

*Kashtin: Bilingual tornado**

TWO MONTAGNAIS, FLORENT VOLLANT AND CLAUDE MCKENZIE, ATTRACT CROWDS WHEREVER THEY SING. EVERYONE — ANGLOPHONES, FRANCOPHONES AND ABORIGINAL PEOPLE — LIKES THEM. LANGUAGE AND SOCIETY INTERVIEWED THEM.



CLAUDE MCKENZIE AND FLORENT VOLLANT USE MUSIC TO EXPRESS THEIR EMOTIONS AND THEIR TRADITIONS

Did you ever turn away from traditional music?

Florent: No. I began to play the guitar to reproduce the music that I heard at celebrations. I also played and sang rock music in three languages.

Claude: We integrated the styles without being aware of it.

Florent: We never asked ourselves: "Will this be successful?" The melodies and the words come with the events: the loss of a friend, a departure. Our language is music and emotions.

What language did you learn at school?

Florent: French. Motivated by television!

Claude: English until I was seven, at Schefferville, then French at Maliotenam.

Are all Montagnais bilingual?

Florent: Our parents speak little if any French, probably because they feel uncomfortable. When we interpret they are dissatisfied and always end up saying, "That's enough, I'll manage on my own." Actually, they disapprove of the way we use our mother tongue.

Claude: It's easier for children now. They have the radio and language courses in Innu [Montagnais] and some magazines are translated.

Who discovered you?

Claude: Jacques Cartier!

Florent: Pierre Mignault of Radio-Canada did a story on the Montagnais. Of all the agents who approached us, Guy Trépanier was the one who understood our desire

for freedom and our need to live in Maliotenam. He comes from the North Shore.

Claude: We are like the whales. We have to breathe before facing journalists and the public.

Your influence?

Florent: Aboriginal musicians, artists, painters, teachers and children are more motivated since we have gained recognition.

Claude: We carry a nation on our shoulders, but it supports us. We still play on the reserves. And they like it!

* Kashtin is "tornado" in Montagnais.

TO OUR READERS

This, as regular readers of *Language and Society* can plainly see, is part of the new direction hinted at in our previous issue.

The even-numbered spring and fall issues of *Language and Society* will appear in the tabloid format now in your hands, and the odd-numbered summer and winter issues will continue as the magazine with which subscribers have been familiar for some years.

The Bulletin will contain stories on the human aspect of relevant official languages news and the magazine will take a longer, deeper look at our country's concerns. In both we shall continue to emphasize the benefits — personal, national and international — of a two-language Canada.

It is inherent in the very nature of the Commissioner's role that these publications should be devoted to praising and promoting mutual understanding, mutual respect and Canadian unity.

We believe firmly in the promise of prosperity — material and spiritual — that the duality of Canada, the generous widening of all our horizons, will bring.

Victor C. Goldbloom
 Commissioner
 of Official Languages

THE BULLETIN

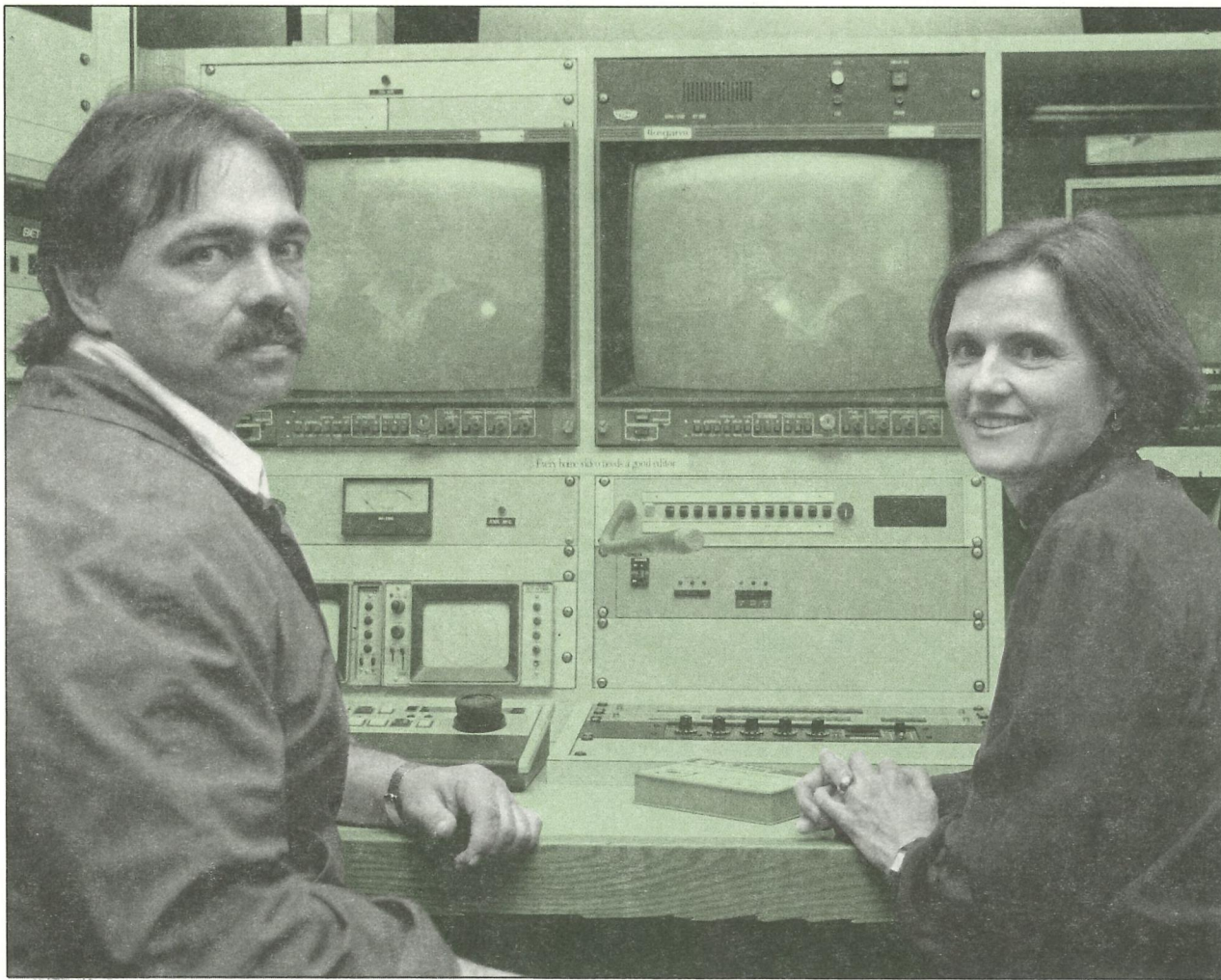
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COMMISSIONER OF OFFICIAL LANGUAGES
 COMMISSAIRE AUX LANGUES OFFICIELLES

