From the very start of the Great Patriotic War, the Soviet propaganda had managed to formulate and put forward slogans not only reflecting public sentiments but also filling workers’ everyday life with a high meaning, calling them to fulfill their civic duty: “Everything for the front, everything for victory!”; “In labor – as in battle!”; “Work not only for yourself but also for a comrade who went to the front!”, etc. Moreover, the propagandists successfully used to their advantage such a popular form of organizing the masses to solve the problems faced by the country as the socialist competition.

The socialist competition that was opening up opportunities for broad, occasionally all-Union recognition and self-expression in work for its participants (which was especially important for propaganda purposes) also provided a field to use the labor enthusiasm, initiative, and creativity of the masses for the sake of a vital common cause – ensuring victory over the enemy. It harmonized with the patriotic attitude of the majority of Soviet workers in its spirit and included qualitatively new non-economic incentives to work.

METHODS
The object of the present study is the role played by propaganda in the formation of USSR workers’ motivation for highly productive labor in the course of the Great Patriotic War. The study hypothesis is presented by the assumption that propaganda efforts of the military and political leadership of the country, party, Komsomol, and trade union organizations contributed to achieving a sharp increase in labor productivity and significant savings in human and material resources. The methodological basis of the study is formed by the common principles and methods of a scientific study of social and historical phenomena, primarily the principles of historicism, social approach, methodological pluralism, etc., as well as research methods based on them. The most important of them (within the framework of the present study) are historical-comparative and retrospective methods, the method of historical periodization, and other methods that allowed us to solve the main objectives of the study:

- to analyze the role of propaganda in the development of mass socialist competition, the introduction of advanced initiatives into the life of labor collectives, and the popularization of the achievements of the foremost workers;
- to study the role of the party, Komsomol, and trade union organizations in the mobilization of labor collectives and individual workers to achieve high labor indicators;
- to explore the role of the media as a powerful means of implementing state economic policy during the Great Patriotic War;
- to examine the specific forms of propaganda work that were used by the state, party, Komsomol, and trade union organizations to mobilize workers to solve production problems facing the economy of the belligerent country.

Solving the above-mentioned research objectives allowed us to consider the formulated hypothesis largely proven.

RESULTS
At the beginning of the Great Patriotic War, a significant role in improving production technologies and means, the mechanization of labor-intensive processes, advanced training of workers, and improving the organization of production and labor (KUZMINOV, 1943 p. 47-
48) was played by the movement of Komsomol youth brigades fighting for the right to be called a front-line brigade under the motto “In labor - as in battle!”. The organization and propaganda support of this movement was carried out with particular care accounting for the socio-psychological characteristics of its participants.

This popular movement was initiated by the appeal of the People’s Commissar of the Tank Industry V.A. Malyshev to the master of the Uralmash plant M. Popov in the fall of 1941 with a request to think about how to increase the production of tanks. The appeal of the People’s Commissar to a simple foreman of one, even the largest, plant, which soon became widely known throughout the whole country is an event highly significant in the sense of propaganda designed to emphasize the role and importance of the working man in Soviet society. Everyone - from the People’s Commissar to a regular worker – was from their place jointly solving one common task - to do everything in their power for the front and Victory.

Agitation and propaganda technologies aimed at mobilizing workers to solve the most difficult production tasks (sometimes simply impossible to achieve through conventional methods) were widely and successfully used by the state authorities, the party, Komsomol, and trade union organizations throughout the war. All-Union conferences of leading workers, speeches of workers at the collegiums of people’s commissariats, and receptions of competition winners in the Kremlin were designed to show the priorities of the Soviet government and the unity of its interests with the interests of the vast majority of the population. They demonstrated, albeit at the level of social demagoguery, an attitude towards a working person as a master of “their immense Homeland”. The brigade of M. Popov coped with the task and reduced the production time of the part entrusted to them from 36 to 1.5 hours. The achieved result allowed initiating an appeal by the members of the brigade to all young workers with a proposal to take front-line commitments to increase the level of production.

The movement of competing for the honorary title of the “front brigade” became highly widespread. The emergence of “front brigades” was a further development of the preceding form of a brigade organization that had proven itself in the years of the first five-year plans - striking Komsomol youth brigades. Initiatives and movements that had proven their effectiveness in terms of solving challenging and sometimes sudden production problems were widely used by Soviet propaganda. At the moment when the deficit of qualified labor was most acute, the initiative of a Moscow turner F. Bukin who in June 1941 exhorted to work not only on one’s behalf but also on the behalf of comrades who had gone to the front was implemented more widely and received great propaganda support.

Thus, the movement of the two-hundreds, i.e., workers who were executing at least 200% of the normal amount of work daily, was born. In October 1941, more than 15 thousand two-hundreds already worked at Moscow enterprises (Ocherki istorii Moskovskoi organizatsii VLKSM,1976 p. 373). The movement was developing and sometime later, the three-hundreds appeared. At the beginning of 1942, following the initiative of a miller D.F. Bosoi from Nizhny Tagil who fulfilled his shift norm by 1480% on February 12, the movement of the thousands emerged. The production indicators becoming the norm for the thousands could only be achieved through mastering new technology, significantly improving labor organization, using equipment and tools rationally, and improving the technological process. Thus, the Soviet propaganda faced another task - popularizing the activities of inventors and rationalizers at all costs. The press was filled with materials dedicated to the most effective innovators and inventors. In 1943, the “Bolshevik” journal wrote:

The tremendous effect high-performance devices can provide is evident from the work of the Stalin Prize laureate comrade D.F. Bosoi. Comrade Bosoi fulfilled 15 norms per shift because using a special set of cutters and a device, he combined two operations (cutting a large groove and milling the side walls) in one and began to process three details at once instead of just one (GRANOVSKII,1943 p. 44).

The introduction of rationalization proposals into production made it possible to significantly reduce technological operations’ time costs, save resources, and free up a significant number of workers. While during the first part of the Great Patriotic War, propaganda predominantly focused on the mobilization of workers to improve the technologies and means of production...
and the organization of production and labor (GRANOVSII, 1943. p. 47-48), starting from 1942, it faced new objectives. In the first half of 1942, under the conditions of the incipient rise of industrial production and the accumulation of experience in managing the national economy under war conditions by the party and state leadership, favorable conditions for the organization of the socialist competition on the scale of the whole country were formed.

The proposal of the collective of the Kuznetsk Metallurgical Combine named after J.V. Stalin on the organization of the all-Union socialist competition of metallurgists was used as a starting point for the deployment of the all-Union socialist competition. Almost simultaneously with a similar initiative of launching the all-Union competition of aviation industry workers, speeches of aviation enterprises’ collectives were initiated. Thus, the conditions for the deployment of the all-Union socialist competition in various industries were created. The initiative of Kuznetsk metallurgists and aircraft manufacturers widely covered in the media was timely and received great grass-roots support from the collectives of numerous enterprises in various industries. The Central Committee of the All-Union Communist Party Bolsheviks (AUCPB) and the State Defense Committee approved the initiative to organize the all-Union socialist competition in industries which was reflected in the decree of the Central Committee of the AUCPB adopted in May 1942 (PARTIINOE STROITELSTVO, 1942. p. 3-27).

To award the winners of the competitions, the passing Red Banners of the Central Committee of the AUCPB and the State Defense Committee was established. For the enterprises that took the second and third places in the competition, the Red Banners of the All-Union Central Council of Trade Unions and the corresponding people’s commissariats were established. The winners of the all-Union socialist competition were awarded bonuses, 60-70% of which (by the decision of the State Defense Committee of August 29, 1942) were allocated for individual bonuses for workers, employees, and engineers, and 30-40% were allocated for cultural and everyday services for workers and improving their living conditions (MITROFANOVA, 1971. p. 163-167). Timing the process of drawing the results of the competition with dates significant for the country’s history was an effective propaganda technique aimed at increasing the effectiveness of the competition. For instance, the 24th anniversary of the Red Army was marked by the young workers of 28 republics and regions by the over-planned manufacture of aircraft engines and instruments for five squadrons and artillery pieces which could equip ten artillery divisions, five brigades, and five regiments (MITROFANOVA, 1971. p. 159).

A significant role in ensuring success was to be played by various forms of propaganda of the experience of the best workers and the achievements of the most distinguished labor collectives. A conclusion that propaganda bodies succeeded in their task is supported by the fact that in July 1942, the military industry produced 59% more goods compared to January of the same year, while the arms industry increased its production rate by 57%, the aviation industry improved by 97%, and the ammunition industry ensured a 66% increase in production (ISTORIIA VELIKOI OTECHESTVENNOI VOINY SOVETSKOGO SOIUZA, 1941. p. 500). In 1943, the efforts of the propaganda bodies were aimed at mobilizing the working people to overfulfill the military and economic plan and create a fund for the High Command from the part of the production that exceeded the plan.

In 1943, the patriotic impulse of Soviet citizens, the propaganda, organizational, and ideological work of the party and Komsomol organizations, and the interested participation of trade unions turned the all-Union socialist competition into a movement that engulfed the overwhelming majority of the working people. In 1943, an interesting and promising form of participation of workers and employees in the organization of the production process – public reviews of the organization of labor – was widely introduced and promoted. The first such review was held in April–May 1943 at the Pervouralsk Novotrubny Plant. It allowed reaching significant savings in raw and other materials, as well as freeing the working time of about 500 workers through the rational organization of labor, the use of the means of small mechanization, and combining different professions. Public reviews and their broad coverage by mass media stimulated the activity of inventors and rationalizers. In 1943, 1,102 rationalization proposals with an economic effect of 14 million rubles were submitted and implemented in the arms industry alone (IAKUSHEVSKII, 1999. p. 91). Considering the results of the organizational, ideological, and propaganda activities of the party, Soviet, Komsomol, and trade union organizations aimed at mobilizing workers for active participation in the
socialist competition that unfolded in the national economy of the country in 1943, the competition reached a truly massive scale during this period.

