

of those services appeared to be realistic as demonstrated by observations such as: "They're largely business oriented and they hold the hands of people who get into trouble".

"Business oriented" meant that Consular Services could be relied upon to provide information on "who's active in the area", on "the cost of services" and "advice about customs and export". "Trouble" included lost passports, medical emergencies and legal entanglements ranging from traffic violations to drug-related matters. Also, it was generally considered advisable to register with the closest Canadian consulate when travelling in areas of political and social unrest or in communist countries.

No one expected direct financial aid or personal favours. Statements made by two respondents to the effect that they might go to a Canadian consulate abroad to get information and maps about a host country were considered inappropriate by fellow group members.

Consular personnel were regarded as professional diplomats who could be counted on to help bridge cultural gaps in unusual circumstances. It was taken for granted that they would "provide a security blanket" by being efficient in assisting Canadians experiencing difficulties in foreign countries.

3. REACTIONS TO SLOGANS

The slogans were written on a board prior to each meeting and uncovered by the moderator one at a time to be discussed (a different order was used for each group). At the end of the meetings, after all of the options had been analyzed, participants were asked to rate each slogan. While this last exercise had no statistical validity, it did provide a venue for consensus building and allowed considered opinions and afterthoughts to surface.