

1985

# Detroit media and knowledge of Canadian versus American culture in Windsor.

Jane Ellen. Anderson  
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DETROIT MEDIA AND KNOWLEDGE OF CANADIAN VERSUS AMERICAN  
CULTURE  
IN WINDSOR

by

Jane Ellen Anderson

A thesis  
presented to the University of Windsor  
in fulfillment of the  
thesis requirement for the degree of  
Master of Arts  
in  
Department of Communication Studies

Windsor, Ontario, 1985

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## ABSTRACT

It is argued in this thesis that attending the American media will lead to a greater knowledge of the United States, which will in turn decrease one's chances of knowing more about English Canada.

The sample consisted of a stratified systematic random sample of 275 Windsor residents selected from the Windsor City Directory. Person to person interviewing techniques were employed by two groups of interviewing teams consisting of one male and one female per team.

The questionnaire was ten pages in length and consisted of 67 questions (not all of which were used for the purposes of this thesis) ranging from knowledge of Canadian and American politics and various aspects of Canadian and American media, to attendance at local Canadian media and arts events.

Of the eight stated hypotheses, four were supported and four received partial support. The results from several statistical procedures including t-tests, one-way ANOVA's, Pearson correlation coefficients, and multiple regression tests indicated that overall, Windsorites who attend the Canadian media do have a greater knowledge of Canada, and those who attend the American media are less aware of their own country, and more knowledgeable about the United States.

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Finally, I would like to dedicate this thesis to my family, whom I love very much and always will. For Bill who has always had faith in me and who has encouraged and supported

me for as long as I can remember. For Alec who has been my special friend, and who has always taken care of his 'younger sister'. For my Mom and Dad who have never ceased to amaze me with their success and high standards. I am as proud of all of you as you are, of me at this point in time; thanks for being who you are.



## CONTENTS

ABSTRACT . . . . . iv

ACKNOWLEDGEMENTS . . . . . v

Chapter . . . . . page

I. INTRODUCTION . . . . . 1

THE CANADIAN CULTURAL IDENTITY . . . . . 6

THE CANADIAN MEDIA . . . . . 19

Print . . . . . 20

Film . . . . . 20

Television . . . . . 22

Cable Television . . . . . 24

Radio . . . . . 25

IMPACT OF U.S. MEDIA CHANNELS . . . . . 26

Government Aid and Regulation . . . . . 28

TOWARDS A UNIQUE CANADIAN CULTURAL IDENTITY . . . . . 30

THE UNIQUE CASE OF WINDSOR . . . . . 32

Local Media . . . . . 33

Local Arts . . . . . 37

CHAPTER SUMMARY AND HYPOTHESES . . . . . 40

Summary of Hypotheses . . . . . 44

II. METHODOLOGY AND RESULTS . . . . . 46

The Sample . . . . . 46

The Questionnaire . . . . . 47

CHARACTERISTICS OF THE SAMPLE . . . . . 49

THE RESULTS OF THE HYPOTHESES . . . . . 54

Hypothesis One . . . . . 54

Hypothesis Two . . . . . 56

Hypothesis Three . . . . . 59

Hypothesis Four . . . . . 69

Hypothesis Five . . . . . 77

hypothesis Six . . . . . 82

Hypothesis Seven . . . . . 86

Hypothesis Eight . . . . . 93

SUMMARY OF THE RESULTS OF THE HYPOTHESES . . . . . 97

III. CONCLUSIONS AND RECOMMENDATIONS . . . . . 99

CONCLUSIONS TO THE CURRENT RESEARCH . . . . . 99

FINAL CONCLUSIONS AND RECOMMENDATIONS . . . . . 106

<u>Appendix</u>	<u>PAGE</u>
A. . . . .	115
B. . . . .	137
C. . . . .	138
D. . . . .	139
E. . . . .	141
F. . . . .	142
G. . . . .	143
H. . . . .	145
I. . . . .	146
 BIBLIOGRAPHY . . . . .	 147
 IV. VITA AUCTORIS . . . . .	 151

LIST OF TABLES

<u>Table</u>	<u>PAGE</u>
1. MARITAL STATUS . . . . .	49
2. AGE . . . . .	50
3. OCCUPATION . . . . .	51
4. TOTAL HOUSEHOLD INCOME . . . . .	51
5. COMPARISON OF SAMPLE AND CENSUS INCOMES . . . . .	52
6. EDUCATION . . . . .	52
7. COMPARISON OF SAMPLE AND CENSUS EDUCATION . . . . .	53
8. PREFERENCE FOR CANADIAN OR AMERICAN RADIO . . . . .	54
9. FAVOURITE RADIO STATION . . . . .	55
10. EVER LISTEN TO CBE? . . . . .	56
11. TELEVISION STATION PREFERENCE . . . . .	57
12. FAVOURITE TELEVISION STATION . . . . .	57
13. EVER WATCH CHANNEL 9? . . . . .	58
14. TV NEWS PREFERENCE . . . . .	58
15. NEWSPAPER AND EDUCATION . . . . .	60
16. NEWSPAPER AND AMERMED INDEX . . . . .	61
17. NEWSPAPER AND AMERPOL INDEX . . . . .	62
18. RADIO STATION PREFERENCES <sup>6</sup> AND AMERMED INDEX . . . . .	62
19. CBE RADIO LISTENERSHIP AND AMERMED INDEX . . . . .	63
20. CBE RADIO LISTENERSHIP AND AMERPOL INDEX . . . . .	63
21. CHANNEL 9 VIEWERSHIP AND AMERMED INDEX . . . . .	64

22.	CHANNEL 9 VIEWERSHIP AND AMERPCL INDEX . . . . .	64
23.	FAVOURITE NEWS CHANNEL AND AMERPCL INDEX . . . . .	65
24.	TELEVISION-STATION PREFERENCE AND AMERPCL . . . . .	65
25.	EDUCATION AS A CONFOUNDING VARIABLE . . . . .	66
26.	STEPWISE MULTIPLE REGRESSION, AMERMED INDEX . . . . .	67
27.	STEPWISE MULTIPLE REGRESSION, AMERPCL INDEX . . . . .	68
28.	NEWSPAPER READERSHIP AND CANMED INDEX . . . . .	70
29.	NEWSPAPER READERSHIP AND CANPOL INDEX . . . . .	71
30.	CBE LISTENERSHIP AND CANMED INDEX . . . . .	71
31.	CBE LISTENERSHIP AND CANPOL INDEX . . . . .	72
32.	CHANNEL 9 AND CANMED INDEX . . . . .	72
33.	CHANNEL 9 AND CANPOL INDEX . . . . .	73
34.	NEWS CHANNEL PREFERENCE AND CANMED INDEX . . . . .	73
35.	NEWS CHANNEL PREFERENCE AND CANPOL INDEX . . . . .	74
36.	FAVOURITE T.V. CHANNEL AND CANMED INDEX . . . . .	74
37.	FAVOURITE T.V. CHANNEL AND CANPOL INDEX . . . . .	75
38.	STEPWISE MULTIPLE REGRESSION, CANMED INDEX . . . . .	75
39.	STEPWISE MULTIPLE REGRESSION, CANPOL INDEX . . . . .	76
40.	CANPOL2 AND AMERPCL2 INDICES COMPARED . . . . .	79
41.	WINDSORITES KNOWLEDGE OF FIRST LEADERS . . . . .	79
42.	WINDSORITES KNOWLEDGE OF MAYORS . . . . .	80
43.	WINDSORITES KNOWLEDGE OF PARTIES . . . . .	81
44.	CANMED2 AND AMERMED2 INDICES COMPARED . . . . .	83
45.	IDENTIFICATION OF FEDERAL AGENCIES . . . . .	84
46.	IDENTIFICATION OF TELEVISION NETWORKS . . . . .	85
47.	NEWSPAPER USE AND CONCERN FOR MEDIA AND CULTURE . . . . .	87

48.	CBE LISTENERSHIP AND CONCERN FOR MEDIA AND CULTURE . . . . .	88
49.	CBC TV AND CONCERN FOR MEDIA AND CULTURE . . . . .	89
50.	CBC TV AND CONCERN FOR MEDIA AND CULTURE . . . . .	89
51.	T.V. NEWS PREFERENCE AND CONCERN FOR MEDIA AND CULTURE . . . . .	90
52.	T.V. NEWS PREFERENCE AND CONCERN FOR MEDIA AND CULTURE . . . . .	90
53.	TV CHANNEL PREFERENCE AND CONCERN FOR MEDIA AND CULTURE . . . . .	91
54.	TV CHANNEL PREFERENCE AND CONCERN FOR MEDIA AND CULTURE . . . . .	91
55.	STEPWISE MULTIPLE REGRESSION, CULTIND1 INDEX . . . . .	92
56.	STEPWISE MULTIPLE REGRESSION, CULTIND2 INDEX . . . . .	93
57.	NEWSPAPER AND ARTINDEX . . . . .	94
58.	CBE AND ARTINDEX . . . . .	95
59.	CHANNEL 9 AND ARTINDEX . . . . .	95
60.	NEWS CHANNEL PREFERENCE AND ARTINDEX . . . . .	96
61.	TV CHANNEL PREFERENCE AND ARTINDEX . . . . .	96
62.	STEPWISE MULTIPLE REGRESSION, ARTINDEX . . . . .	97

7

**Chapter I**  
**INTRODUCTION**

The purpose of this thesis is to examine the argument that attending to the American media will lead to a greater knowledge of the United States, and in turn, decrease one's chances of knowing more about English-Canada.

Before attempting to support this argument, the researcher has reviewed the available literature in order to be able to discuss the impact and ramifications of American media spillover into Canada.

Does it really matter whether Canadians are watching American television, listening to American radio, and reading American newspapers, books and magazines? Is this ultimately affecting their awareness and knowledge of their own Canadian identity and culture?

First of all, it is important to determine what is meant by Canadian culture. Is there a unique Canadian culture that is clearly distinguishable from, for example, American culture? Are Canadian people different from American people; are they aware of their differences? While some Canadians see their culture as being deeply rooted in Canadian history and heritage, others think of beer and hockey as being particularly indigenous to Canada, while still others

such as Lee (1979) and Siegfried (1947), claim that there is 'no Canadian way of life'. However, there are specific reasons attributed to this so-called lack of Canadian character and identity.

Historically, Canada has been described as a political creation of Britain. For years Canadians used the British Red Ensign and the Union Jack as their national flags, and sang 'God Save the Queen' at public events. Today, there still exists widespread display of the Queen's picture on Canadian money, postage, and in public places in general. This dependence on foreign symbols has made it much more difficult for Canadians to perceive and comprehend what differentiated Canadian society from British society.

More recently, however, Canada has been described as a 'dumping ground' for the United States. English Canada's shared use of the English language and geographic location create problems with respect to the influence of the United States. While it may be argued that American influence is worldwide, geographical proximity has facilitated a greater impact on Canada.

At its deepest point, Canada stretches 2,500 miles from south to north, however the vast majority of Canadians live within 200 miles of the U.S. border. This proximity not only encourages frequent interaction with Americans, it also makes comparisons between the two societies more natural; Canadians and Americans are much more similar with respect

to their personality and behavioral characteristics are, for example, Canadians and Japanese.

