

as an episode to be endured". And this attitude has not developed capriciously but through observation of the less than important status allotted to the Division and the less than impressive achievements it has been able to register. Outside observers are generally critical of the information operation but for other reasons. The foreign service tends to disdain the Information Division and information work as "unprofessional" in the sense of the profession of diplomatist while journalists consider it "unprofessional" in the sense of the profession of public communication. The sad thing, to my mind, is that these two views, though often exaggerated in their scope and intensity, are not lacking in valid basis.

10. Since 1947 when the Canadian Information Service, rendered down, was incorporated into the Information Division of External Affairs, the Division has led a separate and lonely existence. It has gone its own, often rather dreary, way, relatively isolated from the "political" divisions of the Department even though its focal purpose is to support external policy. The amount of dialogue between the Division and the rest of the Department has been limited, nearly negligible on policy matters. As the Government has, over the years, never developed a philosophy, at least a conviction, about the proper place and level of importance of external information, it is not surprising that direction given to the Division from above on what it should be doing has not been visible for very long periods of time. It would not be sensible to think that any government, beset by many other, much more important problems,