

easy to see that Canada cannot afford to confine its attention to one particular part of the globe, but must concentrate on developing cooperative arrangements in all parts of the world. Doubtless, there will be certain parts of the world - such as United States, Europe, Japan, the Commonwealth and la Francophonie - with which Canada will want to develop particularly close cooperative ties. But these ties should not be allowed to obscure the need to evolve cooperative arrangements in other parts of the world, most notably Africa, Asia, Latin America and the Middle East.

In the development of Canada's cultural relations with other countries, emphasis should be placed on programs which have a compounding effect over time, leading to the establishment of permanent links and lasting relationships between Canada and other nations. Such relationships yield an ever-expanding circle of bilateral and multilateral arrangements. Moreover, these programs should be designed to have a multiplying effect on foreign audiences, affecting large and strategic segments of the domestic population. Given the need for utmost economy in the use of scarce fiscal resources, Canada can ill-afford to sponsor programs which have a limited or transitory impact on foreign populations.

To accomplish this, much better use must be made of the latest mass media techniques. In recent years, we have seen how the mass media can be used to reach millions and millions of people. Such possibilities exist not only within Canada. They also exist between Canada and other countries. Through the greatly-expanded use of the mass media, Canada could reach many more people throughout the world. In fact, creation of a strong Canadian presence abroad is inconceivable without maximum use of the most advanced techniques of modern communication. This might even prove to be an area where Canada could specialize to advantage. As United States, Great Britain and France have repeatedly demonstrated, the international appetite for high quality, mass media products is large and growing. With a little bit of imagination, there is no end to the financial and cultural returns that Canada could derive from specialization in the creation, exportation and sale of mass media products - books, slides, pictures, radio and television programs, films, records and video-tapes - to the massive international audience. Such sales not only help to secure the economic and cultural situation of Canada's creative talents. They also help to place the legacy of historical and contemporary accomplishments before the world community. Here, as elsewhere, there are countless opportunities for Canada to contribute to the realization of new forms of human communication and a better quality of life for all the world's diverse inhabitants.

If cooperation is the key to Canada's future international cultural relations, it is also the key to prompting greater interest and participation in the realization of these relations at home. The need to create a strong presence throughout the world is a collective responsibility, requiring the dedication and commitment of numerous individuals and institutions. To think that the Department of External Affairs can build Canada's relations in this essential branch of foreign policy by itself is to commit the gravest error imaginable. If many individuals and institutions - artists, academics, athletes, architects, craftsmen, corporations, foundations, arts councils, sports and recreation agencies, professional associations, service organizations, municipal, provincial and federal government departments - do not commit themselves to strengthening Canada's presence in the world, Canada will not be able to play a responsible role in world affairs. This would be a great tragedy, since Canada is one of the few nations in the world that has the potential and the credibility to become a real leader among nations and a genuine