

## CHAPTER IV

Cultural Relations. From the earliest days of Canadian public information activity abroad, there has been a component, sometimes minute but showing a rising curve of growth over the years, which could broadly be called "cultural." The process of definition of cultural affairs has been spasmodic, vexed by diverging concepts and bureaucratic rivalries and has often been arbitrary. The distinction between what work is "informational" and what is "cultural" has never been easy to draw and, perhaps never will be. It is a confusion resulting from the fact that, at one and the same time, a book, radio or TV program, film, exhibition of art, musical performances, stage presentations, etc., constitute communication to other peoples of the aesthetic quality of a nation and at the same time communication of certain facts about that nation, explicit or implicit. The exchange of students, teachers, writers, composers, performing and graphic artists, etc., between countries constitutes a set of cultural relations but certainly involves a massive exchange of information. Conversely, to conduct a program of information abroad, it is essential