



*What messages should Canada communicate in its role as a peacemaker and middle power in promoting disarmament and international order.*

There is an enduring Canadian interest in peacekeeping and support for peacekeeping, attributable to the congruence of Canadian values with the aims of peacekeeping. Peacekeeping is seen as an important element of the Canadian identity. Canada has the ability and the opportunity to work with like-minded states to promote UN themes.

Canada is very concerned with humanitarian issues which are best pursued through multilateral links such as the UN. There continues to be a role for Canada as a mediator exemplified most recently by events in central Africa.

Canadian values and priorities are best communicated through actions such as development assistance programmes. There was some scepticism about the ability of governments to effectively harness advanced communications technology, but where achievable, the best tool for communication and education was said to be action.

Furthermore, even as Canada looks to communicate abroad it must not lose sight of the need to educate Canadians about themselves, and about others. Canada must strive to ensure policies in one area do not undermine those in another area. For example, there was concern expressed that Canadian involvement in the arms trade undermined the Canadian commitment and image as a peacekeeper.

*How does Canada communicate: what is the role of multimedia, public broadcasting, the media, and technology transfer.*

The promotion of Canadian values and culture abroad requires the strong leadership of the

Federal Government. The task of the Government is to identify a consistent and homogeneous message that reflects Canadian values. In promoting Canadian values it is imperative that Canada lead by example.

It is important that Canada involves itself in dialogue and that we are sensitive to the audience, regardless of the communication tool. One way of advancing the dialogue is through distance education. It is also important that Canada not send contradictory messages. There is potential for Canadian values to be spread abroad via Canadian film and television productions.

Canadian objectives for a communications network should be:

- to enhance all types of communication at the global level;
- exposure to other values and culture;
- the local ownership and control of communications technology thereby allowing regional, cultural, ethnic and religious variations;
- education and training for journalists and media technologists;
- the growth and development of democratic societies;
- the transfer of various knowledge-based industries in areas such as agriculture, food technology, forestry, mining and banking.

Canada should be concerned that high rates of illiteracy and poverty will inhibit access to the benefits of communications networks. Moreover, it must guard against contradictory messages and give more thought to national standards and the funding of initiatives.