Thus while many researchers may argue that Canadians are merely American citizens of the north, there are several researchers who would disagree with this notion.

Naegele (1961) and Jamieson (1957) for example, noted that Canadians appear more self-contained, and that they lack self-confidence.

Arnold and Tigert (1974) found Canadians to be much more cautious than their American counterparts, while Lipset (1964) asserted that Americans are less introverted and much more willing to take risks than are Canadians.

Hardin (1974) contrasted the Canadian tendency for collectivity which is manifested in Canada's more public enterprise economy, whereby one-third of all Canadian controlled assets are held by crown corporations (Berton, 1982:60), to the American tendency for individualism which is manifested in their more free-enterprise economy.

With the federal government having such a significant role in the Canadian economy, Lipset (1964) and Clark (1950) have suggested that there is a greater respect for government and political leaders amongst Canadians. On the other hand, Williams (1960) noted that amongst Americans, there is greater distrust of central government, and a stronger aversion to individual constraints.



Keeping in mind these dissimilarities between Canadians and Americans, we should reasonably expect to find differences between Canadian and American media and cultural products.

The media are the most powerful means by which modern nations learn about their national identity and their culture (Applebaum & Hebert, 1982:213). As opinion leaders, and purveyors of culture, the media cannot help but form and shape a national awareness and identity.

In Canada however, the media are not fulfilling this role. There is already widespread spillover of American media into Canada; for example, in 1981, more than 90 percent of the movies shown in Canada were American feature films (Audley, 1983:418). Also, in 1980, sales of Canadian-content recordings represented only 7.6 percent (\$18 million) of total industry wholesale revenues of \$235.1 million (Audley, 1983:148). What is even more shocking is the fact that even the Canadian media are not truly Canadian; for example, American news makes up two-thirds of all foreign news carried on CP's Datafile newswire (Cumming, Cardinal and Johansen (1981:36). In addition, 96 percent of all drama on the English-language CBC network is of foreign origin (Applebaum & Hebert, 1982:217).

A major question that arises from all of this is, "What effects do such non-domestic media products have on the Canadian people, and how are these effects manifested?". That

is, are people any different because they watch Canadian television programs, for example, are they in some way more aware of themselves as Canadians?

Although there has been very little in the way of research concerned with the area of effects of foreign media spillover, Tate and Trach (1980) asserted that Canadians are more aware of American courtroom procedures owing to such American television programs as 'Perry Mason', than they are about their own Canadian legal system. Similarly, Beattie (1967) observed that those Canadians who read U.S. crime news or viewed U.S. television crime programs tended to absorb the foreign terminology as though it were Canadian. More recently Baer and Winter (1983) observed that Canadians who attended the American media identified more closely with anti-government sentiment that is more closely related to the free-enterprise system of the United States.

These few studies indicate that the American media do have an impact, negative or otherwise, on Canadians' awareness and knowledge of their own country.

In Windsor, Ontario there is a much greater concern for the impact of American media and cultural dominance. With Windsor located directly adjacent to Detroit, Michigan, America's fifth largest media market, the American influence probably plays an integral role in the development of Windsorites' awareness of and attitudes toward the Canadian media and arts.

The current study examines the relationship between attention to Detroit media and Windsorites' knowledge of Canadian culture.

1.1 THE CANADIAN CULTURAL IDENTITY

What is culture, and more specifically, what is Canadian culture? To begin with, culture is rather obscurely defined from country to country; that is to say that while the peoples of some countries find it easy to define the parameters of their cultural composition (such as Americans), others (such as Canadians) are unable to provide a succinct definition of their culture. Some basic definitions of the term might help to clarify its general meaning.

culture is the distinctive body of customs, beliefs, and social institutions that characterize each separate society and their individual members, and provides them with a shared system of meanings and values (Stocking, 1960:807).

On a similar note Crean (1976:9) defines culture as,

a process whereby groups and individuals share and exchange ideas, perceptions, and experiences; whereby the collective attitudes of a social group, its goals and values, are formed and transmitted to succeeding generations.

Culture is an integral part of both the individual and society. It distinguishes one group of people from another group, and it provides a forum for people with similar ideas and shared experiences to communicate with each other.

What then, is Canadian culture? Is there a unique Canadian culture that is clearly distinguishable from, for exam-

ple, American culture? Are Canadian people different from American people; are they aware of their differences and of their culture?

One significant difference between the two cultures (Canadian and American) might be the description of Canadian culture as a 'mosaic' as opposed to the American cultural 'melting pot'.

Canada refers to its culture as a mosaic; the same can also be applied to that of the native people of Canada. The native cultures and traditions are as diverse as those persons who have immigrated to Canada since the first European discoverers landed here. Canada has always been a multicultural and multilingual country (Applebaum and Hebert, 1982:11).

In fact, a recent Gallup International Poll (April, 1984:8) indicated that Canadians (42%) are more in favour of having immigrant workers in Canada, than Americans (26%) are about having them in the United States. It would appear that Canadians think that the presence of immigrant workers is a help, rather than a deterrent, to their development. The Canadian immigration policy permits the increase of immigration to occur, subject only to the condition that the rate of inflow will not create or aggravate domestic unemployment problems. American immigration policy prevents large numbers of immigrants from entering the United States, and thereby deflects them to Canada (Russell, 1966:172).

Other than the referral to Canadian culture as a mosaic, Canadians as a group have had a very difficult time defining specific Canadian cultural traits. While some view Canadian

culture as being deeply rooted in Canadian history and heritage, others think of hockey and beer as being particularly indigenous to Canada, while still others such as Lee (1979:113) and Siegfried (1947:23) claim that "there is no Canadian way of life".

That there should be a country called Canada distinct from the United States is a mere accident of history...Nature has not conferred upon Canada any particular personality of her own (Siegfried 1947:23).

Canada's history, geographic location and in most of Canada, shared use of the English-language with the United States create problems for Canadian people and their culture.

A unique and pronounced national character could not be expected to arise and stand out clearly in a country of dual culture upon which the weight of the French and the British traditions and the impact of the United States have been so strong, and whose most thickly populated sections share with the northern States a terrain which in the two cases is almost identical in type (Bailey, 1972:183).

Historically, Canada has been described as a "political creation of Britain," (Schwartz, 1967:25) having been brought into being by an act of the British Parliament. Lacking any revolutionary tradition, unlike the British or the Americans, Canada has relatively few (or perhaps Canadians choose to ignore), dramatic heroes or historical occasions similar to those commemorated by other peoples.

There is no great national hero who cut down a maple tree, threw a silver dollar across the St. Lawrence and then proceeded to lead a revolution.....There are no great charters of freedom or independence expressing the collective will of the people. (Russell, 1966:155)

In Canada, even the provision of unambiguous or unifying symbols that are specifically Canadian in character has been singularly lacking (Russell, 1966:155). Identification formation in Canada has been slowed down quite considerably through the long time use of symbols connected with the British monarchy. Even today there exists widespread display of the Queen's picture on Canadian currency, postage and in public places in general.

Historically, British symbols played a much larger role in Canadian society. At Confederation, for example, Canada was given permission to fly the Red Ensign, the flag of the British Merchant Navy. By 1891, the Commonwealth Dominions were permitted to use either the Red or Blue Ensign with the addition of their coat-of-arms. Prime Minister MacKenzie King attempted to introduce a new flag in 1925 but dropped the idea in the face of strong opposition (Schwartz, 1966:73).

A public opinion poll conducted in May of 1963 showed that 45 percent of the Canadians polled said that Canada should have a national flag of its own, whereas 25 percent said that Canada should use the Union Jack and 16 percent favoured the use of the Red Ensign (Schwartz, 1966:211). Yet Canada continued to use the Red Ensign and the Union Jack until 1965, when a unique Canadian flag was adopted (Schwartz, 1966:73).

In addition to not having their own flag, Canadians did not have their own national anthem until 'O Canada' was adopted. Prior to this, Canadians were singing 'God Save the Queen' at prominent Canadian events. After Confederation, Canadians began singing, 'The Maple Leaf Forever', written by Alexander Muir in 1867. This song however, was never accepted by the French Canadians because of the reference in it made to the British victory at Quebec (Schwartz, 1966:75).

It wasn't in fact, until 1952, that Vincent Massey was appointed as the first native Canadian Governor General. Prior to this, only British subjects occupied the position of Governor-General (Schwartz, 1966:75).

Even Canadian's most significant and encompassing Act, the British North American Act, though drawn up by Canadians from two major political parties, was never ratified (until 1982) by the Canadian people. Instead, it was passed as an ordinary Act of the British Parliament (Schwartz, 1966:75).

Retaining ties with the British Government obviated the necessity for Canada to develop her own symbols (Schwartz, 1966:75). This dependence on foreign symbols made it more difficult for Canadians to perceive that which differentiated Canadian society from British society (Schwartz, 1966:75).

In addition to Canada's history, another important factor responsible for the delay in the specification of a Canadian

identity has been Canada's proximity to the United States. While it might be argued that American influence is worldwide, geographical proximity has facilitated a greater impact on Canada (Hiller, 1976:159). In fact, Canada has been referred to as a "cultural dumping ground" used by the Americans (Nixon, 1971:234).

Canada has an area of 3.5 million square miles. The total population numbers 25 million people. The country spans seven time zones from east to west and faces on three oceans, the Atlantic, the Pacific, and the Arctic. At its deepest point, Canada stretches 2,800 miles from south to north. Along 4,000 miles Canada borders the United States, which has ten times the Canadian population (Hallman, 1977:1).

Canadians are unevenly distributed across the country, with the vast majority living in a corridor stretching east to west within two hundred miles of the U.S. border (Hallman, 1977:3). Proximity not only encourages frequent interaction with Americans,<sup>1</sup> it also makes comparisons between the two societies more natural.

Differences between us (Canadians and Americans) are both subtle and complex. That is why Canadians are often tongue-tied when asked to explain in a sentence or two, how we differ. We know we're  
 ++++++

<sup>1</sup> As an example of the volume of this interchange, in 1970 approximately 37 million U.S. residents visited Canada, while over 35 million Canadian residents visited the United States. Since Canada's total population was only 22.5 million, and since 35 million Canadians visited the U.S. that year, many of them evidently made multiple crossings (Hiller, 1976,160).



not the same but we can't explain it succinctly; I doubt anybody can (Berton, 1982:104).

Berton's (1982:104) attitude towards Canadian and American differences is consistent with other respected Canadians from the perspective that while Canadians do have a lot in common with Americans, they are not simply second-class Americans void of any unique characteristics of their own.

During a visit to Washington in 1959, Prime Minister Trudeau expressed his opinion regarding the differences between the Canadian and the American people.

We're a different people from you (Americans) and we're a different people partly because of you...Living next to you is in some ways like sleeping with an elephant. No matter how friendly and even-tempered is the beast, one is affected by every twitch and grunt...But it should not therefore be expected that this kind of nation, this Canada, should project itself...as a mirror image of the United States (Pope, 1971:vii).

Even as far back as 1959, Vincent Massey, the first Canadian-born Governor-General, in an address to the United States Congress asserted that Canada should not be expected to copy the American way of life.

To say that you in the United States and we in Canada have much in common, is a venerable platitude. Living as we do side by side on the same continent, our resemblances are many...It is not surprising that for all that we have in common, you and we should each preserve certain habits and traditions which we cherish because they belong to us. We know it is not your wish to have on your borders a mere replica of your own country, but rather a self-respecting community faithful to its own ways (Massey, 1959:27).

Thus while there appears to be much agreement that Canadians are different from Americans, there also appears to be agreement that these differences are not easy to illustrate.

However, subtle the differences may be, an extensive search of the literature reveals some significant Canadian-American value and personality differences which help to establish an overall dissimilarity between peoples; (which, stated from another perspective, reveal a distinct Canadian personality and identity).

Some researchers have looked more deeply into a distinct Canadian personality and the characteristics that stem from this personality.

There appears to be much agreement among researchers over a Canadian tendency for conservatism and caution, versus an American readiness to take risks. Naegele (1961:27), for example, observed that Canadians appear more "self-contained" and more "unexpressive". He also noted, along with Jamieson (1957:10) that Canadians appear to lack self-confidence and that this is manifested in their exhibition of "less optimism, less faith in the future, and less willingness to risk capital or reputation." Similarly, Johnstone (1968:263) and Berton (1982:85) observed that Canadians' inhibitions are manifested in their friendships and personal relationships; "we do not make friends as easily as Americans do, perhaps from a fear of being too forward" (Berton, 1982:85).

In another study, compiled by Arnold and Tigert (1974:69), using data generated from two independent surveys administered in the United States and Canada, asserted that

Canadians are not more cautious than Americans. They found no significant differences between Canadians and Americans and their mean levels of agreement on several personality items. For example, while 35 percent of the Americans sampled said that they "always use their seat belt, even for a short drive", only 28 percent of the Canadian sample replied affirmatively (it should be noted that this was before several provincial governments enforced seatbelt regulations in Canada). In addition, while 57 percent of the American sample said that they "probably need more life insurance", only 38 percent of the Canadian sample said they needed more (here again it should be noted that perhaps Canadians already had twice as much insurance as Americans did to begin with, and would therefore not need any more). There was also no significant difference found between Canadians (62%) and Americans (61%) when asked whether they "liked to take chances" (Arnold and Tigert, 1974:74-75). Thus Arnold and Tigert not only found that Canadians did not appear to be more conservative than Americans, but that their results indicated differences (although not statistically significant) in a direction opposite to the expectations of the comparative literature. There may of course have been complications with using two separate surveys, one of which was administered in 1968, and the other in 1970. In addition, it is also important to mention that the Canadian survey was selected on a random basis, whereas the American one was

conducted among members of a national consumer mail panel which had been constructed to parallel United States census figures (Arnold and Tigert, 1974:71).

While there may be some disagreement among researchers about a Canadian tendency for caution and conservatism, there appear to be no contradictions for several noted American personality characteristics. Lipset (1965:85) for example, asserted that Americans are less introverted and tend to place more emphasis on individualism. Lipset (1964:182) also noted that Americans achieve their highest aspirations through "hard work and individual initiative". Clark (1950:382-383) observed that while Canadians are more willing to accept limitations on personal endeavours, Americans place higher standards on personal achievement. Arnold and Tigert (1974:75) also confirmed that Americans tended to have high personal achievement standards. In their study, Arnold and Tigert found that while only 39 percent of the Canadian people surveyed said that they "like to be considered a leader", 53 percent of the American sample desired leadership qualities. On the same note, only 48 percent of the Canadian sample said that they "hate to lose at anything", compared to 61 percent of the American sample (Arnold and Tigert, 1974:78).

Canadians also appear to be less individualistic and more collectively-oriented than Americans (Lipset, 1965:36), Hardin (1974:156) suggests that this Canadian "collectivity"

is manifested in Canada's more public enterprise system, and indeed one-third of all Canadian-controlled corporate assets are held by crown corporations (Berton, 1982:60). With government control and regulation both a significant and necessary role in a public-enterprise economy, Lipset (1964:178) and Clark (1950:382) have suggested that there is a greater respect for government and political leaders among Canadians. Berton (1982:38) adds that "trust in government" is very much a Canadian attitude. On a similar note Friedenberg (1980:14) asserts that unlike Americans, and, for that matter, unlike the British, who have had their share of rebellions and revolutions, Canadians as such have no tradition identifying government as the source of oppression.<sup>2</sup> This trust is manifested in the Canadian people's approval of specific government sponsored institutions. A 1957 study, for example, indicated that 62 percent of Canadians approved of the plan to establish the Canada Council, with government funds, to give financial encouragement where needed to Canadian arts (Schwartz, 1966:117).

Although the Canadian economy is more public enterprise-oriented, the United States stresses private enterprise in its economy (Hardin, 1974:130). In such an economy, there is private ownership of economic resources, the means of  
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<sup>2</sup> Friedenberg, (1980:14) also points out that (up until 1984) only two Canadian public officials had ever been murdered; Pierre Laporte, Quebec provincial minister of labor and immigration (1970), and D'Arcy McGee, a member of the first federal parliament (1858).

production and property, and the right to profit from such ownership; in this system governments own few, if any, shares in industries (Marchak, 1975:45). In this 'private-enterprise' culture, Williams (1960:446-451) suggests that there is a "deeper suspicion of established authority, greater distrust of central government, and a stronger aversion to individual constraints", (i.e. censorship, government regulation, etc.) In their 1983 study, Baer and Winter asserted that those Canadians who attended to American media channels were more likely to identify with the anti-government sentiment that is related to the free enterprise system of the U.S., than those Canadians who attended to Canadian media channels (Baer and Winter, 1983:51-86).

Other Canadian-American differences have been found that are perhaps worth mentioning at this point. Rokeach (1973:89-92) compared Canadians and Americans in a 'value-survey' consisting of data from comparable samples of college men tested in four countries: the United States, Canada, Australia, and Israel. The data were obtained by individual investigators and then compiled by Rokeach; more specific details of the individual studies are not given and for this reason it is not known whether they were scientifically compiled or not. Nevertheless, in Rokeach's survey, Canadians and Americans were compared on a number of specific values ranging from personal happiness to personal achievement. A sizable number of differences between the two

peoples were found. Overall, Canadians ranked aesthetic values such as those that emphasize love, peace of mind, personal happiness, beauty and honesty very highly. Americans tended to be more concerned with having a "comfortable life, gaining social recognition", and being "ambitious"; which tends to convey a particular preoccupation with materialism, competition and achievement. (Rokeach, 1973:89-92).

In light of Rokeach's description of the Canadian personality consisting of such values as love, peace, beauty and happiness, Massey (1952) has provided a similar, more succinct description of the way he views the typical Canadian.

One who loves all those things, tangible and intangible, that rightly go by the name Canadian; for the victories and the defeats, the glories and the failures of the past, and of the present, and of those that will be in the future; for our history and our literature; for our institutions and our laws; for our wheat and our wood and our oil and for all that we make and do (Massey, 1952:40).

To summarize, the available literature indicates that Canadians are more conservative, cautious and less willing to engage in risk-taking endeavours than are Americans. Canadians tend to place more emphasis on aesthetic values, while Americans tend to be more preoccupied with materialism, competition and achievement. Institutional differences are manifested in Canada's greater emphasis on public ownership and the United States' emphasis on private ownership.

## 1.2 THE CANADIAN MEDIA

If such dissimilarities do exist between Canadian and American cultures, then we should expect to find similar differences between Canadian and American cultural products; especially the media. As prime sources of news and information, gatekeepers and opinion leaders, and purveyors of culture, the media cannot help but form a national awareness and identity. The media may in fact be considered a country's most important and effective cultural vehicle. Howell (1980:225) describes a nation's broadcasting system as a "cultural mirror that reflects and projects the symbols and images of a society's culture and sense of identity."

Broadcasting is the most powerful means by which modern nations and peoples share a common experience, learn about their national identity, learn about their culture, learn about themselves. But it is more than that, of course. There is a truly symbiotic relationship between broadcasting and culture. The two are inextricably bound together... (Applebaum & Hebert, 1982:213).

It follows then that if Canadians and Americans do illustrate different behavioral patterns and personalities, then each country's own media should contribute to its people's goals, values, and ideologies; the American media should portray the American way of life and the Canadian media should portray the way of life of Canadians. This is not, however, the case. It appears that although American media are unquestionably American, the same is true for Canadian media; that is, Canadian media are also unquestionably American.



This dilemma Canada is facing in the area of broadcasting illustrates what is termed 'media-dependency'; manifested in an overwhelming dependence on the United States for media products. Research shows that American content is rampant in all forms of Canadian media. What follows is a brief summary of some relevant statistics for selected media.

### 1.2.1 Print

Cumming, Cardinal and Johansen (1981:36) observed that American news made up two-thirds of all foreign news carried on CP's Datafile newswire, and that out of all the foreign news coverage on that file, less than 20 percent originated from CP's own sources. In addition, 75 percent of the non-CP foreign news originated from AP. Economically, it makes more sense for Canadian newspapers to use AP news copy than it does to hire foreign correspondents. Similarly, it is also much cheaper for Canadian newspapers to carry syndicated material such as comic strips, crosswords and feature columns by Ann Landers, for example, than to run their own features (Seattie, 1967:669).

### 1.2.2 Film

The National Film Board of Canada (NFB) founded in 1939 and reconstituted by the National Film Act of 1950 to "initiate and promote the production and distribution of films in the national interest", is the main producer of documentary films (Hallman, 1977:20).

The Canadian private film industry also has taken a back seat to Hollywood in Canadian movie theatres. In 1976, for example, 93 percent of all revenues from the rental of films to theatres in Canada, were paid just to the seven major Hollywood studios. Also, in 1981, more than ninety percent of the movies shown in Canada were American feature films (Audley, 1983:218).

Even in the production of Canadian films, American influence has stifled the projection of a Canadian identity. Between August 1975 and 1984, about 300 Canadian-made films were produced with \$550 million from professional business people, anxious to capitalize on the 100 percent tax shelters provided by feature film investments. Many of these films were never bought by distributors for public viewing. In most, producers had removed all traces of Canadian content by Americanizing city signs, license plates, flags and mailboxes. Their success was still so limited that in 1983, only 17 feature films were made in Canada, as compared with 67 made in 1979 (Pratley, 1984:92-94).

Noting attempts to bring an end to the 'Hollywood North' syndrome, former Communications Minister Francis Fox has stated, "I find these imitation American films distressing". The Canadian Government intended through increased Canadian content requirements to ensure that public money would serve to assist Canadian talent in the development of Canadian films telling stories about Canada and Canadians (Pratley 1984:95).

