

2.6 Process Description

(1) Main Activities

I	Cultural affairs (not prioritized)	<u>Percentage of Funds</u>
	Exchange of persons (artists, bureaucrats, youth, specialists)	18%
	Performing Arts Tours	33%
	Visual Arts Exhibitions	11%
	Cultural centres and galleries	21%
	Cultural events (festivals, Canada weeks, etc.)	6%
	Book programs (gifts, fairs)	5%
	Publicity	2%
	General Administration	3%

The headings above are the principal subprogram thrusts and the activities support these thrusts. They include identifying opportunities and establishing contacts to facilitate the above sub-programs. They also include the selection of individuals to be supported, negotiation of contracts, operation of the cultural centres, representation at various cultural events, etc. Some project evaluation is also carried out, particularly to determine audience appreciation (critical reviews, etc.)

II	Academic Relations (non-domestic)	<u>Percentage of Funds</u>
	Canadian Studies	28%
	Scholarships	40%
	University Exchanges	26%
	Multilateral Conferences and Meetings	4%
	Administration and Support	2%

The activities in support of the above programs concern themselves primarily with promoting Canadian Studies abroad and fostering a positive image of Canadian scholarship. They should also address themselves to bilateral educational exchanges. The vehicles used to achieve program objectives are: assistance to Canadian professors invited abroad to conduct Canadian Studies courses; speakers and seminars for professors and students; refresher courses in Canadian Studies; assistance to association dedicated to Canadian studies; translation, publication and distribution of books and documents by Canadian authors in the language of the country unit; regional seminars; visiting speakers; scholarships; and provision of Canadian books to interested professors and university libraries. Posts assist in arrangements