

simplicity and contain a definition of the intended audience.

At this point the basics are reached and considerations of purpose must be blended with those of audience. In the latter instance a greater measure of precision is needed. Reference has already been made to the desirability of reaching "informed Canadians". This, too, is very broad. While it has the obvious pitfalls of any arbitrary line of demarcation a stipulation of educational level provides some help. There are two alternatives valid in this context.

1. Secondary school graduates.
2. University entrants.

There is, of course, a considerable difference between the two. From the standpoint of an editor or writer attempting to envision the man or woman likely to be reading his material the second classification provides a clearer impression. It is also more in tune with the apparent realities of comprehension of external relations questions in this country.

RECOMMENDATION 9: The Monthly Bulletin should be aimed at the educational-level equivalency of the University entrant.