### 1.2.3 Television

The vast majority of Canadians live in a corridor within two hundred miles of the American border (Hallman, 1977:3). Competition of U.S. broadcasting appears in the form of border stations which concentrate their attention on Canadian audiences, U.S. programs carried live in Canadian networks, and Canadian stations which are affiliated with U.S. networks and carry segments of the American program schedule (Shea, 1963:79). In fact, seventy-four percent of viewing time of English-language television is spent watching non-Canadian programs (Applebaum & Hebert, 1982:217).

While two-thirds of all programs on English-language television are not produced in Canada, it is even more ironic that Canada's national television network, the Canadian Broadcasting Corporation, is dominated by American programming. Ninety-six percent of all drama on the English-language CBC network is foreign (Applebaum & Hebert, 1982:217). Essentially the issue comes down to a question of dollars and cents. Why spend \$100,000 to produce a one-half hour Canadian program, when you can buy an American one (such as the highly popular sitcom 'Three's Company'), for \$15,000 an episode? (DOC, 1980:4).

In 1974, the CBC Research Department completed a study of public attitudes on what Canadians think of the CBC television service. Their results indicated that among English-Canadians, most viewers preferred American channels to Cana-

dian ones. One half of the Canadians thought that American channels were better than Canadian ones; one half thought they were equal (Hallman, 1979:57).

In addition, while American TV is considered more popular than Canadian TV, U.S. TV programs are even more popular than Canadian ones; a 1970 Special Senate Committee on Mass Media indicated that Canadians prefer American shows (60%) to Canadian shows (35%), (1970:131).

A further problem that exists in terms of overall audience choice is that Canadian programs tend to get lost in the mix since there are fewer of them to choose from. In a market served by two stations, for example, the minimum requirement of 50 percent Canadian programming represents mostly competitive news broadcasts scheduled from 6 to 7 p.m. and 11 p.m. to midnight, with a selection through the rest of the evening of three to four choices during a normal week. Further, it is likely that these Canadian programs will tend to be public affairs or musical variety shows, which traditionally draw smaller audiences than the more popular and costly dramas, the type of programming which makes up prime U.S. commercial television. Given that at least two U.S. channels are receivable by about two-thirds of Canadians (7 to 11 p.m.) Canadian content is reduced to about 20 percent (CRIC, 1977:4).

#### 1.2.4 Cable Television

While the introduction of cable TV to Canada meant that American programs could be transmitted via microwave to cable systems hundreds of miles from the U.S.-Canada border, it also forced existing Canadian stations to compete with U.S. television practically everywhere in Canada.

The greatest impact of cable TV occurred in those areas where, pre-cable, no American stations (and/or few Canadian stations) were received directly off-air, or where cable TV added substantially to the number of American stations that could already be received. Under this heading came such areas as London, Thunder Bay, Ottawa-Hull, Peterborough, Winnipeg, Cornwall, and Lethbridge. Here, cable TV made American stations available where before they could not be received. Inevitably, these stations acquired shares of the available audience at the expense of other stations (CBC, 1972:17).

Currently, more than 50 percent of all Canadian households subscribe to cable (Applebaum & Hebert, 1982:218). The basic service on most cable systems includes four 100-percent American channels, and four to seven 60-percent Canadian channels, for an average 62-70 percent foreign content in total programming delivered to subscribers (Applebaum & Hebert, 1982:218).

With cable systems operating as programmers only in terms of their community channels, and as common carriers other-

wise, they have circumvented the Canadian content regulations that are otherwise applied to programmers (Applebaum & Hebert, 1982:218).

#### 1.2.5 Radio

As recently as 1968, it was estimated that Canadian musical selections accounted for between four and seven percent of all music played on Canadian radio stations (Audley, 1983, 193). This situation has changed primarily as a result of CRIC content regulations on A.M. radio which have been a great asset towards the establishment of a Canadian recording industry. However, in 1973, only two percent of all records sold in Canada were produced by Canadian firms. In 1980, sales of Canadian-content recordings represented only 7.6 percent (\$18 million) of total industry wholesale revenues of \$235.1 million (Audley, 1983:148).

The problem is that Canadian musicians have had a difficult time establishing themselves, and have not had much choice but to record on American labels. Only the large American recording companies have the resources and distribution figures to promote Canadian performers to stardom (Lee, 1979:9). However, before Canadian musicians can get wide distribution on a domestic basis, they must first compete for an American audience, and this is not always easy. It is typical for rock musicians (Canadian, American, European, Australian, etc.) only to become stars once they have

hit the American charts. This is evident in Windsor for example, as most Canadian songs such as Sheriff's big hit 'When I'm With You' was only played on Windsor stations once Detroit stations had selected the tune for their playlists. How ironic it is that we accept our own cultural achievements only when they are given certification elsewhere.

### 1.3 IMPACT OF U.S. MEDIA CHANNELS

As stated earlier, if American media spillover continues across the border in numbers outweighing the available Canadian channels, this may have an attenuating effect with respect to the formation and development of a Canadian culture and identity. The question that arises is, 'What effects do such non-domestic (U.S.) media products have on the Canadian people, and how are these effects (if any), manifested? That is, are people any different because they watch Canadian programs? Are they in some way more aware of themselves as Canadians?

Although there has been very little in the way of research concerned with the area of effects of foreign media spillover, it stands to reason that if Canadians are spending more time with American media channels than comparable Canadian ones, they are acquiring more knowledge about the United States than they are about Canada. How then can isolated Canadians, for example, learn more about the rest of their country and their fellow Canadians if they are only

watching American television (which is obviously void of any Canadian content)?

Among the sparse research that has been done in the area of effects, most of it has been concerned with the viewing of American crime programs on both U.S. and Canadian television channels. Friedenberq (1980:12) asserts that many Canadians have become disturbed about the infiltration of Canadian culture by American television shows, and that the complaints voiced most frequently concern the fact that these programs subvert peace, order, and discipline among the young by leading the Canadian youth to believe that they have constitutional rights that even their elders cannot claim. In their study Tate and Trach (1980:1-9) asserted that Canadians know more about U.S. courtroom procedures owing to such American TV programs as "Perry Mason", than they do about their own Canadian legal system.

Beattie (1967:671) also observed that those Canadians who read U.S. crime news or view television crime programs, tend to absorb foreign terminology as though it were Canadian; (Beattie used 'district-attorney' as a specific example of a non-Canadian legal term unknowingly adopted by Canadians from American television programs).

In a more recent study, Baer and Winter (1983:51-86) found that Canadians who adhered to American media identified more closely with anti-government sentiment that is more closely related to the free enterprise system of the



United States, than the more public enterprise economy of Canada. These results were illustrated by the fact that Canadians watching American television news were more likely to blame the federal government for inflation than were those watching CBC news.

While some aspects of foreign (U.S.) culture may be welcomed in Canada, excessive exposure to foreign media can have a negative impact on the culture and people of the country (De la Garde, 1984:4). The Canadian government, maintaining that U.S. media dominance is both economically and sociologically harmful to Canadians, has taken initiatives to impede the penetration of such products into the country.

### 1.3.1 Government Aid and Regulation

The Canadian public-enterprise economy lends support to the federal government and several of its agencies in its attempt to confine American cultural influences. Some of these agencies that are specifically designed to promote Canadianism include the NFB, CBC, Canada Council, and National Research Council.

One of the first legislative actions (during the 1935-1957 Liberal Administration), motivated by a desire to protect Canadian magazines against 'unfair' foreign competition was a 20 percent levy on the advertising revenues of special Canadian editions of foreign magazines (Pope, 1971:118).

Canada historically has also used broadcasting as a binding force for its provinces and people, to alleviate the problems created by American cultural dominance. Rather than joining forces with the superpower, Canada has opted to take a defensive stand to counteract American media imperialism. This stand has been manifested in a succession of parliamentary commissions and committees that have examined the Canadian media extensively since 1929; (Aird, 1929, 1932), (Massey, 1951), (Fowler, 1957, 1965), (O'Leary, 1961), (Davey, 1970), (Kent, 1981). These studies were all attempts made by the Canadian government to repatriate and fortify the Canadian economy with a view toward protecting the public interest and restricting the non-Canadian content to some media.

In 1960, the Board of Broadcast Governors (B.B.G.) ruled that no less than 55 percent of the total broadcast time on all networks and stations should be Canadian in content and character. This however, was not supported by the private broadcasting sector, and for this reason, the quota was decreased to 45 percent in the summer, and 40 percent in the evenings (Lee, 1979). Unfortunately, many of the interpretations concerning the B.B.G.'s content quotas were not rigorous enough to prevent broadcasters from circumventing them. Broadcasting stations were for example, airing most of their Canadian-content during non-prime time hours when few listeners were actually tuned into radio (Applebaum &

Hebert, 1982:217); this of course was not what the Canadian Radio-Television and Telecommunications Commission (CRTC) had intended when it established the content quotas.

The CRTC however, has been more aggressive in enforcing its content regulation policy with the imposition of Canadian-content quotas on all radio and television stations. It is unfortunate that little success in dissuading Canadians from viewing American content has actually been achieved (as mentioned in the above sections).

The problem with Canadian governmental policies is that they have been directed toward the regulation of media technology, licensing and economics rather than the quality and content of authentic cultural expression (Lee, 1979:115-116).

#### 1.4 TOWARDS A UNIQUE CANADIAN CULTURAL IDENTITY

Every nation, old or new, needs to establish a public image by which it can be characterized, both by its citizens and by foreigners (Schwartz, 1966:3).

Many researchers believe that a distinct Canadian culture is beginning to evolve, although it has not quite reached its saturation point; that is, the Canadian people are still not aware of their identity but they can acknowledge that one exists and that it is different from the American way of life.

Canadian society is still in the process of self-definition and identity formation (Hiller, 1976:155).

Canadians are still in the making. But few can any longer doubt that a new nationality is now emerging (Bailey, 1972:209).

Canada today is witnessing a surge of nationalism, which has taken the specific form of the desire to be free of American economic domination (Pope, 1971:viii).

Whether a Canadian identity currently exists or whether it is still in the making, it appears evident that most Canadians are in favor of adopting a unique Canadian culture. This opinion was manifested in a Gallup Poll (January, 1971) more than a decade ago, when the Canadian people were asked if they thought that Canada's growing concern over nationalism was (or was not) a good thing for the country. A total of 59 percent of the people polled said that they believed that Canadian nationalism was a good thing for the country; only 8 percent disagreed with the statement and 33 percent could not decide either way.

There have been several factors that contributed to the formation of a Canadian identity over the past few decades. The appointment of a Canadian to the position of Governor General, and the patriation of the BNA Act has meant a significant decline in the control of the British Monarchy over Canada. In addition, the specification of unique societal symbols such as the flag and the national anthem has provided a common frame of reference for the Canadian people, and assisted in the crystallization of a national identity (Hiller, 1976:160-162).

As suggested by Hiller (1976:160-162), several negative features of American society may have allowed Canadians to appreciate their own country more intensely. Such events as racial struggles, high crime rates, and the Viet Nam War, for example, have encouraged Canadians to make comparisons that downgrade the U.S. and contribute to a feeling of superiority (Hiller, 1976:160).

