

EUROPEAN PARLIAMENT

Working Documents

1980 - 1981

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DOCUMENT 1-514/81

MOTION FOR A RESOLUTION

tabled by Mr SARRE, Mr HABSBURG, Mr FANTON,
Mrs SPAAK, Mr FERRI, Mr PROUT, Mr de COURCY LING,
Mrs CHARZAT, Mr DESCHAMPS, Mr DONNEZ, Mrs FOURCADE,
Mr GEURSTEN, Mr ISRAEL, Mr MICHEL, Mr d'ORMESSON,
Mr PANNELLA, Mr PONIATOWSKI, Mrs PRUVOT, Mr RADOUX,
Mr SCHALL, Mrs SCRIVENER, Mr TURCAT

pursuant to Rule 47 of the Rules of Procedure

on the use of national languages in publicity and
trade

PE 74.867

The European Parliament,

- whereas there is a growing and undesirable tendency to use foreign words in publicity and trade in the countries of the Community,
 - whereas the press, radio, television, popular songs, and above all, commercial advertising have been invaded by a 'patois-jargon' which bears no relation to Anglo-Saxon,
 - whereas the use of 'Français', 'Deutsch' etc. represents a threat to the purity and intelligibility of English,
 - condemning these practices, which are impoverishing European languages and undermining cultures,
 - whereas only Belgium and France have taken legal action in response to this proliferation of terms which do not make sense in any language,
 - whereas these laws relate solely to the requirement to use the national language for bills, receipts, guarantee certificates, operating instructions, labels and packaging and do not cover the trade names of companies, associations and foreign trade marks,
 - whereas the numerous abuses recorded are subjecting all the EEC's languages to a process of deterioration which is growing steadily worse,
 - whereas it is essential for the languages of the Community to be used correctly,
 - having regard to the report to the French National Assembly,
1. Calls on the Council of Ministers and, in particular, on the Ministers for Education and Culture to place on the agenda for their next meeting the problem of the use of national languages in publicity and trade;
 2. Calls on the Commission to deal with this question in view of the fact that the linguistic integrity of each Member State and the cultural independence of the EEC as a whole is severely jeopardized by this situation;
 3. Requests that in its proposal for a directive on trade marks the Commission should make provision for the description of and operating instructions for products on the market to be given to the consumers of all Community countries in their own language;

1. Hopes that the Commission will draw up a directive on the matter on a preventive, rather than prescriptive, basis;
2. Calls on the Commission to take preventive measures in the Community to prohibit the use of foreign words for marketing and distributing products in the Member States of the EEC;
3. Recommends that a European control body should be set up to ensure that these measures are implemented;
4. Requests that in cases where Community injunctions are not complied with and pending the implementation of the procedures laid down by the Treaties, the Member States should be authorized to impose sanctions in the form of fines, distraint orders or bans on marketing in respect of products or publicity which break the law;
5. Instructs its President to forward this resolution to the Council, the Commission, the Education Ministers and the governments of the Member States.