

mention the U.S.A., the U.S.S.R. and China to see that culture is at the same time the driving force and the sign of prominent civilizations.

We need only reflect for a moment to see that any country which wants to attain humane, balanced and harmonious growth is compelled to establish a cultural policy and follow it through....

ELEMENTS AND AIMS

A true cultural policy must unite three basic elements: first, well-defined objects; second, the tools, instruments and methods to carry out these objectives; and third, plans which will make it possible to provide for the realization of these objectives and to prepare a timetable.

What are our objects?

The first one, which seems to me the most important, is to promote a truly popular culture....It is not a question of achieving a mass culture by lowering our cultural standards and giving in to the cheapened values which some commercialized pastimes represent as the only cultural conception within the comprehension of the general public. Nor is it a question of leading the masses, willingly or unwillingly, towards what we, the privileged classes, regard as culture. Instead, we must make available to the general public the means of cultural expression necessary to obtain the participation of the greatest possible number of citizens both as creators and as consumers. This participation will be forthcoming to the extent that we are able to avoid a preconceived idea of culture. For example, no one can claim that opera is superior to singing, ballet or jazz. There are no minor arts, there are only arts which convey the spirit of a people....

NOURISHING CULTURAL DESERTS

I shall refer to our next objective as cultural equalization. Distributive justice concerns the riches of the mind as well as material wealth. You are aware that there are certain regions in our country which can be called cultural deserts. These regions may be either rich or poor in the economic sense, but intellectual life there leads an extremely precarious existence, even though (unkind people will say because) some of these regions have been served by radio and television for many years.

I should also like to bring to your attention the fact that there are isolated French-speaking and English-speaking minorities in Canada which need to be nourished and invigorated by the sources of their original cultural environment. The Canadian Government's bicultural policy requires us to see that these groups enter into the mainstream of their culture, which they could never do by themselves. The French and English cultures must be available to all who belong to them, from Newfoundland to Victoria. I personally hope to make the Department of the Secretary of State the department whose mission it is to protect French-speaking minorities - which are, moreover, the most numerous and the most underprivileged at the present time. The Department of the Secretary of State would also, of course, be concerned with the smaller number of English groups isolated in

a French-speaking environment.

Finally, in some of our large cities, there are entire areas which are cut off from cultural life because of their low economic level. As the community facilities which normally provide the essential ingredients of cultural life within a society are lacking in such places, the situation must be remedied by setting up community and cultural centres....

Finally, we must set up an exchange programme which will be interregional at first, and then, at a second stage, a system of international exchange.

POLICY OF CO-ORDINATION

What will be the tools of such a policy? We shall find them mainly in close co-operation between the various levels of government which characterize our governmental system. None of these different levels (federal, provincial or municipal) can singularly assume an undertaking of this size, a revolution of such importance.

As a second step, we shall achieve our aim through better co-ordination of existing agencies. Taking films as an example, it appears evident that the operations of the National Film Development Corporation should be closely co-ordinated. Will it be necessary for this purpose to set up a Canadian film commission, independent of the institutions mentioned, but having the necessary authority to implement a single well-thought-out film policy? This remains to be seen.

What I am sure of, however, is that Canada must find some way of putting its film talent to work so as to enter the international market and break the "sound barrier" of foreign distribution....

YOUTH POLICY

...It is undeniable that a wider and wider gap is opening between generations. The process began with a deaf-eared dialogue between young people and their elders. Today, we have reached the silence stage, which is even more serious.

As we are all adults here, I shall not linger on the supposed faults of young people. Rather, I shall talk about our faults; in my opinion the most important is the unanimity with which we refuse to face the world-wide dispute in which we are the central issue. Just because young people are suggesting a world which seems absurd to us, we react most often with complete negativity. What is even more serious is that we react by trying to impose on them our conception of the world and our ideas on life....

A youth policy, to my way of thinking, means helping young people to give expression to their ideas, however far-fetched these may appear at first glance. We would be making a very big mistake in thinking that all the ideas young people put forward are utopian. And I want to be certain that my meaning on this point is clearly understood. A government which would try to use a youth policy as a ploy, in order to drag young people into total respect for the *status quo*, to persuade them to conform to the so-called "adult" world and its values, would not only be headed for dismal failure, since it would not