Domestically, the Canadian government has focussed a lot of attention for the establishment of a Canadian identity for the people of the country. Government involvement has included the sponsorship of communication links that span the nation. Canadian institutions such as the CBC, CNR, NFB, Air Canada, and others, have played an integral role in the development of a Canadian identity. These communication links have helped Canadians to understand and to experience what is occurring in the other parts of their society (Hiller, 1976:162).

### 1.5 THE UNIQUE CASE OF WINDSOR

Attempting to outline the cultural profile of Windsor requires substantial understanding of the vast array of American influences that infiltrate the area.

Windsor is situated in precarious proximity to America's fifth largest media market, delineated only by the one kilometre span of the Detroit river. At no other major Canadian-American border crossing does the American counterpart

pose such a threat to the Canadian cultural identity as Detroit, Michigan does to Windsor, Ontario. With such scope and impact, the opportunity is readily available for American influence to play an integral role in the development of Windsorites' awareness of and attitudes towards Canadian media and arts.

### 1.5.1 Local Media

American dominance is an intense problem for all those concerned with maintaining and developing Canadian media. In Windsor that dominance is most aggressively exemplified as Canadian produced radio, T.V. and print are overshadowed by an abundance of American alternatives.

Canadian radio programming is offered on eight local radio stations. The CBC owns and operates two AM and two FM stations (English and French), while private licensees broadcast on three AM and two FM frequencies. A low power university station also exists on the local FM dial. In comparison, 50 AM and FM Detroit area radio stations can be received in the Windsor area. Within this barrage of American programming, almost every imaginable format can be found. It is important to note that Windsor is often simply referred to as part of that massive U.S. market.

The serious problems facing private Canadian radio stations in Windsor suffering from significant declines in Canadian listenership (Joint Communications: 1984; BBM-

Spring, 1984), have required special attention from the CRTC. In recent public hearings, local FM programmers asked for relaxation of CRTC regulations which they felt restricted them from competing head-on with American Top-40, all music, FM programming. They asked for elimination or at least substantial reduction in the required amount of foreground format,<sup>3</sup> and in the 30 percent Canadian content quota. It would logically follow that if Canadian content quotas were reduced, there would be less radio presentation of Canadian music to the 18-34 year old Canadian listeners, whom Windsor radio stations are attempting to attract.

It is an important contention that if such relaxation of regulations is permitted, CBC radio, which has very low listenership in the 18-34 age group, (Joint Communications: 1984; BLM- Spring, 1984) will have the only official mandate for programming Canadian music on local radio.

The American domination dilemma also creates substantial problems for Canadian television programmers. Windsor is provided with only one Canadian T.V. channel. CBC owned and operated CBET-TV9 assumed that position in 1972 when it was purchased from the privately owned CKLW station.

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<sup>3</sup> Foreground format is defined as a format of presentation in which, i) the intrinsic intellectual content of the matter being broadcast is entirely related to a particular theme, ii) the duration of the presentation is at least fifteen minutes, and, iii) the presentation is broadcast without interruption or accompanying broadcast matter (Radio R.M. Broadcasting Regulations, 1968).

In contrast to the one Canadian T.V. station, Windsorites have the option of tuning in any of six American channels. The three American network giants (NBC, ABC, CBS) can be received on VHF, while three other Detroit stations are available on the UHF band. It is pertinent that the Detroit area Public Broadcast Station conducts fund-raising efforts in the Windsor market. In fact, CBC finds itself in direct competition with Detroit-based stations for Windsor advertising dollars, as well as monies allocated for promotions in the Windsor area by large Canadian corporations.

With cable-T.V. soon to be available in Windsor, Windsorites will be offered, and may choose to tune in other Canadian stations (CHCH-Hamilton, Global, CITY, CFPL-London, First Choice, the House of Commons channel, and the community channel for example) not currently available to them. However, as usual, cable television will also offer a number of American channels not currently available in Windsor such as, the Cable News Network (CNN), the Nashville Network, and the Arts and Entertainment channel.

The newspaper environment in Windsor is not unlike the radio and T.V. environment. One daily newspaper, The Windsor Star, is locally published. Although Canadian national news is available daily in the Ontario editions of The Toronto Star and The Globe and Mail, The Windsor Star independently carries the responsibility of presenting current local news to Windsorites. In the print medium where



objectivity is so important, that competition does not exist.

The competition that does exist in the Windsor newspaper market is again with American media. Although The Windsor Star does generate substantial subscription rates in Essex County (85,000 daily, 95,000 Saturday), many Windsorites are also attracted to the highly aggressive promotions of the two Detroit dailies, The Detroit News and The Detroit Free Press. Supported by a populace of over 5 million Metro-Detroiters compared with 300,000 Essex County residents, the Detroit newspapers can afford to publish full colour area weather maps, and carry information on a multitude of happenings that directly or indirectly affect most Windsorites.

In Windsor, a city that does not have professional hockey, baseball, basketball, soccer or football teams of its own, the sports news industry is all but lost to the American media. The sports section of American newspapers and the sports segments of American T.V. and radio news, provide daily updates on professional Detroit sports teams and celebrities that so many Windsorites adopt as their own. At no other point in Canada do American media so comprehensively and aggressively impose upon a Canadian market.

### 1.5.2 Local Arts

Windsor offers a wide array of arts and cultural events dispersed throughout the immediate Windsor area and the adjoining counties.

Windsor's Art Gallery has over 2500 permanent pieces of art and sculpture, including works from the Group of 7, Inuit prints and sculpture by Northern natives. The 1984 season includes a special selection of paintings of the Rocky Mountains by Lawren Harris, A.Y. Jackson, and J.E.H. Macdonald of the Group of Seven.

The Windsor-Essex county region has several other galleries. Artcite is a newly developed artist-run gallery which features almost all forms of art. The University of Windsor's two galleries encourage both student and community involvement.

One of the most famous historical landmarks in Windsor is the old Francois Baby House, now renamed the Hiram Walker Historical Museum. It gives a glimpse of what life in Essex County was like during the 1800's. The museum has been designated a historical landmark by the provincial government.

The Cleary Auditorium is home to many performing arts and cultural events in Windsor. The Windsor Light Opera, now in its 36th year, performs twice a year at the Cleary. The Windsor Symphony Orchestra performs at the Cleary under the direction of conductor Lazlo Gati. Members of the symphony have formed their own smaller performing groups which in-

clude the Border Brass Quintet, Cartier String Quartet and the Essex Winds. The National Ballet of Canada and the Royal Windsor Ballet perform annually at Cleary Auditorium as well.

The University of Windsor music department has performances by students open to the general public in the Moot Court Room in the Law building. Most of the performances are free of charge.

Windsor is also home to the Centennial Music Festival. This is a ten day student competition with winners being awarded trophies and scholarship money. Winners then compete nationally.

One of the most impressive landmarks in Windsor is Willistead Manor. The manor, located in old Walkerville, was built in 1907 and has since been used for a library and an art gallery.

On the grounds of Willistead Manor, Art in the Park takes place annually in June. The event brings together Canadian artists and crafts persons to display and sell their works. There are also various displays of glass blowing, weaving and looming.

One of the premier events each summer is the Windsor-Detroit International Freedom Festival, representing the end of slavery, held during the first weekend of July and celebrating the birthdays of both countries. The festival acknowledges the friendship between the two nations and their

common heritage. The highlight of the festival is the fireworks display which has been billed as the largest in North America.

Amherstburg, Ontario, just a few miles west of Windsor, is home to many historical and cultural displays. The Park House in Amherstburg is the oldest house in southwestern Ontario. The North American Black Historical Museum is home to a black cultural centre where many artifacts relating to the underground railroad are on public display. Fort Malden, constructed in 1796, provides much information on the War of 1812.

One historical project that is receiving special attention at this time is the restoration of Mackenzie Hall. This old court house, constructed in 1850, is now being transformed into a cultural centre, which will house an artist-run gallery, a heritage room and a small experimental theatre.

The University of Windsor Players Theatre showcases the talents of students in the Bachelor of Fine Arts program. The Players perform several productions each year and during the summer months travel to Scotland to perform in the Edinburgh Festival.

It appears then that where Windsor may be lacking in Canadian media channels, or at least highly overshadowed by American ones, it is provided with some degree of Canadian cultural presence with the wide availability of local arts

and cultural events. Hence the opportunity for acquiring a Canadian identity in Windsor is available if the people wish to take advantage of it.\* Unfortunately, Windsorites' attendance at, and involvement in these cultural events may be contingent upon their awareness of them, through usage of Canadian media channels. Many organizers of such events must in fact seek the attention of the American media in order to gain the patronage of Windsorites.

#### 1.6 CHAPTER SUMMARY AND HYPOTHESES

In summary, Canada's history (concurrent and interrelated with other nations) and geographical location create problems for the Canadian people and the emergence of their culture. A unique Canadian cultural identity that is distinguishable from American or British culture is difficult for Canadians to achieve, in view of the abundance of foreign cultural products in the country.

Such an influx of foreign ideologies and products will ultimately affect and influence the Canadian people; as such researchers as Tate and Trach (1980), Beattie (1967), and Baer and Winter (1983) have already indicated.

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\* It may be of interest to note that in 1981, more than 80,000 tickets were bought at the CTC (Convenient Ticket Company) ticket outlet in Windsor to attend sports and entertainment events in Detroit. This does not even include the estimated 4,000 Windsor area season ticket holders to the Detroit Lions football games (MacTavish, 1982:38).

It is via the media that many Canadians (especially the young), will come to know the varied environments as well as the the cultural backgrounds of the different people who inhabit the land. It is therefore essential to preserve the Canadian culture that exists, with special emphasis on the existing differences between the Canadian and American people, and to establish a unique Canadian identity (one that differs from the omnipresent American identity).

Although the Canadian government has worked hard in the past to come up with an alternative to the American way of life in Canada, there has not been much action in the way of policy change with regards to the media. If the government does not appropriately amend the Broadcasting Act of 1968 to incorporate such areas as television piracy and direct broadcasting, for example, Canadians will soon be capable of receiving even more American media content than is present in the country today. This can only result in the further acculturation of the Canadian people.

In Windsor, Ontario, the extent of American media and cultural dominance (as outlined earlier in this paper), has already become a serious concern. The local C.B.C. television and radio stations receive very poor attendance owing to the overwhelming impact of American over-the-air stations available in the area. The private radio stations in Windsor are asking the CRTC for deregulation in the area of F.M. radio broadcasting in an attempt to capture a significant

portion of both the Windsor and Detroit radio audiences. This would suggest that Canadian radio entrepreneurs would have to compete dollar for dollar with their American counterparts; with relative populations of 300,000 versus 5 million, advertising revenues alone create an overwhelming handicap. If these Canadian stations are exempted from the current CRTC regulations, then they will become even less Canadian-oriented and more Americanized. The survival of Canadian radio in Windsor cannot likely be assured through 'head-to-head' competition with American stations. It is in fact more likely through utilization of the elements that make Canadian radio uniquely Canadian that it will not only survive, but will evolve and become a financially secure industry.

