

abroad. The image they project will determine how our foreign guests view Canadians as a whole. It is therefore essential that this image reflects those positive values, beliefs and traditions that Canadian's want projected.

Determining these values, beliefs and traditions could be a difficult undertaking given the diverse nature of Canada. In fact, when asked to describe their impression of Canada in one word, the 23 DFAIT personnel interviewed offered 56 different words. A compilation of these words appears as ANNEX F. If DFAIT used these 23 people as representative of all viewpoints held by Canadians it might conclude from there comments that Canada should be projected as a country that is:

- * modern
- * multicultural
- * technologically advanced
- * efficient/organized
- * not European
- * open

Given the diverse nature of Canadians it would be unwise to make this conclusion on the basis of interviews with only 23 people. It is essential however that some commonality be found or else Canada runs the risk of projecting an unfocused image.

A SUGGESTION:

Recently the Government of Canada conducted a year long consultation with Canadians on every aspect of Canada's international relations. These consultations resulted in the publication entitled "Canada in the World." In this document, three key foreign policy objectives were noted:

- * The promotion of prosperity and employment.
- * The protection of our security, within a stable global framework; and,
- * The projection of Canadian values and culture.

It is clear from these objectives that the Canadian Government wants to project certain images of Canada to the world. It wants Canadians to be seen as: