

(E)

MASS COMMUNICATIONS

1. Improvement of Means and Techniques

- (a) Documentation Centre on School Broadcasts - School broadcasts increased and it is estimated that three-fifths of Canada's English-speaking schools now use these programmes, an increase of 10 per cent in the last year. Important steps were taken by the Canadian Broadcasting Corporation to improve the coverage in Canada's northern territories. The Canadian authorities are of the opinion that the UNESCO Centre would be more useful if it supplied programme material.
- (b) Seminar on Audio-Visual Aids for Educational, Scientific and Cultural Purposes, Sicily, September, 1953. The report of the Canadian representative was circulated to all interested agencies and organizations in Canada.
- (c) Use of Television for Educational and Cultural Purposes
- (i) The Canadian Broadcasting Corporation is conducting important experiments in linking "in-school" sound broadcasting with "after-school" telecasting. A series of television programmes is designed to visually supplement a radio series. The experiment is being evaluated to determine the amount of assistance to the classroom teacher of a combination of the two media. Experiments on "in-school" telecasting are planned.
- (ii) In providing films for television the National Film Board of Canada is concentrating on use of light 16 m.m. single system sound cameras and is producing films at the relatively low budgets required for quantity production for television.
- (iii) The Canadian Association for Adult Education acted for UNESCO in a study of "National Farm Radio Forum" and supplied documentation on education by radio and television.
- (d) Use of Films for Educational Purposes

The National Film Board of Canada have developed a dual language sound track and adaptor for film projectors. The split sound track can carry two languages or a commentary for two different audience levels.

2. Use of Mass Communications

- (a) Study of World Daily Press - The National Librarian provided UNESCO with a Canadian bibliography for this study.
- (b) Study of Cinema for Children - The Canadian Film Institute provided extensive assistance but was seriously handicapped by the very short time permitted for the survey.
- (c) Film Cataloguing Project - At UNESCO's request three Canadian experts attended a meeting on this subject at Washington in July, 1953.