The researcher has chosen to examine the present state of the Canadian media and culture in the city of Windsor with the concern that there is already an overwhelming penetration of foreign media and cultural products, and that this penetration has been adopted by Windsorites as their own. Not only is this a serious concern for Windsorites and the status of their Canadian identity and culture, it also becomes a serious concern then, whether or not this dependence will spread to other Canadian cities via advanced technological methods (satellite signal spillover). If American media channels are preferred by Windsorites, and due to this preference, Windsorites are more knowledgeable about the

American way of life than the Canadian one, then it can be assumed that this preference is indeed having a negative impact on the people of Windsor and their formation and preservation of a distinct Canadian identity.

Given the above literature review and the specific arguments which follow, these hypotheses will be addressed.

First of all, in view of preference on the part of Canadians for American programming generally, 1) Windsorites prefer American radio stations over Canadian ones, and, 2) Windsorites prefer American T.V. stations over Canadian ones.

With respect to the specific effects studies cited in the literature review, Tate and Trach (1980), Beattie (1967), Baer and Winter (1983), and media effects studies generally, Comstock, *et al.*, (1978), it is suggested that, 3) U.S. media reliance is related to a greater knowledge of the U.S., 4) Canadian media usage is related to a greater knowledge of Canada., 5) Windsorites know as much or more about American political figures as they do about Canadian political figures, and, 6) Windsorites know as much or more about the American media, personalities, and media organizations such as the FCC, as they do about Canadian equivalents.

It is suggested that those Canadians who attend to the Canadian media are more concerned with the state of Canadian culture, therefore, 7) There will be a positive relationship between use of Canadian media and concern about the Canadian media and its role with respect to Canadian culture.



Finally, it is hypothesized that, 8) There will be a positive relationship between use of the Canadian media and attendance of local Canadian arts and cultural outlets. Involvement in these cultural events is contingent upon Windsorites' awareness of them through their usage of local Canadian media channels. If Windsorites are not attending the local media, then they will not be aware of such events, and therefore will not attend them.

#### 1.6.1 Summary of Hypotheses

H1 Windsorites prefer American radio stations over Canadian radio stations.

H2 Windsorites prefer American T.V. stations over Canadian T.V. stations.

H3 U.S. media reliance is related to a greater knowledge of the U.S.

H4 Canadian media usage is related to a greater knowledge of Canada.

H5 Windsorites know as much or more about American politics as they do about Canadian politics.

H6 Windsorites know as much or more about the American media, personalities, and media organizations such as the FCC, as they do about Canadian equivalents.

H7 There will be a positive relationship between use of Canadian media and concern about the Canadian media and its role with respect to Canadian culture.

H8 There will be a positive relationship between use of the Canadian media and attendance at local Canadian arts and cultural events.

## Chapter II

### METHODOLOGY AND RESULTS

#### 2.0.2 The Sample

The data for this study were obtained from a stratified systematic random sample of 275 Windsor residents selected from the Windsor City Directory.<sup>5</sup> The sample was stratified to obtain an equal representation of both the male and female population (male n=139, female n=136). Also, to ensure a representative sample from within the randomly-selected households, the 'next birthday in the household' method was applied (Salmon and Nichols, 1983).

The person to person interviewing technique (as opposed to a mail or telephone survey) was chosen because it was thought that this method would elicit more in-depth responses, and a higher response rate than any of the other techniques. Interviewing commenced with two interviewing teams, each comprised of one male and one female researcher, on June 12, 1984 and was completed approximately seven weeks later at the beginning of August. Three out of four of the researchers had previous interviewing experience and train-  
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<sup>5</sup> The data for this thesis were obtained in another project where the author served as supervisor and three other students, as researchers. A final report was submitted to the Federal Department of Communications under the supervision of Dr. Stuart Selby and Summer Canada Employment.

ing.

The sample was restricted to the immediate Windsor area since the surrounding counties would have incorporated too wide an area and would have included other non-Windsor, non-Detroit media, (Chatham, Sarnia, Leamington, Cleveland); also, most of these areas receive cable-TV, an additional information outlet not yet available in Windsor.

The results consist of 275 completed questionnaires out of a total of 407 attempts, constituting a response rate of 69 percent.<sup>6</sup> The total number of refusals amounts to 21 percent and the total number of respondents not reached (after callbacks) is ten percent.<sup>7</sup>

### 2.0.3 The Questionnaire

Survey questions were created by the researchers, (all questions were original in content with some aid for question style and form coming from the Livingston and Abbey (1983) text and the Baer and Winter (1983) study). The first draft of the questionnaire was 15 pages long, included 77 questions and took approximately thirty minutes to administer. Twenty Windsorites were chosen randomly from the  
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<sup>6</sup> Babbi (1979:335) says that a response rate of at least 50 percent is adequate for analysis; 60 percent is good; and 70 percent or more is very good.

<sup>7</sup> The 'not home' category includes those homes where there was no response after repeated visits and those homes that could not be located (i.e. the chosen address or street was either incorrect in the City Directory, or it was copied down incorrectly by one of the researchers).

city directory for pretesting purposes. Few problems existed with the first draft except for the length of the questionnaire. For this reason, a total of ten questions were excluded or condensed and combined with other similar ones, rendering a ten-page final draft.

The final version of the questionnaire<sup>8</sup> was specifically designed to measure the extent to which Windsorites are aware of their own communication and information channels, and their attitudes toward such channels. The questionnaire attempted to integrate qualitative and quantitative approaches by including both standard questions concerning T.V., radio and newspaper usage, in addition to several open-ended attitudinal questions intended to explore and probe the respondent's opinions concerning the available media, arts and cultural channels in the Windsor area. The questionnaire was also designed to determine whether Windsorites are more knowledgeable about certain American individuals and things than they are of comparable Canadian individuals and things.

Of the 67 questions posed to the respondents, 27 dealt with the Canadian and American media; 15 dealt with local and national arts and culture; 10 questions probed respondents' knowledge of Canadian and American politics; and nine questions constituted demographics, which included time spent in Detroit and/or (a) major Canadian city/ies over the  
 ++++++

<sup>8</sup> A copy of the survey questionnaire is included in Appendix A.

past year, education, occupation, marital status, age, citizenship, income and gender.

Only the questions included in the survey questionnaire that are directly pertinent to the hypotheses of this study outlined in chapter one, are included in the analysis and discussion section.

## 2.1 CHARACTERISTICS OF THE SAMPLE

Of the 275 Windsorites sampled, 97 percent were Canadian citizens. Gender was evenly stratified with 139 (50.5%) males, and 136 (49.5%) females. More of the people sampled were married (58%) than were single (42%) (Table 1).

γ+++++

TABLE 1  
MARITAL STATUS

RESPONSE	FREQUENCY	PERCENT
WIDOWED	8	3
SEPARATED	9	3
DIVORCED	14	5
SINGLE	34	31
MARRIED	100	58
TOTAL	275	100.0

β+++++

Age was relatively evenly distributed with clustering occurring in the 30 to 49 years group (Table 2).

TABLE 2

## AGE

RESPONSE	FREQUENCY	PERCENT
18-29 YEARS	87	32
30-49 YEARS	112	41
50 YEARS AND OVER	76	27
TOTAL	275	100.0

The occupation category was not as evenly distributed as the other demographic variables. Two categories, unskilled labour, and housewife, made up a large percentage of the sample. This is not that unusual considering that unemployment is relatively high in Windsor and also the fact that Windsor is largely a one-industry city which employs a lot of blue-collar workers (Table 3).

Total household income was evenly distributed throughout the eight categories, however there were about twice as many people at the lower end of the scale, under \$12,000 (16%), than at the upper end, over \$50,000 (9%) (Table 4).

These income statistics are relatively comparable to the 1981 Canada Census income figures obtained from the Windsor population. In fact, a chi-square, 'Goodness of Fit' test indicated that there was no significant difference between the results of the Canada Census figures for income, and those from the survey (Table 5).

TABLE 3  
OCCUPATION

RESPONSE	FREQUENCY	PERCENT
MANAGER/SUPERVISOR	16	6
STUDENT	19	7
PROFESSIONAL	19	7
CLERICAL SALES	21	8
RETIRED	26	9.5
SKILLED LABOUR	30	10.5
UNSKILLED LABOUR	57	20.5
HOUSEWIFE	61	22
OTHER	26	9.5
TOTAL	275	100.0

TABLE 4

TOTAL HOUSEHOLD INCOME

RESPONSE	FREQUENCY	PERCENT
UNDER \$12,000	41	16
\$12,000 TO \$16,000	33	13
OVER \$16,000 UNDER \$20,000	33	13
OVER \$20,000 UNDER \$24,000	27	10
OVER \$24,000 UNDER \$28,000	32	12
OVER \$28,000 UNDER \$35,000	43	16.5
OVER \$35,000 UNDER \$50,000	28	11
OVER \$50,000	22	8.5
REFUSED	163	MISSING
TOTAL	275	100.0

The education variable indicated that more of the people



\*\*\*\*\*

TABLE 5  
COMPARISON OF SAMPLE AND CENSUS INCOMES

RESPONSE	SURVEY RESULTS(%)	1981 CANADA CENSUS RESULTS(%)
UNDER \$20,000*	42	39
OVER \$20,000*	58	61
TOTAL	100.0	100.0

2  
 $\chi^2 = .10, p > .05$

\*Only two categories (under \$20,000 and over \$20,000) could be used to compare the survey statistics with Canada Census statistics due to the differences in the category ranges between the two surveys.

\*\*\*\*\*

sampled had received a high school education (59%) than either grade school, or some form of higher education (Table 6).

\*\*\*\*\*

TABLE 6  
EDUCATION

RESPONSE	FREQUENCY	PERCENT
GRADE SCHOOL	21	8
HIGH SCHOOL	162	59
COLLEGE	31	11
SOME UNIVERSITY	10	4
B.A.	44	16
M.A. OR PH.D.	7	2
TOTAL	275	100.0

\*\*\*\*\*

The education statistics collected for this survey are relatively comparable to the 1981 Canada Census figures for the immediate Windsor area; there was however, slight over-sampling of high school and university graduates, and under-sampling of grade school and college graduates. This is not thought to have seriously affected the overall representativeness of the sample (Table 7).

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 TABLE 7

COMPARISON OF SAMPLE AND CENSUS EDUCATION

RESPONSE	SURVEY RESULTS(%)	1981 CANADA CENSUS RESULTS(%)
GRADE SCHOOL	8	19
HIGHSCHOOL	59	43
COLLEGE	11	22
SOME UNIVERSITY	4	8
UNIVERSITY DEGREE*	18	8
TOTAL	100.0	100.0

2  
 $\chi^2 = 12.7, p < .05$

\*The last two categories of the survey results (B.A. and M.A. or Ph.D.) were combined to form the equivalent of the Canada Census category 'University Degree'.

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## 2.2 THE RESULTS OF THE HYPOTHESES

Various statistical procedures and controls including t-tests, Pearson Correlation Coefficients, Analysis of Variance and Multiple Regression were used to determine whether there was support for the stated hypotheses.

