

it is not through the cultural images they project? Such images may be positive or negative, depending on the form and content of a country's creative life. Countries with negative, lack-lustre or ambiguous images would be well advised to examine carefully their cultural projections, as this may provide the key to assuring them a more positive world response to their actions and a more prominent place in international affairs.

If expanded cultural relations are necessary to all countries in general, they are essential to Canada in particular at this stage in the historical evolution of the country. In addition to the many aforementioned economic, political and cultural benefits which can be derived from greater cultural interaction with the rest of the world, there are two quite specific ideological benefits which can be experienced as well.

Within the country, there is a growing realization that Canadian identity is being eroded as a result of too much exposure to American culture. As a country with strong democratic traditions, it is ideologically difficult, if not impossible, for Canada to commit itself to protective devices which interfere with the free flow of people and products between the United States and Canada - tariffs, quotas, levies and the like - in order to insulate Canada from too many intrusions from United States. Under these circumstances, the only viable solution to this problem is to expand Canada's contacts with the rest of the world to the point where the American influence is counteracted by influences from other parts of the world. In this way, a better balance and perspective is achieved on Canada's overall cultural life. The great Indian scholar Gandhi had the ideal solution for countries which became too dependent on influences from certain countries. He said, "I do not want my house to be walled and my windows to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible, but I refuse to be blown off my feet by any one of them."

There is an equally compelling ideological benefit which can be realized from a greatly expanded program of international cultural relations for Canada. During the last two decades, Canadian cultural development has been internally focused - and perhaps rightly so - in order to build up the requisite domestic resources which are needed to satisfy the cultural needs of the population. Now that these resources are well developed, they need the creative stimulation - as well as the income, employment and market inducements - which can only come from much more international exposure. If Canada's artists, athletes, architects, academics, orchestras, theatre groups, opera and dance companies, publishing houses and film and television agencies are not to atrophy, they need to extend their efforts into other countries. If they are unable to do this, Canada and Canadians will be the losers. Not only will Canada lose considerable prestige in world affairs, but it will fail to realize its true potential as an inspired international leader. Equally as important, Canadians will lose that sense of collective identity and human pride which is critical to the future of the country.

It is obvious that cultural relations are destined to play a far greater role in the future than they have in the past. There are too many concrete benefits - such as more identity, higher standards of creation and performance, better knowledge of the world and awareness of other people, more trade and economic growth, better diplomatic and political relations, more peace and security among nations, greater international cooperation, a more stable world order and a far superior