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The influence of communications on social change in Canada

Addressing the 1976 Reading Conference at York University, Toronto, on February 20, Secretary of State Hugh Faulkner observed that the concern with communications had been "perhaps the most persistent issue we have had throughout Canada's history". Following a general introduction that dealt with a number of factors influencing social change, the Minister stated that his principal topic would be "communications and their relationship to social change in Canada", and proceeded to devote the balance of his speech to it:

Looking back to the time of Confederation, it is clear that we tacitly recognized the fact of pluralism. A "confederation" suggests by its very nature the union of distinctly different elements, brought together by some shared values and a common belief that individual and group differences not only need not divide us but will ultimately work towards our mutual enrichment.

Throughout the last 109 years, we did not elect to attempt to boil down our differences into some homogeneous "mix". We agreed, instead, to share our differences and tolerate our idiosyncrasies in the pursuit of mutual prosperity.

In more recent years, my Department has been pursuing an active policy to promote social and cultural pluralism. One important aspect of this has been assistance to minority groups in Canada. Today this mandate is not as popular as it once was. Many commentators have pointed to a kind of right-wing backlash in Canadian society. Some feel that the disadvantaged are "ripping off" the tax-payer. I want to take this opportunity to discuss some hard truths about minority-majority relations and the communications problems involved. In so doing I shall draw on my Department's experience in assisting various minorities. Let me briefly give some examples of our activity in this area.

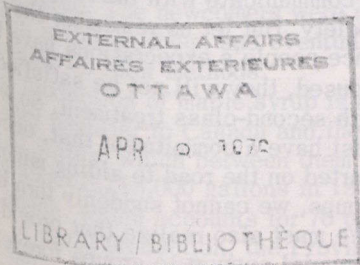
Take the example of Canada's native people. There are about 250,000 status or registered Indians, about 750,000 non-status or Métis people, and about 18,000 Inuit — taken together, a sizable minority of about one million Canadians. No doubt, many of you are familiar with the social, economic and cultural difficulties faced by the native

people. The focus of much of my Department's work with the native people is designed to enable them to communicate with each other and then to express their concerns to the society at large. Two programs in particular do this: the program of core-funding to native associations and the native communications program.

Financing native communications

Core-funding involves the provision of basic operating costs (staff salaries, rent, publications, meetings) to three representative national native groups — the National Indian Brotherhood, the Native Council of Canada and Inuit Tapirisat of Canada — plus 31 representative provincial and territorial associations. Over the five-year life of the program, since 1971, over \$30 million has been allocated for the kind of leadership development and political representation desired by the native people. They have argued their case compellingly and with persistence. Sometimes the Government has disagreed with them, but in the main we have responded with policies and programs to improve the lives of native people.

The native-communications program has supported the growth of native newspapers and native-communications resource societies. Now groups such as the Alberta Native Communication Society bring information to thousands of native people, encourage contact among different reserves and help to inform the white society about the needs and concerns of native people across Alberta. In British Columbia, RAVEN, with its principal tool of a single-sideband high-frequency radio network, acts for remote communities along the coast as a kind of combined



radio and telephone system for places where radio rarely reaches and conventional telephones are unavailable. Native newspapers provide news to their readers about opportunities and difficulties of life in the mainstream of Canadian society, and offer a distinctively native view of how native people can participate in Canadian society while retaining their cultural integrity.

French-speaking minorities

Another situation in which my Department is deeply involved is the fate of *francophone* minority groups outside Quebec. Following the Royal Commission on Bilingualism and Biculturalism of a few years ago, it became obvious that, if French-Canadians could not feel at ease in linguistic and cultural terms anywhere but in Quebec, then a separate Quebec would become increasingly attractive. Assimilation is not the answer in a country like ours. Thus my Department encourages the *francophone* minority groups outside Quebec to survive and to flourish, by a variety of social and cultural mechanisms. And the Government as a whole attempts to ensure that federal services in both official languages are available across Canada wherever there is a reasonable proportion of the official language minority. Recently we supported a task force of *francophone* minority-group representatives that, among other things, has led to a national federation of *francophone* associations. This group will be in a position to articulate their problems on a national basis and to support the many local situations across Canada where *Francophones* are trying to preserve a distinctive "life-style", for the ultimate benefit of us all.

