

of this option and how we deployed them. The state of the U.S. economy could be another factor determining U.S. reactions at any given time. On any reasonable assumptions, however, such impact as the option may unavoidably have on U.S. interests would be cushioned by the time-frame over which it is being projected and should be relatively easy to absorb in a period of general growth and prosperity. When all is said and done, the option aims at a relative decline in our dependence on the United States, not at a drastic change in our bilateral relationship. As such, it is not incompatible with the view, recently advanced by President Nixon in his address to the House of Commons, that "no self-respecting nation can or should accept the proposition that it should always be economically dependent upon any other nation".

### Cultural options

The continental pull appears to be operating most strongly in the economic and cultural sectors. There are those who, like Professor John Kenneth Galbraith, argue that U.S. economic influence can be disregarded so long as Canada manages to maintain a distinct culture of its own. Many Canadians would disagree with him. Nevertheless, no prescription for Canada is likely to be complete that did not attempt to cover the cultural sector.

There are differences between the economic and the cultural forces that are at work in the Canada-U.S. relationship. In the first place, culture has more than one dimension; it means different things to different Canadians. Second, the cultural interaction between Canada and the United States is, if anything, even less a matter of governmental policy than the interaction between the two economies. Third, it is much harder to influence the movement of ideas than it is to influence the movement of goods. Finally, it is evidently not a threat about which the public at large feels anything like the concern that, according to the opinion polls, it feels about the threat to Canadian control of the domestic economic environment.

This is one reason why the cultural scene requires separate discussion. But there is another. In the economic sector, it is clear, Canadians do face difficult choices. It is a moot question whether this is really true when it comes to the cultural sector. This is not to discount the importance of a healthy cultural environment to the Canadian sense of identity and national confidence. It is merely to suggest

that in this sector the essential choices may, in fact, already have been made.

Domestically, two prescriptions have, by and large, been applied. The first is regulatory. It recognizes that some of the means of cultural expression are subject to the competition of the market-place in the same way as the offer of other services. The purpose of regulation in these instances is simply to ensure that, where the standards of the product are equal, the Canadian offering is not ruled out by terms of competition that are unequal. This is the general philosophy that has guided the efforts of the Canadian Radio and Television Commission. It is probably applicable in other areas where the Canadian product — whether film, record, or publication — is held back because the requisite measure of control of the distribution system is not in Canadian hands.

The other prescription has been to give direct support to cultural activity in Canada. This role has, on the whole, fallen to government. Support has taken the form of financial assistance, but also of institutions that have been established to encourage the expression of Canadian creative talent. The Massey Commission judged in 1951 that money spent on cultural defences was, in the end, no less important than money spent on defence so-called. In the eyes of most Canadians, this remains a valid judgment.

As in the economic sector, any policy aimed at lessening the impact of U.S. influences on the Canadian cultural scene should presumably have an external dimension. This is not simply a matter of diversification for its own sake. Canada's cultural roots are, after all, widely ramified. International projection will enable Canada to reaffirm its distinctive linguistic and cultural complexion. But it will also give Canadians the opportunity to test their product in a wider market and to draw, in turn, on the currents of cross-fertilization.

### Mass market

In sum, Canadians will not be able to take their cultural environment for granted. It is on the cultural front, as on the economic front, that the impact on Canada of the dynamic society to the south finds its strongest expression. The impact has no doubt been magnified by the development of the mass media and their counterpart: the mass market. French-speaking Canadians may be less exposed to it for reasons of language, but they are not immune. Canadians generally appear to find it more