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Bilingual musical chairs



PATRICIA JEFLYN IN THE STUDIOS WITH A COLLEAGUE

Patricia Jeflyn, who lives in Windsor, Ontario, and Éleine Chatigny, who calls Ottawa home, were playing something like musical chairs with each other for a while, with the playing area being the English- and French-language networks of the CBC.

Both work as electronic journalists and, in order to remain in their chosen profession, both have changed the medium and the language in which they work. Patricia is an English-speaking radio reporter who lives socially in English and works on French television. Éleine is a French-speaking television reporter who continues to live in French but works in English radio.

The musical chairs reference comes from what might be called their crossover point, the Ottawa

French-language TV news and documentary program, "Ce Soir", which serves Franco-Ontarians and western Quebecers. Shortly after Éleine left, going from French TV to English radio, Patricia arrived, moving from English radio to French TV.

Éleine Chatigny was first exposed to English at three when her father was posted to British Columbia. After graduating in broadcast journalism from Concordia University in Montreal, she joined Radio-Canada in 1987 as a TV reporter for the French-language station in Edmonton and then moved to Ottawa, where she worked for "Ce Soir". As was the case with many CBC journalists, she was affected by the deep cuts in network programming that took place in late 1990 and early 1991.

Happily, an opening occurred in the local English-language news service. Éleine applied and quickly found a place. Despite her relative fluency in the language, Éleine admits to some early qualms about her move. "I was frightened at first, but now I'm comfortable," she says. But it's still a bit of a shock. "If anyone had told me three years ago I'd

be working in English I wouldn't have believed it." In general, she finds working in her second language intriguing.

So does Patricia Jeflyn — Pat to her friends in Windsor, but Patricia on French TV.

Pat Jeflyn did not start to learn French until grade 9, but quickly fell in love with the language. After two Quebec exchange visits, studies in St. Pierre and Miquelon, visits to France and a master's degree in journalism from the University of Western Ontario, she worked for the CBC in Quebec City, Montreal,

and Toronto, ending up in Windsor in 1987, just three years before local programming was axed by the network. For her, too, a happy circumstance intervened, in the form of a sudden opening on the French side. Like Éleine Chatigny, she decided to take the plunge and, for the past year, Pat has been the full-time regional correspondent for Radio-Canada. "I was rusty," she admits, but with the help of two weeks of immersion in the northern Quebec town of Jonquière she coped and has been coping since with some interesting challenges.

Among them is the fact that in the Windsor area virtually all the information she collects must be

Two reporters work as electronic journalists and, in order to remain in their chosen profession, both have changed the medium and the language in which they work.

translated into her second language. "This is an English bath," she notes. One solution: she sometimes uses French-speaking actors from the minority community in the area to provide voice-overs for English-speaking interviewees.

All in all, Pat, like Éleine, is delighted with her new professional life. "It's a chance to do TV after my years in radio, and I love working for Radio-Canada."

LANGUAGE AND SOCIETY

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ÉLEINE CHATIGNY WITH A MYSTERY CELEBRITY



Readers who correctly identify the famous Canadian pictured with Éleine Chatigny will win a colourful OCOL poster. Entries to: The Editorial Coordinator, *Language and Society*, 110 O'Connor Street, Ottawa, Canada K1A 0T8. Good luck!

MUSIC AND BILINGUALISM IN BRITAIN

A NEW FORM OF BILINGUALISM HAS ARRIVED IN THE UNITED KINGDOM THROUGH A BBC RADIO FIVE PROGRAM CALLED "THE TOP CINQUANTE", WHICH PLAYS A SELECTION OF THE ROCK AND POP MUSIC REGULARLY BROADCAST THROUGHOUT FRANCE.

Last November *Language and Society* interviewed Andrew Johnston, producer of the show, at the BBC Radio Sussex offices in Brighton. Johnston, who studied French in university, taught English in France a number of years ago — using rock music as an aid.

"The actual parent show is aired in France every night," says the producer. Radio Sussex's satellite

...The Top Cinquante plays its share of Canadian work, including recordings by such artists as Roch Voisine, Céline Dion, and Bryan Adams...

dish picks up Europe 1's rock programming and Johnston and his crew go to work while Radio Five's young

Brighton "hosts" provide interpretation. Although the program is educational, The Top Cinquante's aim is to be light and fun so people will stay tuned in, says Johnston.