What conclusions can we draw from this experience of government assisting a series of minority groups to communicate among themselves and with the larger Canadian society? In the short run, we must admit that this process can be disruptive. It permits the expression of dissent and it can lead to confrontation between the minority groups and the majority society.

Inadequate communication creates backlash

In some parts of the country, there is a negative attitude towards the expressed grievances of native people. In some

areas, the white society feels threatened by the land claims of the natives. The conception of aboriginal rights is seen by certain people as an extremist point of view. It is also not clear that in all cases the native leaders generated by our funding have been capable of maintaining their ties with the native grass-roots.

If we examine the attempts to guarantee equal language rights across Canada, we can see the opposition this has generated....

It is both pointless and erroneous to dismiss such reactions as simply viewpoints of bigots. To be sure, there are racists in Canada. There are also Canadians who appear to have an investment in preserving inequality. These things are facts of life and cannot be ignored. But what is far more troubling is the very large numbers of Canadians who simply do not understand the legitimate grievances of minorities or who simply have a perception of life that ignores constructive social change.

* * * *

Native claims need explaining

Regrettably, it is not always the content of [native] demands that disturbs people. People tend to focus on the blockades, the demonstrations, even the personal styles, of Indian leaders. And in the process, they ignore the real issues – the historical injustices, the land claims, the housing, employment and educational needs. That is why I am encouraged when I hear about the week for NWT (the Northwest Territories) land-claims being sponsored by the Canadian Association in Support of the Native Peoples. This event...will make a concentrated effort across Canada, in co-operation with the native leaders, to explain the reasons behind and the implications of native land concerns. This is the kind of continuing education that can have a real impact on society.

Most of you in this audience are professionals in the field of learning. Perhaps you can help me to find answers to such questions as: How can you encourage people to listen and understand new concepts? How can attitudes be changed to accommodate the rights and concerns of a minority?

Because these are the sorts of difficulty government must consider when we consciously enter the social de-

velopment arena.

Yet I think it is worthwhile that the Government be in this business. The alternatives are to ignore the minorities or to leave to chance the expression of minority points of view. In a society that aims for pluralism, which is based on respect for diversity, such options are unthinkable.

Role of educators

I believe the Federal Government has accepted the consequences of opting for such an interventionist option. But we do not think we can do it alone, or even that we are the most important actors in the play. In fact, I am inclined to believe that an even greater influence can be exercised by you, the adult educators and teachers of Canada. The impact of the guided "peer-group" learning situation can be profound. And I am not just thinking about the kind of innovative "out-reach" approach of Frontier College or of CUSO (Canadian University Service Overseas).

In the long run, I am confident that society will be stronger only if we do help people in the minorities to communicate among themselves and then to communicate with the rest of society. But let us remember the risks. Once people's expectations have been aroused, they will not be satisfied with second-class treatment. So we must have a commitment that, once started on the road to aiding minority groups, we cannot suddenly turn back.

We must also realize that providing financial support to groups forever is not the answer, though it is part of the solution. Sometimes our hard-nosed friends at the Treasury Board in Ottawa will say to us: Where is this all going to end? Is it a bottomless pit? When can you stop giving money to women's groups, ethnic groups, native groups and so on? Our answer is, when there is greater acceptance of diversity and pluralism in Canada. Strangely, this does not satisfy the sceptics! How much diversity, how much pluralism – these are still unanswered questions for the majority of Canadians.

Money not enough

But the serious point is, surely, that handing over funds is not enough. There must be greater access to both



Collecting sap at Notre-Dame du Bon Conseil, Quebec.

Sugaring time in rural Canada

One of North America's most delicious confections is also its oldest. When European explorers first arrived on this continent, they found the Indians of the Northeast managing maple-groves, tapping the trees, gathering and evaporating the sap and consuming maple syrup. The newcomers were not long in imitating them, and eventually improving on their methods.

The production of maple syrup is an industry peculiar to Canada and the United States, which between them made about 3,218,000 gallons in 1973. In Canada, which accounts for 76 per cent of world production, the Province of Quebec is in a near-monopoly position, having produced 73 per cent of the country's output in 1973. The industry is also located in Eastern Ontario, Nova Scotia and New Brunswick.

