

## Chapter II

### CANADIAN GOVERNMENT INFORMATION ACTIVITIES ABROAD

#### Purposes

For over twenty years - since the Second World War and the development of widespread Canadian representation in other countries - the Department of External Affairs and other Government Departments have made an effort to make Canada, its people, their life and aspirations better known across the world. The motivation for this activity has been partly intuitive and partly calculated. From many quarters the impulse to share knowledge of our country with others has been spontaneous, born of pride in our national resources, institutions and achievements and the determination to gain wide recognition for these. This understandable feeling has been reflected in Government information activity outside Canada but essentially it provides little more than stimulus and support for clearer and more systematic official purposes directed towards the service of Canada's national interests in the world.

2. What are the purposes of a Canadian Government information programme abroad? In this Department the question has been raised and answers given, time and time again, but there are strong and persistent indications that too many persons who have done information work have been unaware of the general purposes animating their activity or of the purpose of particular information projects in which they find themselves engaged. And if there is one important question any information officer must pose to himself, regularly and seriously, it is: