

gional news agencies and local training centres. From Asia and the Pacific there have been requests for developing news exchange facilities involving both radio and television. The Caribbean has applied for funding for a regional program exchange system. The requests, which in total amount to several million dollars, do not tamper with philosophical and sacred press traditions of the West but rather are aimed at creating elementary, and in most cases necessary, communication infra-structures; or else they are aimed at establishing training programs that seek to improve both the quantity and the quality of professional journalism in the Third World.

Canada's opportunity

But one would have difficulty in understanding the role and activities of the IPDC if the sole source of information was Western press coverage. Crucial in the overall debate about the NWIO is Canada's role. Canada both by its history and by its current efforts has an excellent opportunity to provide leadership in this area by putting forward a "made in Canada" position. To follow the current U.S. position or even to be associated with it could result in damage to our substantial international reputation in the communication field. Considering the good-will

established by such agencies as the National Film Board or Canadian communication aid efforts in the Third World, it would be an act of folly to blindly parrot the hard line and almost paranoid reactions of the U.S. press and current Administration.

Rather the continuing struggle that Canada has had in protecting its broadcasting system from U.S. control and in Canadianizing its cultural industries is very similar to the objectives of Third World countries in their call for a NWIO. (It is important to note that within a short time there will be a similar call for New World Cultural Order.)

In many other areas of foreign policy it is difficult, often impossible, for Canada to pursue a unique or distinctly non-U.S. policy. But in the communications area, and within bodies like the IPDC, there is a significant opportunity for Canada to demonstrate leadership, not only for other Western nations, but for Third World countries as well. Certainly, there will be complaints by the press barons and possibly outright hostility from the current U.S. Administration, but despite the uproar to protect the one-way flow of communication that is clearly to their benefit, a more realistic position by Canada would bring us considerable prestige among most of the nations of the world. □

Latin America

Two articles on the Latin American scene, with glimpses of Canadian opportunities.

Canada and Brazil: comparing two hemispheric giants

by John D. Harbron

Brazil, like Canada, is a geographic giant in the Western Hemisphere, her vast land mass dominating South America as the Canadian one does North America. That is not the only strong geographic and demographic parallel between Brazil and Canada. There is the concentration of populations in core areas, the Canadian along the U.S.-Canada border, the Brazilian in the coastal cities. In each case the earliest settlers only slowly penetrated the hinterland, although Brazil with 120 million people has five times Canada's population.

When the pioneers did advance from the coast, immense unsettled regions challenged the limited technical

and human resources of the time to develop new cities. Their efforts spurred a national consciousness about the role of the great interior in the nation: in Brazil the Amazon, and in Canada the far north and Arctic islands.

As the original urban communities expanded into sophisticated centres for trade, culture and government, the ever-present and ever-challenging frontier created its own traditions in both countries. In Canada these came from the opening of the prairies, mainly after the large central European immigrant flow at the beginning of this century, and in Brazil, the period of the restless cowboy-settler, what Brazilian history and folkloric literature calls the *bandeirante*.

In our modern age of the many technologies available for expanding and developing the frontier, the large Brazilian and Canadian land masses have been opened up by the application of engineering skills to pioneering needs. The air age has been vital to both Brazilian and Canadian

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