In Quebec, production is greatest in three regions – the Beauce, the area around Quebec City, and the Eastern Townships – which account for 34, 12 and 10 per cent respectively of the province's output.

In the United States, the industry is found in rural regions of 13 northern states from Maine to Minnesota.

Altogether, some 60,000 seasonal workers in both countries collected almost 120 million gallons of sap from 15 million trees in 1973, to produce syrup with an estimated retail value of nearly \$20 million.

Although all maple species produce a sap from which syrup can be made, the sugar maple yields the largest amount of syrup from a gallon of sap. Forest-grown trees are the best producers, but appreciable quantities can also be tapped from ornamental trees.

For the best sap-production, a tree should have a short bole topped with abundant foliage. Successful management of a maple grove consists largely in obtaining the greatest possible number of such trees.



A young visitor to the sugar-bush peeks into an old-style wooden sap-bucket.

Tapping techniques

The methods of tapping have developed considerably since the days when the Indians cut a notch in the trunk of a tree and inserted a wooden tube through which the sap dripped into a receptacle on the ground. Today, holes of a standard diameter – 7/16 of an inch – are made with hand or power drills. Once through the bark, the hole is drilled to a depth of three inches, slanting slightly upward to facilitate the downward flow of sap. A plastic or metal spout is then inserted into the hole.

The trees are usually tapped about the middle of March, when temperatures have reached about 5°C (41°F). The sap will continue to run until the weather becomes too warm for too long – usually about the end of April.

Collecting the sap

Sap must be collected within 48 hours after it runs and must be filtered and boiled as soon as possible. If it is allowed to become warm before boiling, a darker syrup of poor quality may result.

Most sap is still collected in the traditional way – in buckets (many today plastic) that hang from the spouts and are emptied regularly into vats that are hauled to the evaporators by horse-drawn sleds or mechanical vehicles. In many operations, however, this method is being replaced by the plastic hose and vacuum system. In this method, now in use by about one in 20 producers, the sap flows into quarter-inch plastic tubing attached to the spouts at about four feet above the ground and is fed to a one-inch master-line that carries it to a tank supplying the evaporators.

Evaporating the sap

Maple syrup is obtained by boiling down the sap in an evaporator divided into several sections through which the sap flows. It must reach a temperature of 4°C (7°F) above the boiling-point of water. For example, if the thermometer shows that water boils at 99°C (210°F) at the location of the evaporator, then under the same conditions maple syrup will be ready at 103°C (217°F). To prevent boiling over, a piece of fat is usually hung above the sap. As soon as the bubbling froth touches the fat, it recedes.

It usually takes 30 to 40 gallons of sap to produce a gallon of maple syrup, depending on the sweetness of the sap. Uniform heating is important to the production of high-quality syrup, for it is during the boiling that the product acquires its full flavour – or loses it. Oil- or gas-fired evaporators provide more uniform heat than wood fires, and also save a great deal of work.

Packing, stocking and marketing

When the syrup is ready, it is filtered and packed in cans of various sizes, depending on its commercial destination. This is done while the syrup is still hot – 87°C (189°F) or more – so that the heat sterilizes the can and prevents the syrup from turning sour. Once canned, the syrup must be stored in a cool, dry place – at 5°C (41°F) if possible –, a space being left between the cans to allow air to circulate.

The syrup-producer must then put his product within reach of the consumer in a suitable form, and at a suitable time and place. In Quebec, some 90 per cent of all production is sold to large marketing firms, which pack and grade it for retail sale. In other producing provinces, however, most syrup is sold by the producer to retail outlets, or directly to consumers.

