

Entertaining is not necessarily the same thing as informing, and entertainment is not necessarily synonymous with journalism.

As I pointed out, what applies to international crises is also true of national crises. Last winter, my students in the Master's programme analyzed the live coverage of the Oka crisis over three days, and they reached conclusions very similar to those of Dominique Wolton. This live coverage included rumours, repetition, and a mass of unsorted images, all of which lead to confusion rather than understanding.

It may be time we distinguished between the right to information -- a puffy cliché -- the right to know, the right to know immediately and the right to understand. Although the right to know immediately is fundamental to the speed of North American journalism, and Western journalism in general, it does not necessarily mean the right to understand.

Since 1978 -- and our film which is still of relevance despite the examples given here -- there have been various factors which have exacerbated trends which already existed. First, as I mentioned, technology has changed. I also mentioned development in communications and the confusion of media genres. However, those changes have taken place within the context of what I have described by a neologism in both English and French, and therefore one that is truly Canadian: commodification. "The commodification of news and of the media." "Making more than ever a commodity out of news." That has also been the trend of the past seven or eight years. The delicate balance which has always existed in the media between opposing ethical values: the newspaper owners' market ethic of profitability, the public service ethic, and the ethic of the journalist, which has always been considered in our business like a church-state relationship. There has always been a division between the business and the writing itself. I believe that this balance, which has always been delicate and must be rebuilt every day, has been broken in recent years in the atmosphere of fierce and unbridled competition we have known. Conflicts, crises and dramatisation, which have always been the essence of the news, have taken on far greater importance in the context of such extremely fierce competition. As Jerry Mander pointed out in his book *Four Arguments for the Elimination of Television*, and I should say that I am not in the least in favour of eliminating television: "More than ever in terms of news, war is better than peace, violence is better than non-violence."