

CULTURE AND COMMUNICATION

In view of the fact that societies are becoming increasingly aware of the crucial significance of culture and of the factors that nurture, modify and transform it both at the collective level and at the level of the individual, and recalling the principles guaranteeing the rights of the individual in the Universal Declaration of Human Rights and the International Covenant on Economic, Social and Cultural Rights, Unesco must reaffirm in its Medium-Term Plan the universality of culture and its fundamental role in all aspects of human endeavour and assure a significantly higher priority to culture and its multiple dimensions within all its programmes and activities.

In Canada, one can speak of a sense of crisis concerning the need to deal with the whole series of problems presented by culture and communication.

With regard to the second Medium-Term Plan, Canada recommends the following considerations be taken into account:

- Culture should be considered from a comprehensive perspective, as an essential component of all functions and activities of Unesco, and recognition should be given to the linkages between culture, natural and social sciences, environment, education through an interdisciplinary approach to programme activities and objectives;
- Unesco's cultural objectives should be presented in a coherent and comprehensive manner throughout the Medium-Term Plan, with a view to a higher priority being given within the biennial budgetary appropriations programmes and activities designed to realize these cultural objectives; culture and communication should be considered together in the Medium-Term Plan as they are particularly interlinked;
- Unesco should consider and evaluate the impact of its activities on culture and should also study the influence of individual cultures on these activities; these studies should be interdisciplinary in nature.