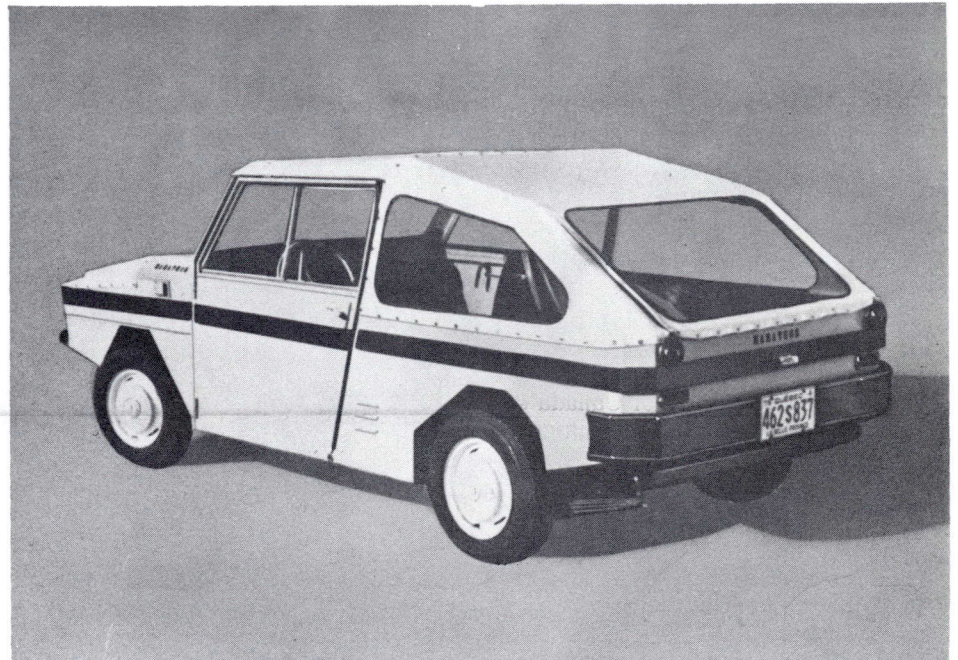
Maple syrup is graded on the basis of colour, taste, concentration of salts, solid matter held in suspension, and any sugars other than sucrose (such as fructose and glucose). In addition, it is tested for lead, which may be present for a variety of reasons, including the use of poor-quality evaporators.

Colour is particularly important in grading but, to be graded in a class corresponding to its colour, a syrup must rate between 65 and 70 degrees on the Brix scale (a standard method of measuring the strength of sugar solutions).

Consumption

Pure maple syrup is an organic food. Nutritious, delicious and versatile, it can be enjoyed in a number of ways. In its most popular form, it is served “as is” on pancakes, waffles, ice cream or other desserts. Further processed, it is enjoyed as taffy, soft sugar, hard sugar, pieces or crystals, and maple butter. It can also be used as an ingredient in a number of dishes.

Since pioneer times, the maple-sugar



Newly-developed Canadian electric vehicle

The electric *Marathon*, model C-300, is a pollution-free, versatile vehicle, powered by battery, which its manufacturer claims is ideally suited for a variety of industrial uses, as well as for urban transportation, golf courses and holiday resorts.

The C-300, designed and built in Canada by Marathon Electric Vehicles Ltd of Montreal, Quebec, will travel at speeds of up to 35 mph (56 kph) and will carry two persons plus cargo. It has a range of about 50 miles (80 kilometres) on one charge. Batteries can be charged from any 110-volt AC outlet with an on-board charger. There is an adapter for 220 volts.

The C-300 has hydraulic brakes, with back-up emergency brakes and a 72-volt patented *Marathon* electrical system.

harvest has played an important role in the traditions of Eastern Canada and the New England states. Coming as it does at the end of a long, hard winter, it heralds the beginning of spring and the first stirring of new life.

Even today, when most people live in cities and have little contact with their rural origins, crowds head for the bush at sugaring time, the adults to delight in its nostalgic sights and smells, the children to enjoy a pan of maple taffy, poured hot over clean snow and twirled on a stick.

Length is 154 inches by 56 inches and height is 53 inches. The total payload is 850 pounds (385 kilograms).

A feature of the C-300 is the vehicle's speed and range performance, which can be varied to best suit requirements. In an application where the speed requirement might be a maximum of 20 mph (32 kph), range can be increased to approximately 70 miles (112 kms) per charge. Conversely, higher maximum speeds – up to 50 mph (81 kph) – can be provided, but with a resultant reduction in range.

