

EAE 0422 A	Sujet Jury	Sujet Candidat		Code Sujet	CLG 11
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Your main commentary should be focused on *tenses and aspects*. Other topics may also be addressed.

5 The bond of sympathy and friendship, the 'blood
brotherhood', which the American people have already felt for the
British is strong as ever today. When our interviewers have asked
voters to name their favourite foreign country, Britain has always
10 led the voting by a wide margin. It is not surprising therefore to
find American thinking today based on the concept that it is
essential for American security to keep Britain strong. In fact
America's foreign policy has been predicated for many generations
on the concept of a powerful Britain to protect our Atlantic flank. In
15 September, 1949, when a cross-section of the American voting
public was asked to express its views on the question, 'Do you
think it makes much difference or only a little difference to the
United States whether England continues to be a strong world
power?' the people voted, by a ratio of 2 to 1, that it is of vital
importance to have a strong Britain.

20 But while the feeling of kinship is strong, and while the
American people want Britain to continue in her place as a world
power, nevertheless it is extremely important for British leaders
and public to understand the American attitude toward economic
and financial help.

25 One of the most difficult things for a European to realise is
the utter indifference of the average American toward the whole
subject of foreign trade. Englishmen and Europeans to whom the
export-import business is a subject of almost daily conversation
can hardly conceive of the naïveté and ignorance of Americans on
that subject. When the average American thinks about the matter
at all (which is not often), he tends to think only in terms of
exports. To him the words 'foreign trade' mean *selling* goods to
30 other countries. He has no comprehension of the reciprocal nature
of foreign trade, of the need for buying as well as selling, importing
as well as exporting. Such terms as 'unfavourable balance of trade'
or 'export-import ratio' would be as meaningless to him as
something written in Greek. And he is unfamiliar not merely with
the terms and phrases as such, but with the principles involved. It

35 may come as a shock to the trade-minded Britisher to learn that,
after Secretary of State Cordell Hull's reciprocal trade agreement
programme had been in effect for more than ten years, *only one*
American voter in every ten had any idea what the reciprocal trade
40 programme was. This is symptomatic of the general lack of
comprehension and lack of interest in the whole field of foreign
trade.

45 In seeking American aid, the British may find this ignorance
of the a, b, c's of foreign trade a major obstacle. To put forward the
British case for American help on the basis of the necessities of
trade, or economic need generally, is to put forward the case least
likely to be effective and least likely to arouse the interest of
American people. The average American simply does not
50 understand enough about trade in general or about British
economics in particular. When Englishmen plead a shortage of
dollars, the picture evoked in the minds of Americans is one of
loading the *S.S. Queen Mary* with American dollars and sending her
off to Southampton.

55 Of course the economic aspects of Britain's present
difficulties are well-known to a small but important segment of
well-informed Americans. But if the British appeal to the American
public as a whole is pitched mainly on economics it will almost
certainly fail to arouse or convince. The fact that President Truman
has taken so forthright a position in favour of aid to Britain does
not carry quite the same weight with American voters that a similar
60 statement might carry in Britain if uttered by the head of the ruling
party. Party discipline is far less efficient than in England. Winning
over certain key men in the government is of course immensely
helpful, but ultimately the British case will succeed or fail to the
extent that it wins favour at the bar of American public opinion,
65 before which all members of Congress must stand.