Largely owing to said competition, it became possible to increase labor productivity and industrial output and provide the Red Army with the necessary amount of modern military equipment and weapons. At the final stage of the Great Patriotic War, as well as throughout its entire course, the most important task of the propaganda bodies of the party, Komsomol and trade unions was increasing the efficiency of production collectives, ensuring growth in labor productivity, reducing the need for labor resources, and introducing new technology and advanced production organization methods by increasing the efficiency of the socialist competition. The USSR’s acquisition of the strategic military initiative, the approaching defeat of Nazi Germany, and the military industry’s arrival to indicators that had started to exceed the economic capabilities of the enemy set new objectives for propaganda. The range of propaganda objectives included mobilization of workers and employees for the successful implementation of the civilian products production plan, saving raw materials, fuel, and consumables, observing safety and labor protection rules, and meeting the cultural and household needs of workers and employees (MITROFANOVA, 1971, p. 361-362).

The effectiveness of the work of propaganda and its contribution to achieving victory over the enemy can be indirectly judged by the words of the Chairman of the Presidium of the All-Union Central Council of Trade Unions V.V. Kuznetsov who highly praised the youth brigade movement in his article “Soviet trade unions in the years of the Great Patriotic War” published in the “Bolshevik” journal (KUZNETSOV, 1944, p. 13). In 1944, another important form of organizing work on the mobilization of workers to solve the problems facing them was introduced. A movement of Komsomol youth brigades was organized for the brigade plan to be fulfilled by a smaller collective. It was initiated by E. Baryshnikova’s front-line Komsomol youth brigade of planers from the 1st State Bearing Plant.

On a national scale, the initiative of E. Baryshnikova’s brigade ensured significant labor savings, since, in January 1944 alone, there were over 46 thousand Komsomol youth brigades at industrial enterprises and transport involving more than 400 thousand young workers. For their excellent work, 12,870 brigades were awarded the title of front-line brigades. More than 30 thousand workers from the front-line brigades alone were sent to other areas of production (KUZMINOV, 1943, p. 46). Another important form of activity of production teams aimed at increasing labor productivity, improving the organization of production, and saving resources widely propagated in the media in 1944-1945 was public reviews. Public reviews were first organized in May 1943 in the Urals. In 1944-1945, they turned into a means of mobilizing the initiative of the working masses tested in practice by many enterprises. Drawing the results of competitions and awarding their winners presented an element of the socialist competition highly significant from the point of propaganda. In 1944-1945, a whole system of incentives operated including awarding enterprises with Red Banners from the central state and party bodies, Komsomol, and trade union organizations, as well as government awards, prizes (including state), improved nutrition for leaders, and several other benefits. In 1945 alone, the foremost workers of the socialist competition were awarded 1,041 Red Banners and 2,150 prizes (PROFSOIUZY SSSR: DOKUMENTY I MATERIALY, 1963, p. 373).

**CONCLUSION**

Thus, the propaganda activities of the organizations of the All-Union Communist Party Bolsheviks, All-Union Leninist Young Communist League, All-Union Central Council of Trade Unions, and Soviets of all levels along with organizational and ideological work made it possible to involve the overwhelming majority of workers in the socialist competition. The socialist competition played a significant role in solving large and complex problems facing the Soviet Union economy at all stages of the Great Patriotic War. Using various forms of patriotic movements like the two-hundreds, three-hundreds, and thousands and front-line Komsomol youth brigades, the propaganda bodies of the party, Komsomol, trade union, and Soviet organizations contributed to an increase in labor productivity and improvement in labor discipline. They allowed the patriotism of the Soviet people, their dedication, and heroism to manifest clearly despite the formalism in the work of said bodies and their passion for often far-fetched slogans and initiatives.
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The role of propaganda in the formation of USSR workers’ motivation for highly productive labor in the years of the great patriotic war (1941-1945)

Resumo
O artigo examina o papel da propaganda na formação da motivação dos trabalhadores da URSS para o trabalho altamente produtivo nos anos da grande guerra patriótica (1941-1945)

Abstract
The article examines the role of propaganda in the formation of workers’ motivation for solving the tasks faced by the USSR industry during the Great Patriotic War and demonstrates the main non-economic methods used to increase labor productivity, reduce resource costs, and cover the shortage of qualified personnel.

Keywords: Propaganda. Socialist competition. Labor initiatives.movements of production leaders. Inventors and rationalizers.


Resumen
El artículo examina el papel de la propaganda en la formación de la motivación de los trabajadores para resolver las tareas que enfrentó la industria de la URSS durante la Gran Guerra Patria y demuestra los principales métodos no económicos utilizados para aumentar la productividad laboral, reducir los costos de los recursos y cubrir la escasez. de personal calificado.