

One area in particular where governments, as well as non-governmental experts, will have to be more responsive is with regard to the expressions of uncertainty or of fear from the general public concerning the impact of liberalization: these uncertainties and fears should be faced head-on with facts and analysis; they cannot be dismissed as overreactions of the un- or ill-informed.²⁷

Part of the burden of improved analysis needs to be shouldered by the WTO itself, both through expanded in-house research activity and through development of its own networks with academic and non-governmental think tanks and organizations. While the WTO Secretariat should not adopt an advocacy posture – that role should be assumed by the Director-General and the members themselves – it needs to be, and to be seen as, an authoritative voice on the issues themselves. The work of the

entrance), the viewing of a work of art (paid for by the price of admission to the museum or art gallery) or the obtaining of essential medical care (paid by medicare if one is fortunate enough to be Canadian). Labelled "consumption," such activities get lumped in with everything from gluttonous overeating to excessive use of gasoline from driving gas-guzzling SUVs to the corner store for milk. This allows the short and easily made intellectual leap from "consumption" to "excess consumption" by those who question the objective of growth with no more apparent ultimate purpose than to have more clothes than closet space or more cars than the roads can accommodate. By the same token, the expenditure on gasoline required to sit for an hour in rush-hour traffic, and the purchase of medicine to alleviate lung problems caused by breathing poisonous exhaust from other cars in the process, because infrastructure development has not kept pace with growth, are also considered "consumption." In the developed countries (especially during economic booms), the equation "more growth = greater welfare" cannot always be directly made; the "communications deficit" derives from the failure to internalize this.

²⁷ These concerns are many and varied, ranging from the impact of trade liberalization on social contracts and on the fabric of societies to the role of trade in truly fundamental issues such as global warming and biodiversity. These concerns generally fall under the rubric of "trade and ...", an issue area that is only starting to receive the in-depth rigorous analysis and policy attention that it deserves. For an overview, see Dan Ciuriak, "The 'Trade and...' Agenda: Are We at a Crossroads?", *op. cit.*