Canadian Culture, Values and Regions

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Outline of the presentation

- Part 1 – Context
- Part 2 – Overview of Canadian cultural policies
- Part 3 – Regional values / issues
- Part 4 – Linking “Cultures C and H” and “Culture S”
- Part 6 – Conclusions
Part 1 - Context - Defining Culture

- **“Culture H”** – traditions, the repository of past meanings and symbols
- **“Culture C”** – the making of new meanings and symbols through discovery and creative effort
- **“Culture S”** – the set of symbolic tools from which individuals construct their “ways of living”
Context - Structure of the cultural policy apparatus in Canada

- Under the Canadian constitution, culture is an area of shared jurisdiction between the federal and provincial governments.
- Exception is broadcasting and copyright – exclusive areas of federal jurisdiction.
- Municipalities considered “creatures of the provinces” but most large urban centres also have cultural policies and programs.
Part 2 - Overview
Key events in Canadian cultural policy

- Watershed event – Royal Commission on National Development in the Arts, Letters and Sciences – 1949-1951
- Prior to 1951 culture was largely (but not exclusively) a private matter
- After 1951 culture became a public policy concern
Pre-1951 policy environment

- Establishment of national cultural institutions (Public Archives, National Museum, National Gallery, Canadian Radio Broadcasting Corporation, National Film Board)
- Reinforcement of federal government role in copyright, broadcasting regulation
- First steps by some provinces to play the role of “patron” to culture and the arts.
Post-1951 policy environment

- Acceptance by all levels of government of culture as a separate, legitimate policy sphere
- Establishment of arm’s length arts funding agencies at both federal and provincial levels
- Development of official policies on bilingualism and multiculturalism
- Public investment in the cultural industries (film, sound recording, publishing).
Canadian culture sector
Economic and employment impacts

- Contribution to Canadian economy (2003):
  - $43.2 billion
  - 3.8% of GDP (Gross Domestic Product)
- Contribution to Canadian employment
  - 615,000 jobs
  - 4% of national employment
- Contribution of cultural industries (film, sound recording, publishing)
  - $28 billion
  - 2.5% of GDP
- In 2001, American companies had about:
  - 43% of book sales in Canada
  - 81% of magazines on Canadian newsstands and over 63% of magazine circulation revenue
  - 83% of the retail sales of tapes, CDs, concerts, merchandise and sheet music in Canada
  - 78% of the revenues from film distribution in Canada
  - 97% of feature film revenues screened in theatres in Canada
  - 84% of films screened.
Overview of federal cultural policy –
Department of Canadian Heritage

- Responsible for policies and programs on:
  - copyright
  - foreign investment in culture
  - Broadcasting
  - Arts
  - cultural industries (film, publishing, sound recording, new media)
  - Heritage
  - amateur sport
  - official languages (English and French)
  - Aboriginal Peoples (mostly off-reserve)
  - human rights
  - Canadian symbols (flag, anthem, etc.)
  - state ceremonial and protocol (royal visits, state funerals, etc.)
Overview

Canadian Heritage Cultural Portfolio

- Five departmental agencies:
  - Canadian Radio-television and Telecommunications Commission (CRTC)
  - Library and Archives Canada
  - National Battlefields Commission
  - National Film Board of Canada
  - Status of Women Canada
- Nine Crown Corporations:
  - Canada Council for the Arts
  - Four national museums (Canadian Museum of Civilization (includes the Canadian War Museum) Canadian Museum of Nature, Canada Science and Technology Museum, National Gallery of Canada)
  - Canadian Broadcasting Corporation (CBC)
  - Telefilm Canada
  - National Arts Centre
  - Canadian Race Relations Foundation
- One administrative tribunal
  - Canadian Cultural Property Export Review Board
Overview of regional / provincial cultural policies

- All ten provinces and three territories have departments responsible for cultural policy and programs
- All provinces (except Nova Scotia) and one territory (NWT) have arts councils
- All provinces and territories have provincial libraries and archives
- Several provinces have provincial museums and art galleries
- Five provinces have public broadcasters - British Columbia, Alberta (radio only), Saskatchewan, Ontario and Quebec
- All provinces provide support for film/video
- Several provinces provide support for publishing and sound recording
Overview of municipal cultural policies and programs

- 33 cities in Canada with populations over 100,000
- Three largest cities are Toronto (5.5 million), Montreal (3.75 million) and Vancouver (2.3 million)
- About 80% of municipal cultural expenditures are allocated to heritage and libraries
- About 20% of total municipal cultural expenditures are allocated to the arts, multidisciplinary activities and cultural centres
Part 3 - Regional values / issues

Values:
- differ from preferences and opinions
- are belief systems
- are both durable and resilient
- change but also reflect cultural heritage
- Canadian values – widely measured
- Regional values – less widely measured and understood
Satisfaction with life
(Source: World Values Survey, 2006)
Trust in people
(Source: World Values Survey, 2006)

