

A political and human challenge

cont'd from page 15
 against the New World Information Order and the New World Economic Order. He proposes—much like Canadian communication theorist Dallas Smythe's 'cultural screens'—intensification of national initiatives for resistance to 'cultural synchronization' in favour of self-reliant national control over cultural, informational and economic sovereignty. Information/informatics/and derived pattern recognition = action = power = economic control of knowledge, in the Hamelink critique and the New World Information Order equation. Canada has still much to learn from this theorem.

The most comprehensive international cross indexed statistics of the world information economy, and world culture industries, are found in the single volume, 1,000-plus page UNESCO Statistical Yearbook 1983. It includes statistics on education, science and technology, film and cinema, radio and television broadcasting, covering 200 reporting countries and territories. It also provides a groundwork for new models and a global framework on information.

Perroux' high level theoretical concerns are with the clear need of 'development for all people' and the resolution of asymmetries. Perroux'

development power economics is formulated against a critical background drawn from the New World Economic Order, New World Information Order, and Club of Rome models. The detailed analysis of his four chapter book speaks to theory and action/practice notions of conflict co-operation and growth; interdependent equilibrium action-praxis theoretical formulations; and multi-dimensional maximized human value 'substance' development.

Perroux innovatively reformulates the concept of world economy. He critically reveals the limitations and proper uses of national plans and world models, and brings them into the ambit of 'planetary economy' and the 'economy of the world as a whole.' In the latter respect, Perroux suggests, with arch understatement, that 'bringing in the cosmos is appropriate since the conquest of outer space is not a notion devoid of meaning.' Indeed, Canada embraces strategic concepts of 'cosmic' economic development. This is reflected by present scenarios of renewed strategic Canadian scientific and industrial thrusts into Space.

In fact 'Canada in Space'—a location from which the country seeks to 'dialogue with all from a position of positive strength'—is occupying,

at least in symbolic terms, an increasingly high profile in industrial, economic, information, and scientific strategy. Such a 'posture' is in keeping with Perroux' humanistic, holistic and global formula. There are of course other implications of such space activities.

In order to maintain national and global equilibrium, fruitful options on the new economy indicate that the rigidity of much old short term thinking must be discarded and new models implemented for responding in a humanitarian way to emerging complexities and global interlocking economics matrices. The preceding books share a concern for explaining or developing or legitimizes strategic decision making scenarios.

The 'fuzzy sets' of Davidson/-Fisher and the corporate descriptive management and organization instrumentalities of Bothwell, Grove, and Albrecht are not recommended.

The values which deserve special attention—including the UNESCO Statistical Yearbook—are: the simple introductory Trimble book; the descriptive Stone (GATT) and strategic Byers retrospectives; and the conceptually innovative 'global development' work of Perroux. Hamelink and Reiffers provide exhaustive information economy critiques. The comprehensive bal-

ance of these works recommend them to readers interested in an ascendant understanding of Canadian economy, information, and the 'economy of the world as a whole.'

Realistic economic priorities above all involve human concerns. Tangible mega-strategies engage

item-identification, rule resolution, and authentic plans of action. These are overarched by the engine of the thinking individuals' depth concern for the life dignity of the human person as the very basis for macro understanding of options on the new economy.

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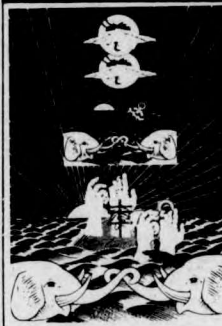
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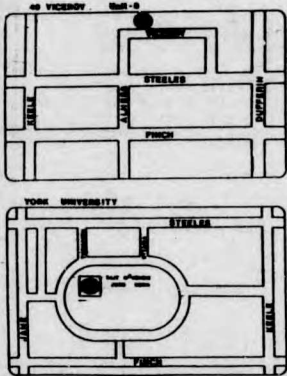
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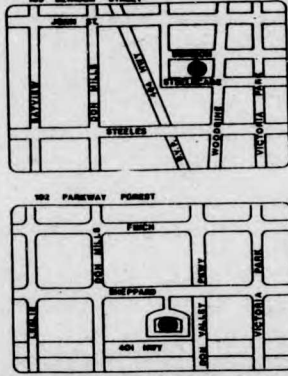
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