

short of phenomenal. Not only have they deepened understanding between the two countries, but also they have served to open up numerous political and economic channels. According to the Canadian ambassador in Peking, they have accomplished what no end of political and diplomatic efforts could ever hope to accomplish. They have turned strangers into close friends.

Principles of Cultural Relations

From these and similar other international experiences, it is possible to derive some general principles of cultural relations - principles which, in the light of the foregoing, require no additional explanation. These principles have the greatest relevance to Canada and should serve as basic guidelines in the future development of Canada's relations with other countries in this field.

1. Cultural relations constitute an integral component of foreign policy.
2. Cultural relations are a legitimate area of government responsibility.
3. Cultural relations yield numerous political, economic, social and cultural benefits.
4. Cultural relations constitute an essential element in foreign policy in their own right as well as in relation to the other areas of foreign policy.
5. Cultural relations can have positive or negative effects depending on how they are utilized.
6. Cultural relations form the backbone of a country's external cultural policies.
7. Cultural relations are intimately connected with a country's domestic development.
8. Cultural relations should be balanced and diversified.
9. Cultural relations should be expansive and reciprocal and based as far as possible on mutual cooperation among nations.

Principles as fundamental as these do not exist in the abstract or in isolation. On the contrary, they are part of a universal experience which has been steadily gathering momentum throughout the world over the last few decades. In one form or another, they are embodied in every important conference in the cultural field in recent years. Moreover, they are enshrined in the Declaration of the Principles of International Cultural Co-operation reproduced in the Appendix of this book.

If these principles have general relevance to all countries, they have particular relevance to Canada. As the last few decades have made abundantly clear, Canada is an inventive nation - a nation which can point to a substantial stock of creative accomplishments in the arts, science, academic affairs, communications, the mass media, sports, recreation, the environment, architecture and the crafts. These accomplishments are becoming increasingly well known within Canada. However, it is only through an ambitious cultural relations program and a dynamic external cultural policy that they will become part of the universal heritage of mankind.