BOOKS

Paul Audley
Canada's Cultural Industries
James Lorimer & Company, Publishers
1982

Reviewed by Patricia Dolan Lewis

For once we have a book on the Canadian media with usage statistics, history, and advertising data.

Canada's Cultural Industries is an up-to-date analysis of the broadcasting, publishing, record and film industry. It integrates the latest information with overall policy statements. Quite frankly, the book manages to combine a lot of disparate facts into a cohesive statement — one that is very necessary to understanding mass communication in Canada.

Building from the premise that Canada must develop policies to strengthen cultural industries, Audley repeatedly highlights foreign control as a major problem confronting the communications industry. In a sector-by-sector analysis, he illustrates that Canadians rely on American media to present a vision of news events, contemporary music, literary masterpieces, artistic films, etc. American domination of distribution systems, production facilities, and news gathering apparatus, forces Canadians into secondary positions — secondary positions within their own national boundaries.

Charts illustrate the relationship between Canadian and foreign ownership in all areas of cultural expressions. These charts give specific dollar figures of production units, or ownership statistics which support the book's fundamental premise.

After outlining the severity of the problem within each industry, the book then explains current government policy. It explains weaknesses and strengthens in the present system and suggests policy alternatives for the future.

Although the book presents masses of specific data relevant to Canada, it does not provide an overview of the communication function. It assumes that readers understand the raison d'être for a national cultural network and merely outlines a procedure for developing this network. As a result, if the book is used in a mass communication course, some supporting background theory would be necessary.

On Newspapers

The newspaper publishing section condenses the Kent Commission's multi-volume report into a comprehensive 42-page summary. It identifies the main themes from this Royal Commission and puts the latest data into perspective by referring to past government reports: specifically the Davey Report and the O'Leary Report.

The policy issues and solutions reflect the recommendations of the Kent Commission, eg. the Press Rights Panel, the Canada Newspaper Act, the surtax proposal.

Magazines

Although 78 percent of all Canadians read some magazines, most Canadian circulation concentrates on adaptations of U.S. magazines; **Time, T.V. Guide, Reader's Digest.** There is little national data on Canadian magazines.

The second chapter provides a concise explanation of Bill C-58 which made advertising in non-Canadian magazines taxable. This section illustrates the problems of Canadian magazines competing against large wealthy American publications. It clearly explains the cost of producing, researching, writing, and distributing magazines to a small widely distributed population. It contrasts these problems with the American procedure of merely printing more issues of the same product and expanding the distribution system. The particular problem of news stand exposure is discussed in this chapter. Also the problems of indirect government subsidies to foreign publications are noted.

Indirect subsidies will be noted throughout the book as a continuing weakness in government policy. Providing subsidized postal rates for foreign materials — records, books, magazines, etc. can only stifle the growth of Canadian products. The recommendations in each chapter remain the same regardless of the product; namely redefine more strictly foreign ownership and eliminate indirect government subsidies to foreign products.

Books

The book industry is in desperate need of a cooperative federal-provincial policy — yet none has been developed. To support this premise, the book outlines the different types of books on the market: trade books, text books, and professional or technical books.

The problems confronting the book industry are similar to those in the magazine sector, but magnified by the ad-

ditional expense of producing a book.

Again like the magazine industry, the distribution network for Canadian books is weak. Very often chain stores dominate in the book industry so fewer specialized books are available. Indirect government subsidies are also a problem. Sales tax exemptions are available for all books, rather than just for Canadian books. The tariff on American books was reduced in 1979, resulting in an influx of foreign titles. The postal subsidy is available for all books regardless of authorship of a publication.

Sound

The average Canadian spends 19.4 hours a week listening to radio. In addition he listens to records and tapes. However, the majority of music broad-

---

By Leonard F. Proctor

The Gutenberg WORD PROCESSOR

Gutenberg is one word-processing program that fully exploits the inherent capabilities of of both the Apple microcomputer and a matching printer. This program will be of particular interest to anyone who is working in the media field and has the need to create hardcopy documents which either contain scientific notation or are written in non-english languages.

Most of the currently available word-processing programs do a capable job of performing the routine revision tasks associated with the creative writing process. But, when the user is faced with the problem of printing complex combinations of subscripts, superscripts, letterheads, titles, diagrams or specialized symbols, these conventional packages often fail.

Gutenberg succeeds where other word-processing programs fail because of three unusual features. First, in addition to the Greek and Cyrillic alphabet being available as standard character sets, provision has been made for the creation of user definable fonts. Second, the user can insert a high resolution graphics image anywhere on the printed page. And third, the text can be printed in two or more columns. In other words, when Gutenberg is under the direction of a skillful user, it has capacity to make the Apple function as an electronic cut and paste page make-up system.

The documentation which accompanies this program is a good illustration of the case in point. It contains numerous examples of diagrams, illustrations, and changes in font size or style. Yet, the original pages for the entire manual were produced by the Gutenberg word-processor program.

The microcomputer hardware requirements needed to run the Gutenberg word-processing program are minimal. The standard 48K Apple II plus with a shift key modification (or the Apple IIe) and one disk drive are quite sufficient. However, the program is printer and interface card specific. Only the Apple DMP or workalikes, Centronics 737 and 739, Epsons, and Qume Sprint 5/45 and 9/45 printers are supported.

In conjunction with the selection of a printer, an appropriate Apple, Epson, Mountain Hardware CPS, Orange Grappler, JPS M. Systems, Pkaso or Sak cards must also be selected. The selection of a daisy wheel printer, it must be remembered, precludes the use the program's high resolution graphics features.

The primary reason that this program is printer/interface card specific is that the program contains one of the most complex sets of formatting commands available in any of the commercial Apple word-processing program currently on the market. While the flexibility of printer control greatly enhances the versatility of any word processing program, it also greatly increases the amount of learning time required by a user to feel "at home" when using the program. For Gutenberg, simply remembering the mnemonics for over one hundred format commands and the multitude of editing and file handling commands is a major memory task in itself.

BOOKS

cast or sold on record or tape is produced in another country. Sound faces problems with producing, recording, and distributing Canadian music. The CRTC's content policy which forces radio to play at least 30 percent Canadian music has encouraged original productions, but the definition of Canadian content is weak.

The chapter concludes with specific suggestions for encouraging this industry: tax incentives, government assisted loans, higher duty on imported tapes, diversified distribution networks.

GUTENBERG

While a good attempt has been made to simplify this process through the use of tutorials and extensive written documentation, additional aids are required to reduce the frustration level of even the experienced microcomputer user, when they start to use this program. While one of the great joys in using this program is watching the output come off the printer; one of the great sorrows is the amount of time that it takes to learn how to successfully make changes in the program's formatting statements. Perhaps more examples with line by line, cross referenced explanation of an actual functioning "print" program, could facilitate the learning process.

Finally, the Gutenberg boot disk is a locked, copy protected disk. This feature prevents the program from being used with either a pseudo-disk or a hard disk storage system. Also, Gutenberg text files are not readable by the normal Apple disk operating system. To compensate for this feature, a Gutenberg utility program has been provided. The use of this program permits the user to convert text files, previously created with other word processing programs, to Gutenberg text files and vice versa.

In summary then, the Gutenberg word-processing program has been designed to perform all of the functions associated with small scale typesetting. Its primary weakness is that it is a complex and difficult program to learn how to use. On the other hand, its primary strength is that, when combined with the qualities of a good dot matrix printer, its capabilities exceed the capabilities of any word-processing program currently on the market. In this reviewer's opinion, anyone who is working in a media related environment which requires the routine use of non-English languages or the regular use of specialized symbols, will find that Gutenberg's strengths far outweigh Gutenberg's weaknesses.

Radio

The chapter opens with a concise history of Canadian radio and the establishment of the CBC radio network.

Many of the problems outlined in the radio section are intimately connected with production problems in the Canadian recording industry. Specific details on radio audience, listening patterns and programming characteristics are given. These facts help us to understand the radio industry in Canada and provide some specific suggestions for improvement.

Moving Images

Movies and the NFB are integrally linked in Canada because for years the NFB was the only film production establishment in the country. Obviously the basic information on the NFB is explained, but it is supplemented by facts on the commercial distribution network. The goals of the Canadian Film Development Corporation are also critically reviewed.

Television

The television industry concludes the review of cultural industries. Like other sections, it reviews the development of T.V. in this country and highlights the problems of producing top quality Canadian programming on a CBC budget.

Pay T.V. and the feature film industry are discussed. The chapter identifies as the key issue the definition of Canadian material.

The book concludes with a strong discussion of the financial impact of the communication industry on society. Consumer expenditure on the cultural products has increased dramatically in the last 10 years. The market for cultural products and programs is expected to increase more rapidly than the economy as a whole. The obvious problem becomes one of supply. Domestic involvement in Canadian news, current affairs, sports and talk shows is high. In comparison Canadian books, records, films, entertainment programs have a very limited market share.

This market share is the fundamental problem outlined in Audley's book. He makes specific suggestions for changing policy and the suggestions are intimately connected with the nature of the industry.

ALLIGATOR

By James Michener

Editor's Introduction

Fiction can not only entertain, it can also instruct. Such was the philosophy stated in the first issue of CJEC (vol. 12) when we reprinted the classic Canadian short story "The Movies Come to Gull Point," as the first in a series of fiction specially relevant to the field of educational media. In this issue we continue our exploration in "Alligator", one of the short stories from James Michener's classic work TALES OF THE SOUTH PACIFIC.

First, a word of caution. "Alligator" has nothing whatsoever to do with educational media. It has nothing to do with educational technology. BUT this story of the American attack on Kurelai is the epitome of the systems approach in action. That systematic approach has since become the hallmark of contemporary educational technology with its define-develop-evaluate paradigm.

The origins of the systematic approach are often traced to the US military activities of World War II. But how much educational technology and instructional development actually owe to the military training experience is unrecorded. James Michener's short story which follows helps to set the record straight. As you read, you will find it nothing short of remarkable, how all of our ID concepts were pre-applied in a non instructional activity. The following provides a brief analysis of "Alligator" as a prototype of the systems approach and as a metaphor for educational technology:

Identify Problem

Not only does the author begin with a clear deliniation of the problem, he goes back one step further and begins where few systems models follow, namely identification of the problem "area". The problem area is the war in the South Pacific. The specific problem is "to take Kurelai". Two constraints are immediately imposed at the outset. First, the attack is to be secret, even from those who will participate, until the last moment. And second, to attack the island is a known impossibility. In Mitchener's words, "It was a preposterous decision."

Analyze Setting

With the problem clearly identified, the next step in a systems analysis is to analyze the setting. And this is precisely what is described next by the author. Several kinds of analyses are made. The physical characteristics of the island to be attacked are considered. Lack of accurate maps necessitates sending out reconnaissance parties to collect relevant data to redraw the maps. The disposition of the natives is studied and categorized. The weather conditions are considered:

At this time of year, no hurricanes are to be expected. There is however, record of one that struck three hundred and eighty miles southwest of Kurelai in 1897. Assuming that a hurricane does strike, it will be certain to travel from . . .

Food is studied, and participants are guided by a general heuristic that "if something looks good, smells good, and tastes good, eat it." Like all heuristics, this one leaves something to be desired.

Particular attention is given to the very detailed analysis provided by the medical corps before planning and providing for medical assistance. For example:

They made a study of all amphibious landings of which there was any history. Landings by a large force, by a small force. Landings with a ground swell, and in calm water. Landings with air cover and without. Landings with fierce air opposition and with moderate. Landings with no air opposition. Landings in the tropics, in the arctic, and in temperate climate. Landings with hospital ships available and with hospital ships sunk. In fact, where no experience was available to draw upon, the doctors spent hours imagining what might conceivably happen. Slowly and with much revision, they proceeded to draw up tables.

Organize Management

Management personnel are selected according to their special areas of expertise — ranging from top ranking officers stationed in Washington, to the rank and file soldier on reconnaissance patrol. Each has clearly defined responsibilities which become subsystems of the overall system. The larger system is given the code name of "Alligator". Among the subsystems discussed in depth are the mapmakers, the destroyers, and the medical corps.

Specify Objectives

The development stage begins at this point. The terminal objective is of course, "to take Kurelai". Enabling objectives abound in the story, and indeed can be found in nearly every paragraph.

In fact, the very multiplicity of enabling objectives assists in keeping the mission a secret, mainly because almost no one is aware of what the enabling objectives are leading towards! Rather like an instructional situation often is, one suspects, although this time with reason!

Identify Methods of Procedure

These are clearly specified, always with alternate choices. At the extreme, "The admiral in charge of providing the necessary number of destroyers for the operation studied eighteen or twenty contingencies."

Construct Prototype

The master plan is developed using a team of developers, combined with resource persons. The result is a sort of multi-media kit consisting of a 612 page text and six accompanying maps of the area.

Consider the Human Element

System experts are constantly being reminded that with all their science, the human factor is still of primary consideration, perhaps even, the overriding factor. Mitchener too recognized this critical element:

Admiral Kester closed the book. Alligator, it said on the brown stiff paper cover. At that moment similar Alligators were being studied by men responsible for submarine patrols, aircraft operations, battleship dispositions, and supply. Each of the men — and it is easy to understand why — said, as he closed the book after his first cursory study of it, "Well, now it's up to me."

Implement and Evaluate

Finally the strike is on! Where the planning is accurate, success follows. Where weakness occurs, likewise so does disaster, tragedy, and death. Although the story stops here, one feels that weaknesses will be carefully examined and corrected the next time round, and that successful elements will be repeated when applicable.

Re-cycle

And so the cycle continues. But not only on the battlefield, and in the systems analysts' "front office", but even in the field of literature. For it is in this re-cycling into a new set of input data, that someone somewhere has remarked, "And thereby hangs a tale". As Mitchener has discovered, not only does all of this make good systems, it also makes a good short story.

— D.H.