### 2.2.1 Hypothesis One

The first hypothesis suggested that more Windsorites would prefer to listen to American radio stations rather than Canadian ones. The results indicated an overwhelming preference for American radio stations amongst Windsorites. Of those who indicated a station preference, 63 percent favoured American radio (Table 8).

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TABLE 8

PREFERENCE FOR CANADIAN OR AMERICAN RADIO

PREFERENCE	FREQUENCY	PERCENT
CANADIAN	87	37
AMERICAN	147	63
MISSING CASES*	41	MISSING
TOTAL	<u>275</u>	<u>100.0</u>

\*Missing cases refers to those people who don't have a favourite Canadian or American radio station, or who don't listen to the radio.

β+++++

CKWW-radio: (Top-40, Adult Contemporary format) was the most preferred station amongst those people who indicated a preference for Canadian radio. CBE, the local CBC station, was chosen by only four respondents (1.5%), ranking it third to last in Canadian radio preference; only CJAM, the university radio station and CBEF, the French-language CBC station received lower scores than CBE (Table 9).

TABLE 9

FAVOURITE RADIO STATION

STATION	FREQUENCY	PERCENT
CBEF	1	0.5
CJAM	2	1
CBE	4	1.5
CFXX	5	2
CHYR	7	2.5
CJOM	13	5
CKLW	20	7
CKWW	39	14
NO FAV STATION	12	4
DON'T LISTEN RADIO	25	9
AMERICAN STATION	147	53.5
TOTAL	275	100.0

In addition when respondents were asked if they 'ever listen to CBE?', 78 percent responded negatively (Table 10).

Thus, the results indicate that when given a choice, Windsorites prefer to attend to American radio, rather than

\*\*\*\*\*  
 TABLE 10  
 EVER LISTEN TO CBE?

REPOSE	FREQUENCY	PERCENT.
YES	61	22
NO	214	78
TOTAL	<u>275</u>	<u>100.0</u>

\*\*\*\*\*  
 the available Canadian radio stations, and also that few Windsorites listen to the Canadian Broadcasting Corporation's local radio affiliate, CBE, even on occasion.

Hence, strong support for hypothesis One regarding preference for American rather than Canadian radio stations was found.

### 2.2.2 Hypothesis Two

Hypothesis Two stated that Windsorites would prefer American television stations over Canadian ones. When responses were collapsed into American and Canadian stations, of those who indicated a station preference, 89 percent favoured American television stations (Table 11).

Of the three major American television networks, channel 7, the ABC network, was preferred over the other two networks; 28 percent chose ABC, 21 percent favoured NBC, and as many people (10%) chose CBS as CBET, the local CBC affiliate (Table 12).

TABLE 11

## TELEVISION STATION PREFERENCE

PREFERENCE	FREQUENCY	PERCENT
CANADIAN	26	11
AMERICAN	212	89
MISSING CASES	37	MISSING
TOTAL	<u>275</u>	<u>100.0</u>

TABLE 12

## FAVOURITE TELEVISION STATION

RESPONSE	FREQUENCY	PERCENT
CHANNEL 20	16	6
CHANNEL 56	17	6
CHANNEL 50	19	7
CBET	26	9.5
CBS	26	9.5
NBC	56	20.5
ABC	78	28
OTHER	4	1.5
NO FAVOURITE	33	12
TOTAL	<u>275</u>	<u>100.0</u>

Again, when respondents were asked whether they 'ever watch channel 9?', the local CBC outlet, only 35 percent responded affirmatively (Table 13).

TABLE 13  
EVER WATCH CHANNEL 9?

RESPONSE	FREQUENCY	PERCENT .
YES	96	35
NO	179	65
TOTAL	<u>275</u>	<u>100.0</u>

It is also interesting to note that Canadian television news is comparatively not very popular amongst Windsorites. Of the people who watched the news on television 'yesterday', only 40 percent attended the Canadian channel (Table 14).

TABLE 14

TV NEWS PREFERENCE

PREFERENCE	FREQUENCY	PERCENT
CANADIAN	55	40
AMERICAN	81	60
MISSING CASES	139	MISSING
TOTAL	<u>275</u>	<u>100.0</u>

Thus, the results indicate that Windsorites are not using the available Canadian television channels for information

in nearly the same proportions as the national average (less than half) and are 'tuning Canadian' to an even lesser degree for entertainment. This would indicate that Windsorites are not being informed about Windsor, or Canada in general, since CBE is the only local Canadian television station, and hence the only station that would broadcast local, regional and national news concerning Canada. Hence, Hypothesis Two is supported.

### 2.2.3 Hypothesis Three

The third hypothesis held that U.S. media reliance is related to a greater knowledge of the United States. To test this hypothesis, several individual questions from the questionnaire were combined to form two separate indices.

The first index, entitled 'Amermed', the American Media Index, was comprised of eleven questions<sup>9</sup> that dealt with knowledge of the American media. These included identifying Detroit broadcasting stations correctly, the F.C.C., P.B.S., and C.B.S., and television networks logos, visually.

The second index, entitled 'Amerpol', the American Political Index, was comprised of five questions<sup>10</sup> that dealt with knowledge of American politics. These included identifying the governor of Michigan, mayor of Detroit, the first  
 ++++++

<sup>9</sup> See Appendix B for a complete list of the questions contained within the Amermed Index.

<sup>10</sup> See Appendix C for a complete list of the questions contained within the Amerpol Index.



U.S. president, and the two major political parties.

Eighty percent of the people sampled subscribed to The Windsor Star, the local Canadian newspaper. Because so few people subscribed to or read only an American newspaper, (almost all of the people who read The Detroit News or The Detroit Free Press also read The Windsor Star) it was necessary to break down newspaper reading into those who read only The Windsor Star versus those who read The Windsor Star and one or more Detroit newspaper. It was then determined that those people who read both Canadian and American newspapers, are on the average more educated than those who read only Canadian newspapers<sup>11</sup> (Table 15).

γ+++++

TABLE 15

NEWSPAPER AND EDUCATION

NEWSPAPER	FREQUENCY	EDUCATION
		MEAN
READ CANADIAN ONLY	220	2.54
READ BOTH	53	3.21

p=.004 (t-test)

r=.21 (pearson corr.)

β+++++

+++++

<sup>11</sup> This was observed by treating the education variable as a continuous-point scale, and computing a mean education level for the two readership groups. These were then compared using a t-test.

Since those people who read both Canadian and American newspapers are more likely to receive more information about the United States than if they were only reading Canadian newspapers, one would assume that they would also have more knowledge about the American media and American politics. The results indicated that those people who read both newspapers were in fact more knowledgeable about the American media (Table 16) and politics (Table 17).

\*\*\*\*\*

TABLE 16

NEWSPAPER AND AMERMED INDEX

NEWSPAPER	FREQUENCY	AMERMED* MEAN
CANADIAN ONLY	222	5.41
READ BOTH	53	6.83

$p = .003$  (t-test)

$r = .19$  (pearson corr.)

\*The Amermed Index ranged from 0.0 to 11.0.

\*\*\*\*\*

A significant relationship also was found between the American Media Index and radio station preference. Knowledge of the American media was higher for those people who listened to an American radio station rather than a Canadian one. There was however, no significant relationship found between radio station preference and knowledge of American politics (Table 18).

γ+++++

TABLE 17

NEWSPAPER AND AMERPCL INDEX

NEWSPAPER	FREQUENCY	AMERPCL* MEAN
CANADIAN ONLY	222	3.00
READ BOTH	53	3.94

p=.000 (t-test)  
r=.23 (pearson corr.)

\*The Amerpol Index ranged from 0.0 to 5.0.

β+++++

γ+++++

TABLE 18

RADIO STATION PREFERENCE AND AMERMED INDEX

RADIO STATION	FREQUENCY	AMERMED* MEAN
CANADIAN	87	5.31
AMERICAN	147	6.22

p=.025 (t-test)  
r=.15 (pearson corr.)

\*The Amermed Index ranged from 0.0 to 11.0.

β+++++

The remaining significant relationships under this section did not support the hypothesis that U.S. media reliance is related to a greater knowledge of the United States; (the reasons for these discrepancies will be discussed later on in Table 25.) Statistical tests indicated that those people who listened to C&E radio, the local CBC outlet, knew more

about the American media (Table 19) and American politics (Table 20) than those people who preferred American radio stations.

γ+++++

TABLE 19

CBE RADIO LISTENERSHIP AND AMERMED INDEX

RESPONSE	FREQUENCY	AMERMED* MEAN
DON'T LISTEN TO CBE	214	5.33
LISTEN TO CBE	61	6.92

p=.000 (t-test)

r=.22 (pearson corr.)

\*The Amermed Index ranged from 0.0 to 11.0.

β+++++

γ+++++

TABLE 20

CBE RADIO LISTENERSHIP AND AMERPOL INDEX

RESPONSE	FREQUENCY	AMERPOL* MEAN
DON'T LISTEN TO CBE	214	2.95
LISTEN TO CBE	61	3.97

p=.000 (t-test)

r=.26 (pearson corr.)

\*The Amerpol Index ranged from 0.0 to 5.0.

β+++++

It was also found that those people who watched Channel 9 (CBET) knew more about the American media (Table 21) and

American politics (Table 22) than those people who preferred to watch American television.

γ+++++

TABLE 21

CHANNEL 9 VIEWERSHIP AND AMERMED INDEX

RESPONSE	FREQUENCY	AMERMED* MEAN
DON'T WATCH CH 9	96	5.01
WATCH CH 9	179	6.04

p=.604 (t-test)

r=.16 (pearson corr.)

\*The Amermed Index ranged from 0.0 to 11.0.

β+++++

γ+++++

TABLE 22

CHANNEL 9 VIEWERSHIP AND AMERPOL INDEX

RESPONSE	FREQUENCY	AMERPOL* MEAN
DON'T WATCH CH 9	96	2.73
WATCH CH 9	179	3.42

p=.001 (t-test)

r=.20 (pearson corr.)

\*The Amerpol Index ranged from 0.0 to 5.0.

β+++++

Additionally, those people who preferred Canadian television news to American news, also knew more about American politics (Table 23).

γ+++++

TABLE 23

FAVOURITE NEWS CHANNEL AND AMERPOL INDEX

RESPONSE	FREQUENCY	AMERPOL* MEAN
AMERICAN	81	3.21
CANADIAN	55	3.87

p=.008 (t-test)

r=.22 (pearson corr.)

\*The Amerpol Index ranged from 0.0 to 5.0.

β+++++

Overall, those people whose favourite television channel was Canadian, knew more about American politics (Table 24).

γ+++++

TABLE 24

TELEVISION STATION PREFERENCE AND AMERPOL

RESPONSE	FREQUENCY	AMERPOL* MEAN
CANADIAN	43	3.65
AMERICAN	139	2.94

p=.014 (t-test)

r= -.18 (pearson corr.)

\*The Amerpol Index ranged from 0.0 to 5.0.

β+++++

The above findings are not that surprising when education is taken into consideration as a potential confounding variable. Positive relationships occurred between education and

listening to CBE, watching Channel 9, and Canadian television news (Table 25).