Radio Five literally went out in the streets to find its hosts. "As there are a lot of French people in Brighton, we basically had a contest and ended up with two good amateurs," Johnston says. "Marc Dumont is from Dijon in France and Fiona Spechter, a.k.a. 'Lamèche', is from Geneva, Switzerland."

"Actually, we had a bit of a problem with Fiona," laughs Johnston. "Although she has an excellent voice, her English accent is also excellent — far too English for this program! We were, after all, looking for people with soft, sexy, but very French accents!"



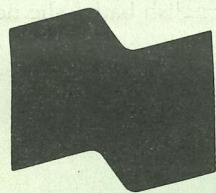
THE BRIGHTON PAVILION

PHOTO: BARRY HICKS - BRITISH TOURIST AUTHORITY

What kind of feedback has The Top Cinquante received? "Quite a lot," says the producer. "It's a mix of people who are curious about what we are doing, and a good bit from the schools, who want to use our broadcasts as a teaching aid."

A lot of the best material is actually Belgian, he says, but

The Top Cinquante plays its share of Canadian work, including recordings by such artists as Roch Voisine, who sings in both languages, Céline Dion, and Bryan Adams, whose English-language theme song from the film *Robin Hood* was, at the time of writing, number one on the French hit parade.



**NATIONAL
BANK
OF CANADA**

Courtesy at the National Bank of Canada

"Buon giorno, posso esserle utile?"
"Buenos dias, puedo servirle?"
"Irashaimase!" You speak neither English nor French? You live in a neighbourhood with a large Italian, Spanish or Japanese population? If the National Bank has a branch in your neighbourhood you should not be surprised if it serves you in your own language when you want to open an account or a loan.

Buenos dias ¿Puedo servirle?

The National Bank considers the knowledge of a language other than English or French an asset when filling certain client service positions. But why is the National Bank trying to broaden its range of linguistic

competence when it can already serve its clients in both of Canada's official languages?

Irashaimase!

Some large Canadian cities (Vancouver, Toronto, Montreal) have large ethnic communities (Italian, Spanish or Asian). In its branches in neighbourhoods with a large population from one ethnic group the Bank wants, as far as possible, to have one or two employees who can serve clients in their first language. This is a way of attracting customers, who feel privileged to be able to speak their own language in a banking institution if necessary.



PHOTO: RON CHAPPLE - IPC/MASTERFILE

Buon giorno, posso esserle utile?

In addition, the Bank has offices abroad, mainly in Europe (London), Asia and Latin America, that, among other things, take care of the international transactions of its Canadian clients. The staff of these offices consists mainly of nationals of these countries, but when one

of the Bank's employees is assigned to such an office knowledge of the language of the country is an asset.

Increasing numbers of flourishing businesses offer their clients service in their native languages. Courtesy is a legitimate way to increase profits.

FRENCH IN JAPAN

In one of the neighbourhoods of Nagasaki there are several thousand Japanese who carry on their everyday lives in French. Out of respect for tradition the residents of Santome have learned to preserve their linguistic heritage. This small Japanese district was converted by a French missionary in the Meiji era (1868-1912). Since then French has been an everyday fact of life.

Nearly 100 Japanese educational institutions offer courses in French.

Last October several hundred teachers of French held their annual meeting in Nagasaki. They were among the more than 1,500 members of the Association pour la promotion de l'enseignement du français au Japon.

The teaching of foreign languages is very widespread in Japan since most institutions of higher learning require, in addition to mandatory English, knowledge of a second foreign language. In many cases international events seem to influence students in their choice of a foreign language.

At present there are nearly 100 educational institutions which offer courses in French, 60% of them private institutions. French is taught mainly at the community college and university levels.

Every year, according to Professor Harubira Kato of the University of Tokyo, between 150,000 and 200,000 students begin to learn French in Japan.



French also makes its influence felt in Japan through the educational broadcasts of state radio and television, which offer French courses every week. In addition, there are 24 Franco-Japanese learned societies in a variety of disciplines. Every year the Association pour la promotion de l'enseignement du français organizes a test in French as a foreign language in which 12,000 candidates take part. There is reported to be a shortage of



BULLET TRAIN PASSES MOUNT FUJIYAMA

PHOTOS COURTESY OF THE JAPANESE EMBASSY IN OTTAWA

qualified French teachers in a number of regions of Japan.

The French presence in Japan is expanding rapidly, to say nothing of the teachers who learned French outside France, as in Quebec. It is not surprising that some of them want the next meeting of the Fédération internationale des professeurs de français, following the 1992 meeting in Lausanne, to be held in Japan in 1996.

ENGLISH IN JAPAN

ALMOST ALL JAPANESE STUDENTS STUDY ENGLISH FROM GRADES 7 TO 12.

Because university entrance includes an English exam, the language has become a "compulsory" option.

This competitiveness results in English being taught as an academic exercise, not as a means of communication. Japanese-influenced

"Let's Christmas"

English is used frequently. My students and colleagues used expressions such as "I am slow of study", "Let's Christmas", "I feel Coke."

"I feel Coke"

As with any foreign language, idiomatic expressions were a source of wonder. I discovered that time flies "like an arrow" in Japan and that "My wife bites like a turkey" means "I am hen-pecked."

"My wife bites like a turkey"

And cultural myths abound. I think of all those diligent students believing every Canadian is fluent in English and French. I had to disillusion them countless times.

Marianne Fofonoff taught English as a second language in Japan from 1988 to 1991.

Correction

In *Language and Society* 37, page 18, Oleg Kusin should have been identified as Oleg Kuzin.

EURODATA

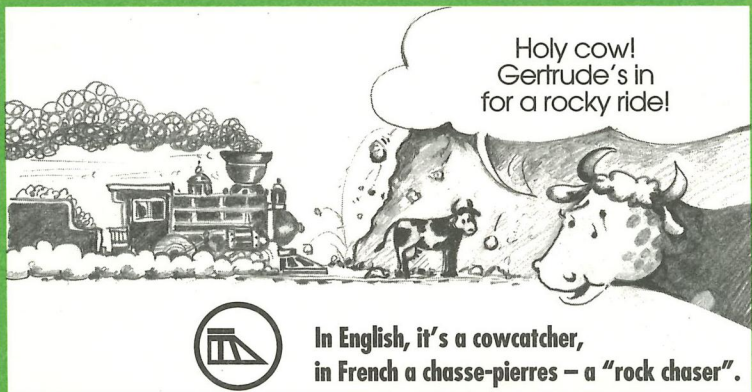
QUELLE LANGUE?

IN 1990 THE READER'S DIGEST ASSOCIATION COMMISSIONED GALLUP INTERNATIONAL TO INTERVIEW 22,500 PEOPLE IN 17 EUROPEAN COUNTRIES ABOUT, AMONG OTHER MATTERS, THE LANGUAGES THEY WERE ABLE TO SPEAK. THE TABLE GIVES THE PERCENTAGE OF ADULTS WHO SAID THEY COULD SPEAK VARIOUS LANGUAGES.

COUNTRY	ENGLISH	FRENCH	GERMAN	ITALIAN
TOTAL	45%	31%	31%	19%
Austria	42	11	100	5
Belgium	34	71	19	5
Denmark	61	9	45	1
Finland	48	5	14	1
France	31	97	9	6
Great Britain	100	21	9	2
Greece	28	8	5	2
Ireland	100	9	2	0
Italy	16	16	4	100
Luxembourg	44	89	85	22
Netherlands	72	31	67	2
Norway	58	2	17	0
Portugal	25	30	3	3
Spain	12	10	1	1
Sweden	73	9	35	1
Switzerland	40	63	88	24
West Germany	44	16	100	3

Source: Reader's Digest Eurodata.

HOW DO YOU SAY IT?



In English, it's a cowcatcher,
in French a chasse-pierres — a "rock chaser".

Tell me what I am

Two senior Canadian military officers have an unusual problem, one that may be uniquely Canadian. Neither Paul Addy nor his brother Clive can be certain as to whether he should really be classified as an English- or a French-speaking member of the Armed Forces. Their solution: each one changes his own classification every so often.

Major-General Paul Addy is Chief of Land Doctrine and Operations, stationed at National Defence headquarters in Ottawa. Brigadier-General Clive Addy, 18 months Paul's junior, is commander of the Fourth Canadian Mechanized Brigade Group, stationed in Lahr, Germany.

Their linguistic situation may be Canadian, but it is hardly typical.

The overwhelming majority of Canadians are clearly identified as English- or French-speaking, depending in the main on mother tongue, or which of the two official languages we learned first or prefer to use in our daily lives.

COMPLETELY AT HOME

But what to do when individuals are so completely at home in both English and French that it is impossible for anyone to decide in which group they belong? That has been the Addy brothers' dilemma from the time they were old enough to be counted.

Paul and Clive were brought up in Ottawa, attending both English- and French-language schools at the behest of their completely bilingual parents. The brothers embarked on their university education and their officer training in French at the Collège militaire royal de Saint-Jean, Quebec, and completed their studies in English at

the Royal Military College in Kingston, Ontario.

Throughout their army careers both brothers have gone back and forth between English- and French-language units and postings across Canada and both have worked in France. Clive attended the École supérieure de Guerre, while Paul had a two-year exchange tour with the French army.

Today, while they are in jobs where English predominates, both are officially listed as having French as their first language. But that is this year. In fact, Paul was somewhat surprised to learn recently that his brother was so listed. "He must have changed it in the past year or so." Thanks partially, perhaps, to the fact that his university degree is in English literature, for much of his career Clive was officially an Anglophone. As for Paul, "I could never quite decide what to put down. I used to change it every year just to confuse the system," he laughs. It was a challenge: "Tell me what I am."



FALL 1982: PARADING THE GUIDON OF THE RÉGIMENT DE HULL.
LEFT TO RIGHT: MAJOR-GENERAL PAUL ADDY, COLONEL JEAN GERVAIS, COLONEL GEORGE ADDY père (RET.),
BRIGADIER-GENERAL CLIVE ADDY.

INUKTITUT

THE LANGUAGE OF THE INUIT, INUKTITUT, HAS BEEN SPOKEN IN NORTHERN CANADA FOR A THOUSAND YEARS. THAT IS HARDLY SURPRISING. BUT FEW PEOPLE KNOW THAT INUKTITUT, WHICH WAS WRITTEN DOWN FOR THE FIRST TIME EARLY IN THE 20TH CENTURY,¹ IS ONE OF THE 75 ORIENTAL LANGUAGES TAUGHT AT THE INSTITUT DES LANGUES ORIENTALES IN PARIS.

François de Labriolle, the current president of the Institut,² may surprise when he says:

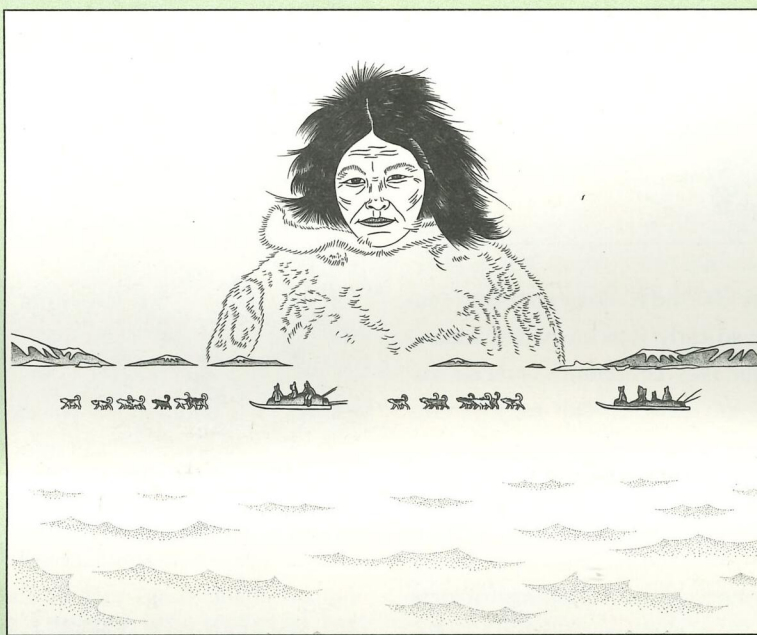
"We never say there is a major language and a minor language. Each language contributes to the wealth of the world's heritage and we try as much as possible to prevent them from disappearing by making them known."

No wonder then that, our two national languages, English and French, are such a valuable asset!

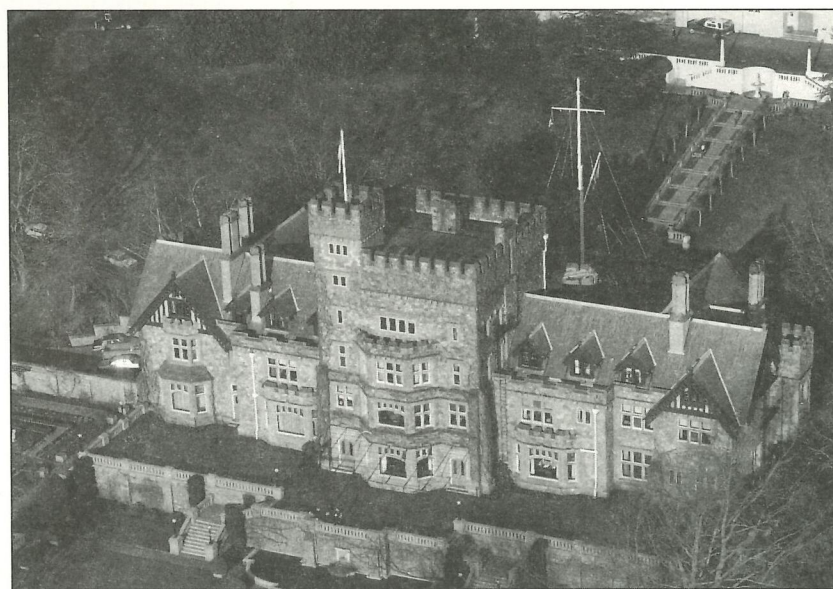
"Découverte", 6.00 p.m., January 12, 1992, Radio-Canada

¹ Written Inuktitut was modelled on shorthand and developed by missionaries to produce a Bible for the conversion of the Inuit.

² Sylvestre de Sacy was the first administrator of the École des langues orientales in the 18th century. The École aimed at promoting trade with the Orient, which for their purposes included Turkey, the Indies, China and Persia.



The artwork, "My grandfather's legacy", is by an Inuit artist, Alookook Ipellie from Iqaluit, NWT. This work of art is featured on the Aboriginal Peoples Programs' 1992 poster calendar promoting "the recruitment of aboriginal persons to the Public Service."



ROYAL MILITARY COLLEGE, KINGSTON

ESSENTIAL ELEMENTS

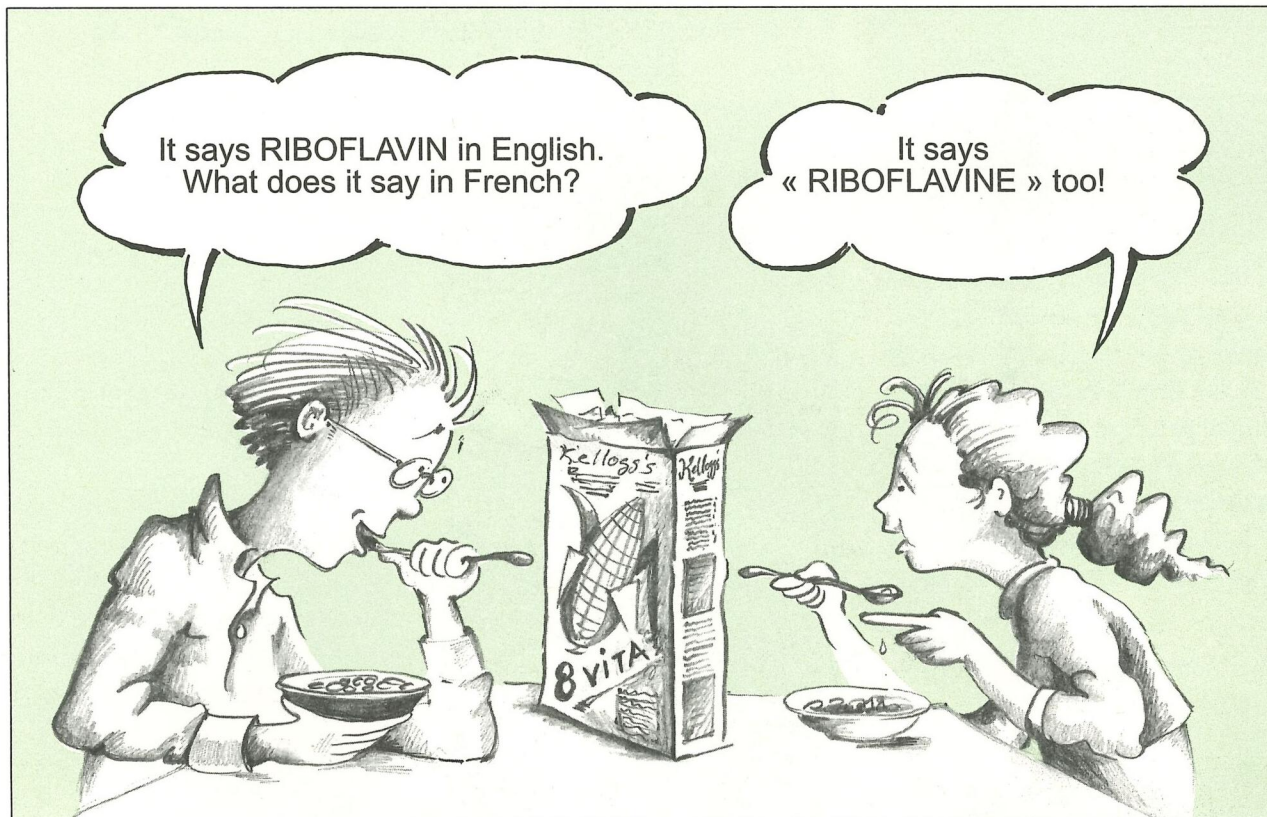
Paul, not surprisingly, is a staunch advocate of bilingualism as an essential element in the Armed Forces. Both languages must be recognized as languages of operations. The regular Forces he sees as "a professional elite — the bilingual glue to hold together the Forces as a whole."

And just what does bilingualism mean to the Armed Forces as an institution? "The measure of bilingualism is the ability to train people in their preferred language and to operate in the language of the units under your command."

In their own uniquely Canadian way, the Addy brothers are setting an example.

IT WAS IN 1907, JUST A YEAR AFTER ITS FOUNDING AND SEVEN YEARS BEFORE IT EVEN OPENED A CANADIAN BRANCH OFFICE, THAT THE KELLOGG'S TOASTED CORN FLAKES COMPANY, AS IT WAS THEN CALLED, BEGAN TO PUT FRENCH AS WELL AS ENGLISH ON CEREAL BOXES DESTINED FOR THE CANADIAN MARKET — THIS AT A TIME WHEN OFFICIAL BILINGUALISM AND THE ACCOMPANYING REGULATIONS WERE STILL FAR IN THE FUTURE.

LABELLING: BILINGUAL...



Why did the Kellogg company venture so early into uncharted waters? While they concede the precise reasons are now difficult to pinpoint, company officials are willing to take a stab at an explanation through the personality of the company's founder. "W.K. Kellogg was a visionary, always looking for new products and new markets," says Dr. Dewey Peterson, Vice-President of Corporate Affairs at Kellogg Canada's head office in Toronto. "Canada was the first foreign market, and it just must have seemed right" to print the essential product information as well as the accompanying educational and health messages in the two languages of the country.

Kellogg packaging has no "wrong" side. Both sides are fully bilingual.

Today Kellogg sells 26 products in Canada, which remains one of its major markets, and the Canadian office has refined the linguistic component on its packaging to a fine art. Responsible for this aspect of the marketing process is Martha Lynch, Manager of Corporate Communications. "We have our translations well in hand," Lynch confirms. "But there are always challenges. One problem with bilingual packaging is that, at

the supermarket, as often as not it is the 'wrong' side of some packages that the customer first sees." Kellogg has a simple solution. Its packaging has no "wrong" side. Both sides are fully bilingual.

In the matter of translation, "we have to know our audience and be vigilant about things such as Canadian French usage, Lynch notes. "For example, while 'petit déjeuner' might normally be used to refer to

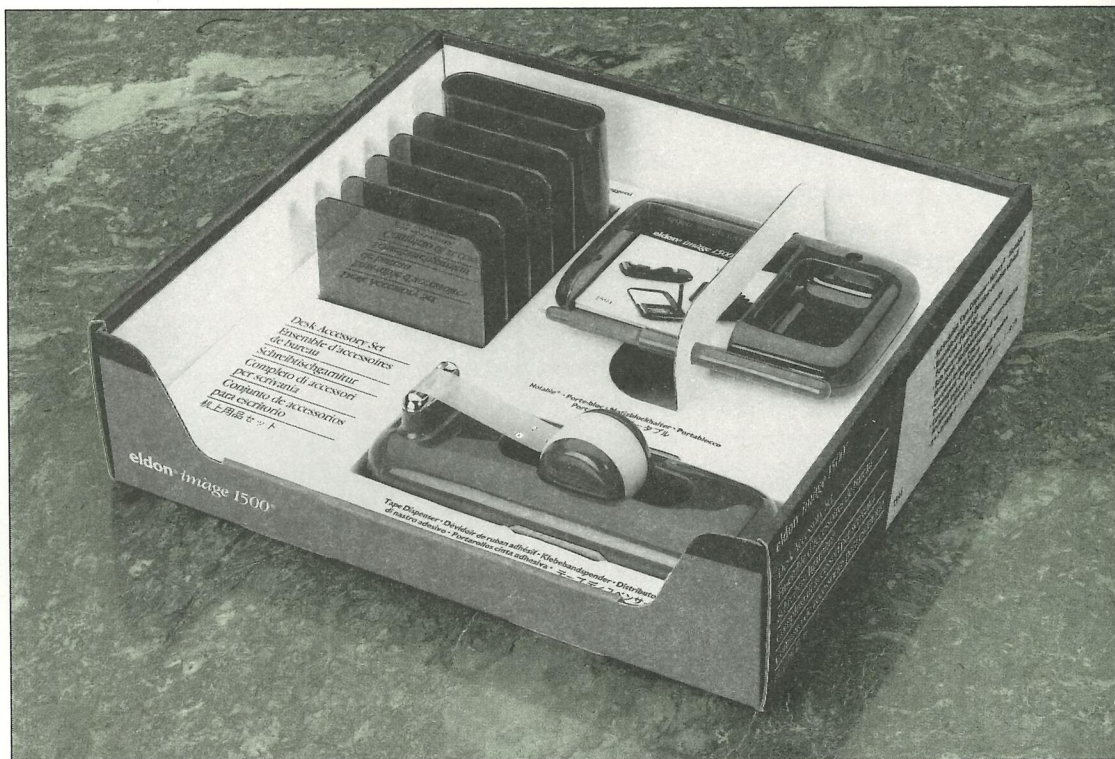
section head Ian Campbell says he frequently receives complaints from Canadian companies that imported goods competing with their own are ignoring the law. Those complaints are acted on.

The exceptions to bilingual packaging, Campbell notes, are Canadian products sold in a local market where the official language population is less than 10%. "We're following government policy," Campbell

ter? Increasingly, it seems, manufacturing companies around the world, especially those involved in the export trade, are adopting such a policy of multilingual packaging, and Canadian companies are joining the trend.

One Canadian company that has recently discovered the virtues of multilingual packaging is Eldon-Rubbermaid Canada Inc. of Markham, Ontario, a manufacturer of office accessories affiliated to Rubbermaid Office Products of Los Angeles. Eldon-Rubbermaid makes more than 500 different items, specializing in desk and computer accessories and modular computer furniture. About two years ago it entered the international market quite intensively and, at the same time, the world of multilingual packaging — in English, French, Japanese, German, Spanish and Italian. Today, marketing manager Connie Tschipper says, about 20% of all shipments are in the six languages. "It's an expensive job to convert, but in another few years it should be almost 100%," she predicts.

So far the switchover has been smooth and there are no regrets. The major challenge, Tschipper explains, is getting six languages on small packages. The reaction of their customers — essentially wholesale and retail outlets — has been positive. "At first we were hesitant, but there hasn't been a single complaint." On the contrary, she says, the customers' perception that they are dealing with a stable and reliable supplier is enhanced



OFFICE ACCESSORIES MADE BY ELDON-RUBBERMAID CANADA INC.

'breakfast' in France, 'déjeuner' is preferable in Quebec."

Companies like Kellogg work hand in hand with the federal Department of Consumer and Corporate Affairs, which oversees the application of bilingual packaging regulations. But Food Programs

says. "This is a bilingual country, and certain things follow from that."

W.K. Kellogg discovered that earlier than most.

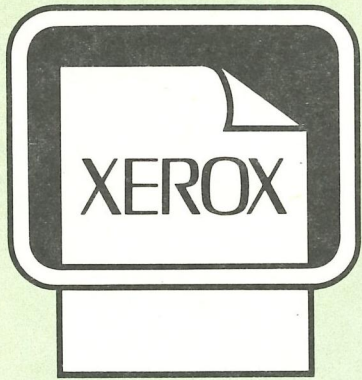
...AND MULTILINGUAL

If two languages are good on a package, might several be even bet-

through the use of multilingual packaging.

As Canadian consumers become ever more accustomed to seeing not just two but several languages in the stores, perhaps it will eventually seem hard to remember when there were complaints about two.

XEROX THIS EXAMPLE OF TOTAL QUALITY



Total quality and client satisfaction go hand in hand. Manufacturing and marketing are inseparable. Xerox manufactures a good product and all its clients, both Anglophones and Francophones, are made aware that it offers its products and services to consumers in the official language of their choice.

The linguistic element of the principle of total quality has had a positive impact, especially in Quebec. Xerox has set up a "francization" committee that develops, translates and adapts into French the manuals and instructions for products manufactured by the company. As a result, 95% of Xerox's documentation is available in French. In addition, telephone service is centralized to provide customer services in both official languages throughout Canada.

Respect for the client is linked to communications.

Founded in 1959, Xerox quickly became a multinational corporation. However, it lost its monopoly in the photocopier market in the mid-1970s when the Japanese began to sell similar products at competitive prices. To maintain its market share, management changed its corporate philosophy and, in 1982, Xerox developed a total quality policy that is still in effect today.

Respect for the client is linked to communications. Cordial relations are good for business. Thanks to its total quality policy, Xerox managed to recapture a large share of the market. Between 1983 and 1989, in Canada alone, the company doubled its turnover. The linguistic quality of its service is certainly a factor in Xerox's success.

Youthful tolerance



PHOTO: DICK LURIA - IPC/MASTERFILE

Our videotape *Two Languages, One Country* was updated last November to introduce the new Commissioner, Victor C. Goldbloom. We also wanted it to be targeted more specifically to 14- to 17-year-olds. In connection with its updating, we gathered comments from some 20 young Canadians, both English- and French-speaking, gathered from across Canada in Ottawa for an exchange program, to find out what they thought about the official languages and their country. Here are the comments of 10 Anglophones.

