

2012 North Korean New Year's Joint Editorial Stresses Light and Agricultural Industries

Following the sudden death of Kim Jong-il, North Korea presented its New Year's Day editorial on January 1, consolidating Kim Jong-un's succession.

As expected, the main emphasis of the statement was placed on building a powerful nation, and the achievements in the light and agricultural industries were highlighted.

With the title, "Glorify this year 2012 as a year of proud victory, a year when an era of prosperity is unfolding, true to the instructions of the great General Kim Jong Il!," this year's editorial contained the keyword *kangsongbuhung* or "proud victory" which frequently appeared throughout the statement.

Moreover, expressions such as "opening the gates of a thriving country" also appear in this year's editorial, but the formally used "becoming a strong and prosperous nation" is replaced with "building a powerful nation."

In the statement, this year is explained as, "the year when Kim Jong Il's plan for achieving prosperity will bear a brilliant fruit, and the year of a grand march, when a new century of Kim Il Sung's Korea begins."

In addition, light and farming industries were proposed once again as the frontline industries - the same as last year -- but "the flames of Hamnam" (i.e., the spirit, mental strength and ability to revive the economy through one's own will) is also emphasized as an important step for this year as well as "industrial revolution of the new century."

The editorial also added, "The industrial revolution in the new century, which is the grand strategic line of socialist construction advanced by our Party, is a sacred struggle for building ours into a powerful country with the knowledge-based economy of our style through the drive to break through the cutting edge." In the economic sector, "building a powerful country with knowledge-based economy" is emphasized and expansion of CNC (computer numerical control) is pointed out as an exemplary achievement for the new centennial industrial revolution.

The joint editorial by the *Rodong Sinmun* (official newspaper of the Central Committee of the Workers' Party of Korea), *Joson Inmingun* (daily of the Korean People's Army), and *Chongnyon Jonwi* (daily newspaper of the Kim Il Sung Socialist Youth League) stated that 2012 is the opening of the new Kim Jong-un era and the instructions of Kim Jong-il are stressed as an important mission which must be accomplished through building an economically powerful nation.

On the other hand, the markets that were temporarily closed down after the death of Kim Jong-il reportedly were reopened from December 25, 2011. According to a source, this was propagated as an order sent by Kim Jong-un, who feared such measures would negatively impact the food distribution for the people.

This measure is analyzed as an effort to praise the greatness of its new leader Kim Jong-un, utilizing both domestic and foreign media, in order to encourage people's loyalty to their new

leader, Kim Jong-un.

Already, provincial, city, and county party organizations and factories have slogans hanging such as, “Let’s Push Forward to Build Powerful Nation under the Leadership of Our Great Leader Kim Jong-un,” and “We will Prevail with the Presence of our Great Leader Kim Jong-un.” Similar slogans are also found in the statement made on New Year’s Day.