

area of human rights against their will. What we can do is foster the will, and I believe that there is now ample evidence that such a policy can succeed.

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The media of mass communication are important instruments in promoting knowledge and understanding of human rights issues and the ethnic press in particular has a vital role to play in this respect. You have the task of encouraging your readers to preserve their cultural values thus enriching our whole society.

As pointed out at a UNESCO Conference held some years ago, an important problem to which you might address yourselves is that of the different rates of cultural adjustment of the various age-groups in immigrant families as a factor in family tension. Here the ethnic press has a special part to play, for it enables parents to retain cultural contacts they hold dear, while increasing their appreciation of the Canadian environment.

However efficient educational services for adult foreign-language migrants may be, many newcomers do not acquire real proficiency in the English or French languages. A sizeable percentage of them will obtain knowledge sufficient only to cover immediate economic needs and other essential aspects of daily life. The role of the press in the migrants' own language therefore has two perspectives -- one, as a means of retaining a needed link with the culture and developments in the country of origin -- the other, as a means of extending the migrants' understanding and knowledge of Canadian ways of life, customs and values.