Rent controls in Manitoba

Rent controls, restrictions on absentee landowners and further changes in labour laws are major features of the New Democratic Party government's 1976 legislative program for the province of Manitoba outlined on February 11 in the speech from the throne.

Premier Ed Schreyer has promised to introduce rent-control legislation soon as part of the government's pledge of qualified support for the federal anti-inflation program.

The legislation is to be retroactive to October, 1975.

The government is not expected to prohibit ownership of land by foreigners, but there is support for controls on non-resident landowners.

Favourable outlook for exports

The outlook for Canadian exports in 1976 is "quite favourable" as the world economy continues to recover from the most serious recession of the postwar period, according to the Bank of Montreal *Business Review*, March edition.

The Bank forecasts that real gross national product in Canada's main export markets will grow by almost 6 per cent this year. Because of Canada's deliberate 30 percent cutback in crude oil exports, however, the volume of Canadian exports may only grow by 4 per cent.

But, the *Review* says, "even that is a welcome change after the 8 percent fall in 1975". The trade sector was the weakest element in the economy last year, producing the first merchandise-trade deficit in 15 years. This year, Canadian exports in dollar value are forecast to grow by 13 per cent, a significant turnaround after the marginal 2 percent growth last year. The *Review* predicts that all major export categories apart from oil will grow in two-digit figures, with especially strong growth in the automotive, lumber and natural gas areas.

The Bank bases its forecasts on a "much brighter" outlook for the world economy after a recession that had a severe impact on international trade. The actual volume of world trade declined by 3.5 per cent last year. The *Review* says that the volume may increase by a healthy 7.5 per cent this year.

U.S. and Canada lead recovery

The recovery is being led by the United States and Canada, both of which are expected to experience real growth of around 6 per cent in 1976. Japan is expected to grow by 4 per cent to 5 per cent, with somewhat slower growth in Germany and France and only 1 percent growth in Britain.

"Nevertheless," the *Review* comments, "mainly because of the upswing in North America, the world economy will grow by almost 5 per cent." The recovery is prompted mainly by consumer demand for durable goods, whereas private business investment is still depressed. The *Review* comments, however, that "it may well be



Marshall Wood's statue of Queen Victoria in the Library of Parliament.

Parliamentary Library celebrates its centennial

The Library of Parliament, which is part of the Parliament Buildings in Ottawa, is celebrating its hundredth birthday this year.

After it was damaged by fire in 1952, every feature of the Library was preserved in its original form and new furniture was carefully copied from the surviving pieces.

The circular room, under a 174-foot ceiling, is panelled in hand-carved white pine rising from a parquet of cherry, oak and walnut. Below the reading-room are two levels of modern stacks surrounded by offices.

The Library has half a million books, some of them, like the \$27,000 folio of

Audubon, extremely rare. Holdings include British statutes dating back to Magna Carta, British debates from 1660, American Congressional papers from 1802 and Canadian records from the earliest days.

The collection, which serves primarily Members of Parliament and Senators, was for more than half a century a major research centre and national library until the National Library of Canada came into being in 1953.

In honour of the centennial, the National Library is holding a special exhibition, which includes books written by members of both Houses of Parliament.

that next year, when the present upswing in demand for consumer durables starts losing its momentum, the revival of private fixed investment will provide a new impetus to the recovery, ensuring its continuation through 1977".

In the meantime, it says, the recovery "is still a fragile one". Unemployment will remain high in the major industrialized countries. Inflation is still a serious world-wide problem, although

some further easing is expected. Overall world consumer prices are expected to rise by somewhat in excess of 9 per cent after a 10.6 percent advance in 1975.

In a section dealing with Canada, the *Review* states that "the economy got off to a fast start in 1976", with housing and employment up sharply. Further, recent statistics on late 1975 performance indicate strong growth in industrial production

NATO aimen forgather

Aircrews from seven nations, including Canada, will gather at the Twenthe air-base in the Netherlands in late April and early May as Allied Air Forces Central Europe (AAFCE) conducts its 1976 tactical-weapons meet. The Twenthe air-base is located near the city of Enschede, in the extreme eastern part of the Netherlands.

The AAFCE tactical-weapons meet is a biennial competition testing the level of proficiency in tactical fighter-bomber operations attained by the air forces assigned to NATO's Central European region. The gathering also encourages the exchange of information and techniques among participating units, the improvement of air-combat tactics and procedures by a symposium of national views and experiences, and mutual understanding and co-operation in general.

The meet is organized as a practical test of AAFCE's two Allied Tactical Air Forces. It is not a competition between nations. Aircrews from Belgium, Britain, Germany and the Netherlands will form a team representing the Second Allied Tactical Air Force. They will compete for the title of meet champion against a team from the Fourth Allied Tactical Air Force, composed of fliers from Canada, Germany and the United States.

A team from the French Air Force will participate as guests in the 1976 tactical-weapons meet.

The 1976 meet opens officially on April 30. Competition flying, which is to begin on May 3, will feature a variety of air tactics, including bombing, rocketry and strafing.

The meet ends May 14 with the presentation of awards to the winning teams by Prince Bernhard of the Netherlands.

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Curnoe represents Canada at Venice Biennale

Greg Curnoe of London, Ontario, has been chosen by the National Gallery of Canada to represent Canada in the thirty-seventh international Venice Biennale art exhibition, to be held from early June until the end of October of this year. The 1976 Venice Biennale will be the twelfth at which Canada has been represented.

Pierre Théberge, the Gallery's Curator of Contemporary Canadian Art, who is responsible for organizing the exhibition and making a selection of Curnoe's paintings, says that the work of this artist "should be known internationally, for it shows a sense of time and place that is truly Canadian in its good-natured lack of pretension".

Eight of Curnoe's paintings will be displayed, each a view from a different window in the artist's London studio. One is a monumental work 16 feet long, entitled *View of Victoria Hospital, Second Series*, in oil, latex and mixed media on plywood, with marking ink, iron mesh, wallpaper, loud-speakers and a tape player, accompanied by a printed text, from the permanent col-

lection of the National Gallery. Others belong to private collections and to the Canada Council Art Bank.

A multiple talent

Curnoe's activity is not confined to sculpture and painting. He organized the first Canadian "Happening" in 1961, co-founded the seven-member Nihilist Spasm Band in his home-town in 1965 (he invented an instrument, a sort of kazoo, for this group), and has edited his own magazine. He is also co-founder of the Association for the Documentation of Neglected Aspects of Culture in Canada. He versifies, gives lectures and makes films.

He was represented in 1968 at two international group exhibitions — *Canada: art d'aujourd'hui*, organized by the National Gallery of Canada and exhibited in Paris, Rome, Lausanne and Brussels, and the *Canada 101* exhibition sponsored by the Canada Council at the Edinburgh International Festival. He was one of three Canadian artists whose works were displayed at the Saõ Paolo Biennial of 1969.

Influence of communications

(Continued from P. 2)

information and decision-making. There must be long-term development efforts, expanded social-support services, and greater co-ordination among different policy fields.

For example, we should remember that, if people feel threatened by change, they will strike out in defence of their interests. If people see immigrants taking jobs while there is still high unemployment, we should not be surprised if the subtleties of labour supply and demand are ignored. So governments have a duty in this area to ensure a greater consistency in our employment, immigration and social development policies. Otherwise, we shall give some Canadians excuses for blaming newcomers for their problems. We must not unwittingly provide scapegoats for society's frustrations.

So my commitment to supporting minorities remains firm. I see our role as one of seeding ideas, facilitating new approaches, animating others.

But, along with this policy, we must

all do our best to avoid situations of confrontation in which a minority group is in the position of giving ultimatums to society. Governments in particular have a responsibility to see that there is an atmosphere, a framework, in which different points of view can be aimed in a spirit of mutual tolerance and understanding. For the future, I should hope that we shall be no less vigorous in supporting the opportunities for minorities to communicate. Progress has evidently been achieved, but where our performance might improve is in the area of helping the majority to understand the requirements of a pluralist society and of preparing the way for a less hostile reception of minority viewpoints.

Ultimately, the right to conceive a dissenting message and make it known, the right to self-determination and self-realization — these things are at the roots of a democratic, pluralist society. If our history and current state tell us anything, it is that communication in a pluralist society is not only possible — it is essential.