

P A R T C

CULTURAL EXCHANGES AND  
INFORMATION IN FOREIGN RELATIONS

Public attitudes towards Canada constitute an important factor in relations with other countries. Informing the public abroad - particularly persons who are influential in forming opinions about Canada - and stimulating cultural and academic exchanges are, therefore, major tasks of the Department of External Affairs. In Canada, providing information to the media, to people and institutions with a special interests in foreign affairs and to the general public, has helped to broaden discussion about Canadian interests in the world and heighten the awareness of Canadians of the role of the Department and the services it provides to Canadians.