- The official languages are English and French. So we should be keeping them alive. Governments should be more involved in it than they really are.
- Well, we do have two official languages, so I think everyone
- should be positive about it and accept the fact that we do.
- If we didn't have French we wouldn't have a Canada as we know it now. And we need both languages.
- I think of the advantages of having two languages — it makes us

unique as a country for we get to experience totally new and interesting things from other places. The French bring in all their culture and that and it is very, very interesting and really fun to know.

- I think it gives us special status and a uniqueness that no other country has and that we should not be fighting about it, that we should be learning from each other by it.

- In a country with two official languages you can learn from each other because not only are the languages different, the cultures are different.

- I think it is important and I think it makes us unique having two official languages, sort of like a blend of culture and I think that is a nice thing about Canada and it makes Canada a nice place to live.

- I think the whole country should have the two official languages and in parts of countries or provinces or towns where there are populations sufficient enough, I think they should have bilingual street signs, bilingual — like, not just unilingual — so that it shows that our country is bilingual and that it is not segregated, the languages. I think it should be everywhere.

- I think that it is important that all of Canadians get informed about official languages and get the advantages of having two official languages and also I would stress that if we should break up, then there would be many, many disadvantages, more than if we should remain one country.

- We don't have many problems in this nation. The ones that we have to get over are pride and ignorance and when we learn to associate with one another and relate to each other as people rather than as Anglophones and Francophones we can become a united nation together.



PHOTO: ARTHUR TILLEY - IPC/MASTERFILE



PHOTO: MUG SHOTS/MASTERFILE

The new *Language and Society Bulletin*, published in the spring and fall, features human interest stories on the official languages. The tabloid emphasizes the personal, national and international benefits of a two-language Canada. If you are not already on our mailing list and would like to receive the *Language and Society Bulletin* regularly, return this order form.

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IS THAT SO?

Years ago

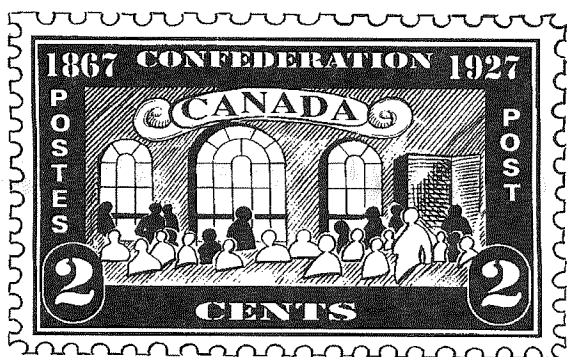
The federal government announced on February 6, 1962, that all federal cheques henceforth would be bilingual.

The first bilingual stamp appeared in 1927 to commemorate the 60th anniversary of Confederation.

We're now celebrating Confederation's 125th birthday.

Bilingual bank notes started circulating in 1936; family allowance cheques have been mailed out bilingually since 1945 in Quebec and since 1962 in the rest of Canada.

It was in 1882, over a century ago, that the Civil Service Commission of Canada laid down the rule that examinations were to be held in English or French or both at the choice of the candidate and that notices of recruitment and promotion examinations were to be published in both languages in the *Canada Gazette*.

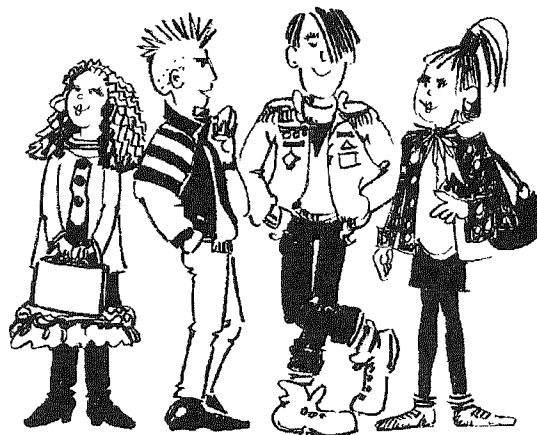


The new generation

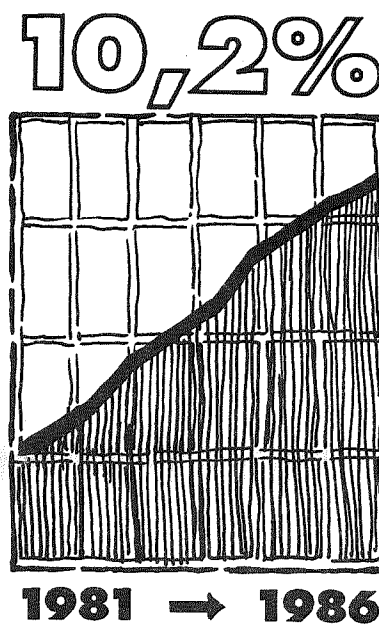
Bilingualism has increased proportionately three to five times more rapidly during the period between 1981 and 1986 in the under-25 age group than for Canadians 25 and over in New Brunswick (a 10% increase), Quebec (6.4%) and Ontario (8.5%).

It's fashionable to be bilingual!

Derek Burney, Canada's Ambassador to the United States, noted in a speech to Toronto's prestigious Empire Club that the bilingual labelling required in Canada lent a certain distinction to Canadian products sold in the United States, citing a study published in *Women's Wear Daily*.



Bilingualism in Canada as a whole increased from 12.3% to 13.8% for those under 25 and from 17.5% to 17.7% in the 25 and over group.



In the 1986 census more than four million Canadians said they were bilingual. The number of bilingual Canadians has been increasing at the rate of 10.2% a year since 1981. The increase is fastest among non-Francophones and younger Canadians.

outtakes

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