a survey of basic principles without entering into details. There are many more facets to various aspects which ought to be examined more closely. The question of co-operation in international organizations of an economic, technical, financial and cultural nature has not been dealt with, nor has international organizations of an economic, technacal, finanthe very important issue of international co-operation in the spheres of science and research and the endeavours at codifying and extending the law of nations. Questions have been raised and no definite answer given.

The particularly significant relationship — on account of our State structure — between foreign and domestic policy and the question of the suitability of our institutions for the requirements of foreign policy ought to be examined. Discussions with regard to economic and cultural relations with the East and in connection with the plebiscite on international treaties — to single out a material and an institutional problem — show the necessity of such an examination. One point must be kept in mind: every Swiss citizen carries part of the duties of a Statesman; he is called to make the often difficult choice between considerations of ethical conviction — which only concerns him personally — and of the ethics of responsibility.¹⁵

The policy of neutrality answers to this day the requirements of a realistic foreign policy of Switzerland. It does not need justification and publicity abroad. We have every reason to look upon neutrality as a constant element of policy and not to make it a subject for discussion abroad. But it must not be turned into a straightjacket and it cannot offer solutions of convenience. Each generation will have to come to terms with the basic problems of foreign policy. But this, our foreign policy, must always be sustained by solidarity and militant valour, carried out with courage and fearlessness and follow the guiding principles of "raison d'Etat" and of the idea of law.

Max WEBER, op. cit., p. 55 ff.
("Schweizer Monatshefte" April 1963.
Reprinted from "Amerikanische Schweizer Zeitung".)

TELEVISION

There has been a further increase in television in Switzerland. On 24th April, the government agreed to allow advertising on TV, but only for twelve minutes every evening, not on Sundays nor on national holidays. All advertisements for tobacco, alcohol, drugs and patent medicines are banned, and so are political and religious propaganda. Advertising methods are to be governed by strict rules.



THE PERSONAL TOUCH—that's what counts For all travels—by land sea and air let A. GANDON make your reservations Tickets issued at Station Prices no booking fee HOWSHIP TRAVEL AGENCY I88, Uxbridge Road - Shepherds Bush W,12 Telephones: SHE 6268/9 and 1898