

5. In assessing and establishing the role of a foreign information service, a clear eye is called for to maintain perspective on the scope and on the limitations of the contribution which information can make to the Government's activity in foreign affairs. The central work of a Foreign Office and a Foreign Service is the conduct of government-to-government relations and in this work an information service has no direct role to play. The information function is auxiliary to the central function but to recognize this with full force and clarity is not to degrade or minimize the utility and significance of the information arm. In the modern world of fast communication and of vastly expanding literacy and general education, it is not enough to talk to governments and to persuade them; the people - at least an informed cross-section of them - must be aware of the nature, intentions and performance of the country with which their government is talking and, in the long haul, the people must be persuaded that certain features make that country a valid and worthy interlocutor. To present such a picture and to persuade public opinion, within limits set by diplomatic propriety and the norms set by the local government, is the underlying job of an information service; and it is a serious and important job. However, the general task of displaying abroad those features of Canadian life which mark us broadly as a respectable and purposeful member of the international community should not be regarded as more than the backdrop to information activities which are more specific, more pointed, more directly contemporaneous. If information work is to achieve proper impact, it must be carried out in the light of the most important Canadian interests in the current circumstances, national and