Can't be too careful
Most people can be trusted

U.S. | Canada
---|---
60.7 | 57.2
39.3 | 42.8
Who do Canadians trust?
(Source: Breton and Hartmann, 2004)
Belonging
(Source: World Values Survey)
Confidence in Parliament/Congress
(Source: Conference Board of Canada, 2009)
Confidence in the armed forces
(Source: World Values Survey, 2006)
Confidence in the police
(Source: World Values Survey, 2006)
Confidence in the civil service
(Source: World Values Survey, 2006)
Confidence in political parties
(Source: World Values Survey, 2006)
Confidence in the press
(Source: World Values Survey, 2006)
Most Important Values of Canadians
(Source: Communication Canada, February-March 2003)

- Family: 79%
- Respect: 66%
- Peace: 65%
- Freedom: 64%
- Helping others: 63%
- Integrity: 58%
- Safety and security: 57%
- Fairness: 56%
- Hard work and determination: 55%
- Planning for the future: 55%
Tradition, order and security values
(Source: Communication Canada, Feb-March, 2003)

- Family: 79%
- Integrity: 58%
- Safety and security: 57%
- Appreciation of history and heritage: 44%
- Politeness: 40%
- Humility: 26%
Freedom-related values
(Source: Communication Canada, February-March 2003)

<table>
<thead>
<tr>
<th>Values</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Respect</td>
<td>66 %</td>
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<td>Peace</td>
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<td>Freedom</td>
<td>64 %</td>
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<td>Openness and tolerance</td>
<td>54 %</td>
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<td>Democracy</td>
<td>51 %</td>
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<td>Friendliness</td>
<td>48 %</td>
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<td>Being inclusive</td>
<td>30 %</td>
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<tr>
<td>Individual autonomy</td>
<td>26 %</td>
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</tbody>
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Compassion-related values
(Source: Communication Canada, February-March 2003)

- Helping others: 63%
- Fairness: 56%
- Cooperation: 54%
- Sharing: 51%
- Compassion: 51%
- Community: 48%
Financial-related values
(Source: Communication Canada, February-March 2003)

- Hard work and determination: 55%
- Planning for the future: 55%
- Individual choice: 42%
- Opportunity: 41%
- Ambition: 28%
- Individualism: 24%
- Wealth: 14%
Pride in aspects of Canada
% saying “proud”
(Source: Communication Canada survey – Feb-March 2003)
Part 4 – Linking “Cultures C and H” and “Culture S”

- “Culture C” (creativity) and Culture “H” (heritage and tradition) based on “Culture S” (how “ways of living” are constructed)
- Central Canadian values – expressed in Canadian cultural policies
- Can be viewed through three lens:
  - Localism
  - Globalization
  - Demographic change
Primary rationales for cultural policy interventions

- Reinforcement of identity
- Artistic excellence
- Democratization of culture (access and equality)
- Cultural democracy (inclusiveness and equity)
- Community development
- Economic development
Reinforcement of identity and artistic excellence

- Canadian identity a central issue due to:
  - Idea of two “founding nations” – English and French
  - High rates of immigration and resurgence of Aboriginal peoples (third “founding nation”)
  - Proximity to the United States and its cultural products
- Foundation of need to develop a distinct culture based on “telling Canadian stories”
- Artistic excellence – guiding principle of the Canada Council for the Arts and provincial arts councils – built on nationalist objectives.
Democratization of culture and cultural democracy

- 1950-1970 – democratization of culture was primary motivation of public sector support
  - Based on educational principle of extending the benefits of culture to the greatest number of citizens
- 1970-2000s – cultural democracy became primary motivation
  - Based on equity principle of ensuring that all citizens are able to express themselves and to share these forms of expression with others.
Community and economic development

- Community development – primary motivation of some provinces’ early cultural policies
  - Spurred by Canada’s Centennial celebrations in 1967

- Economic development – primary motivation for many cultural policy interventions in post-1980s period
  - Spurred by neoliberal ideas and creative economy theories
Localism - Evolving municipal role in cultural development in Canada

- Municipal action in culture – unlegislated and propelled by a combination of:
  - Public demand
  - Political will
  - Demonstrated impact

- Primary influences are “creative city” theory and the four-pillar model of sustainability which includes:
  - Cultural vitality
  - Environmental responsibility
  - Economic health
  - Social equity
Globalization and post-modernism – Competition and identity

- Five types of “global cultural flows”:
  - Ethnoscape
  - Ideoscape
  - Mediascape
  - Technoscape
  - Finanscape

- Post-modernism - intermingling and diversification brought about by these new global “scapes”
Demographic change

Three main types of demographic change in Canada:
- Increasing diversity
- Aging population
- Urban-rural divide
Part 6 – Conclusions

- In post-industrial democracies identity is increasingly:
  - fragmented, multiple and fluid
  - de-centred among multiple sites
  - interdependent and intercultural
  - not reducible to production and consumption
  - a mediative space

- Modern era - characterized by tight institutional boundaries on identity and belonging and traditional values

- Post-modern era – boundaries have been largely removed, cultural community and values have become more fluid and cultural policy more diverse.
Thank you!

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