\*\*\*\*\*

TABLE 25

EDUCATION AS A CONFOUNDING VARIABLE

CBE AND EDUCATION	r= .33	t=-5.0	p=.000
CHANNEL 9 AND EDUCATION	r= .22	t=-4.0	p=.000
NEWS CHANNEL AND EDUCATION	r= .29	t=-3.3	p=.001

\*\*\*\*\*

While the previous two-way relationships exist, it is important to see if they still hold when various control measures are introduced. In other words, as we have seen, demographic variables such as education are related to media use variables such as CBE listenership (Table 25). Might these demographics also explain the apparent media use- 'knowledge' relationships described above, rendering them spurious? To answer this question, multivariate statistical techniques must be employed. The SPSSx Stepwise Regression technique was used, entering as independent variables those demographic and media use variables previously indicated as significant using the bivariate statistical tests.

From the first table, it appears that knowledge of the American media was much more contingent upon the demographic characteristics of the sample, than on the respondents' media preferences. Thus, one's level of education, occupa-

tion, and to a lesser extent, one's marital status, were significantly related to one's knowledge of the American media. Nevertheless, listening to American versus Canadian radio stations did significantly affect knowledge of American media, independent of the demographic variables (Table 26).

TABLE 26

STEPWISE MULTIPLE REGRESSION, AMERMED INDEX

INDEP. VARS.	STANDARDIZED BETA	T-VALUE	T PROB
EDUCATION	.51	6.2	.000
OCCUPATION	-.23	-2.8	.007
MARITAL	-.19	-2.4	.020
RADIO PREFERENCE	.18	2.2	.031
2			
MODEL R =	.37		
MODEL F =	13.7		
F PROB =	<.001		

The second regression table also implied that one's educational level, and gender were significantly correlated with one's level of knowledge of American politics. However, those people who read both Canadian and American newspapers were more knowledgeable about American politics than were those reading only The Windsor Star, a relationship which cannot be attributed to any of the demographic variables. Hence, readership of (an) American newspaper(s) led



to a greater knowledge of American politics, equally for males, females, and people of various education groups (Table 27).

TABLE 27

STEPWISE MULTIPLE REGRESSION, AMERPOL INDEX

INDEP. VARS.	STANDARDIZED BETA	T-VALUE	T PROB
EDUCATION	.32	3.3	.002
GENDER	-.27	-2.8	.006
NEWSPAPER	.21	2.1	.037
2			
MODEL R = .30			
MODEL F = 11.5			
F PROB = <.001			

\*\*\*\*\*

Thus, when examining only the two-way relationships, it was assumed that if one's media preference was Canadian, then one knew more about the American media and politics. That is, those who listened to CBS, appeared to know more about the American media and politics. In addition, those people who preferred Channel 9 programming, and Canadian news, also appeared to know more about the United States. However, once all of the variables were controlled for, these two-way relationships were concluded to be spurious relationships; that is, relationships that appeared to be significant but were really due to the presence of other variables for which controls had not yet been introduced.

Hence, for two of three media, Hypothesis Three is supported. American radio and newspaper use indeed led to a greater knowledge of the United States. As television primarily serves as an entertainment medium, this may explain why it did not influence knowledge (Patterson and McClure, 1976). Newspapers are more of an information medium than is television. Radio has largely been ignored in media studies.

#### 2.2.4 Hypothesis Four

The fourth hypothesis stated that Canadian media usage was related to a greater knowledge of Canada. For testing purposes, two indices were created using several related questions from the survey questionnaire.

The first index, entitled 'Canmed', the Canadian Media Index, included thirteen questions<sup>12</sup> which probed Windsorites' knowledge of the Canadian media. These included identifying Windsor broadcasting stations correctly, matching media personalities with their associated medium, N.F.B., C.B.C., and the C.R.T.C., and media logos, visually.

The second index, entitled 'Canpol', the Canadian Political Index, included ten questions<sup>13</sup> which estimated Windsorites' knowledge of several Canadian political figures (local

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<sup>12</sup> See Appendix D for a complete list of the questions contained within the Canmed Index.

<sup>13</sup> See Appendix E for a complete list of the questions contained within the Canpol Index.

and national) and of the federal political parties. These included correctly identifying the mayor of Windsor, the premiers of Quebec and Manitoba, the first prime minister of Canada, the three major political parties, and the new prime minister and his address.

All significant relationships indicated support for the hypothesis that Canadian media usage is related to a greater knowledge of Canada.

Since it has already been established (under Hypothesis Three) that those people who read both Canadian and American newspapers are more educated than those people who read only Canadian papers, then one can assume that this same group of people will know more about the Canadian media and Canadian politics; statistical tests indicated that this was the case (Table 28, Table 29).

γ+++++

TABLE 28

NEWSPAPER READERSHIP AND CANNED INDEX

NEWSPAPER	FREQUENCY	CANNED* MEAN
CANADIAN ONLY	222	6.32
READ BOTH	53	8.04

p=.000 (t-test)

r=.22 (pearson corr.)

\*The Canned Index ranged from 0.0 to 13.0.

β+++++

\*\*\*\*\*

TABLE 29

NEWSPAPER READERSHIP AND CANPOL INDEX

NEWSPAPER	FREQUENCY	CANPOL* MEAN
CANADIAN ONLY	222	4.16
READ BOTH	53	5.34

p=.000 (t-test)  
r=.23 (pearson corr.)

\*The Canpol Index ranged from 0.0 to 9.0.

B\*\*\*\*\*

Positive relationships also were found between listening to CBE radio, and scores on the Canadian Media and Political indices; those people who listened to CBE scored higher on both indices (Table 30, Table 31) than did people who listened to other radio stations.

\*\*\*\*\*

TABLE 30

CBE LISTENERSHIP AND CANNED INDEX

LISTENERSHIP	FREQUENCY	CANPOL* MEAN
DON'T LISTEN CBE	214	6.12
LISTEN TO CBE	61	8.52

p=.000 (t-test)  
r=.32 (pearson corr.)

\*The Canned Index ranged from 0.0 to 13.0.

B\*\*\*\*\*

TABLE 31

## CBE LISTENERSHIP AND CANPOL INDEX

LISTENERSHIP	FREQUENCY	CANPOL* MEAN
DON'T LISTEN CBE	214	4.00
LISTEN TO CBE	61	5.72

$p = .000$  (t-test)

$r = .35$  (pearson corr.)

\*The Canpol Index ranged from 0.0 to 9.0.

In the area of television, it was found that those people who watched the local television station, Channel 9, were more knowledgeable about the Canadian media and Canadian politics than were people who watched American stations (Table 32, Table 33).

TABLE 32

## CHANNEL 9 AND CANNED INDEX

RESPONSE	FREQUENCY	CANNED* MEAN
DON'T WATCH CH 9	96	5.63
WATCH CH 9	179	7.21

$p = .000$  (t-test)

$r = .52$  (pearson corr.)

\*The Canned Index ranged from 0.0 to 13.0.

\*\*\*\*\*

TABLE 33  
CHANNEL 9 AND CANPOL INDEX

RESPONSE	FREQUENCY	CANPOL* MEAN
DON'T WATCH CH9	96	3.90
WATCH CH 9	179	4.65

p=.002 (t-test)  
r=.17 (pearson corr.)  
\*The Canpol Index ranged from 0.0 to 9.0.

\*\*\*\*\*

On a similar note, statistics showed that those people who preferred to watch Canadian television news also were more knowledgeable about the Canadian media and Canadian politics than were people who watched American television news (Table 34, Table 35).

\*\*\*\*\*

TABLE 34  
NEWS CHANNEL PREFERENCE AND CANMED INDEX

RESPONSE	FREQUENCY	CANMED* MEAN
AMERICAN	81	6.21
CANADIAN	55	7.78

p=.004 (t-test)  
r=.25 (pearson corr.)  
\*The Canmed Index ranged from 0.0 to 13.0.

\*\*\*\*\*

TABLE 35

## NEWS CHANNEL PREFERENCE AND CANPOL INDEX

RESPONSE	FREQUENCY	CANPOL* MEAN
AMERICAN	81	4.06
CANADIAN	55	5.27

$p = .001$  (t-test)

$r = .29$  (pearson corr.)

\*The Canpol Index ranged from 0.0 to 9.0.

Finally, it was determined that those people whose favourite television channel was Canadian, knew more about the Canadian media and Canadian politics than those people who preferred American channels (Table 36, Table 37).

TABLE 36

## FAVOURITE T.V. CHANNEL AND CANMED INDEX

PREFERENCE	FREQUENCY	CANMED* MEAN
CANADIAN	43	8.05
AMERICAN	139	6.14

$p = .001$  (t-test)

$r = -.20$  (pearson corr.)

\*The Canmed Index ranged from 0.0 to 13.0.

\*\*\*\*\*

TABLE 37

FAVOURITE T.V. CHANNEL AND CANPOL INDEX

PREFERENCE	FREQUENCY	CANPOL* MEAN
CANADIAN	43	5.51
AMERICAN	139	4.04

p.=.000 (t-test)  
 r= -.29 (pearson corr.)  
 \*The Canpol Index ranged from 0.0 to 9.0.

\*\*\*\*\*

In the below tables, several of the demographic variables were significant, especially education, however, various media variables also were significant. Thus, while level of education had an effect on knowledge of the Canadian media and politics, so too do media use variables (Tables 38,39).

\*\*\*\*\*

TABLE 38

STEPWISE MULTIPLE REGRESSION, CANMED INDEX

INDEP. VARS.	STANDARDIZED		
	BETA	T-VALUE	T PROB
EDUCATION	.37	3.6	.001
CBE	.28	2.6	.011
RADIO PREFERENCE	.26	2.3	.007
MARITAL	-.28	-3.0	.005
NEWSPAPER	.23	2.3	.026

2  
 MODEL R = .52  
 MODEL F = 12.2  
 F PROB = <.001

\*\*\*\*\*



TABLE 39

## STEPWISE MULTIPLE REGRESSION, CANPOL INDEX

INDEP. VARS.	STANDARDIZED		
	BETA	T-VALUE	T PROB
EDUCATION	.46	5.1	.000
DETROIT*	-.29	-3.4	.001
TV PREFERENCE	-.24	-2.8	.006
NEWSPAPER	.19	2.2	.035
2			
MODEL R =	.48		
MODEL F =	.17.2		
PROB F =	<.001		

\*DETROIT refers to the number of times the respondent has travelled to the city of Detroit in the last year.

To begin with, it is important to note the R square of .52 in Table 38, which indicates that 52 percent of the variance in the Canmed Index has been explained by the five variables included in the Stepwise Multiple Regression. This is an unusually high degree of prediction for Social Science research. While the largest degree of explanation comes from two demographic variables, education and marital status, three media use variables are important independent predictors of respondents' knowledge of Canadian media. These are, CBE radio listenership, radio channel preference, and choice of newspaper(s). People who listen to CBE have a greater knowledge of Canadian media, as do those whose overall radio station preference is Canadian, and also, those people who read both Canadian and American newspapers.

This may be somewhat less important than the relatively similar findings with respect to Canadian political knowledge. Here too in Table 39 we find an exceptionally large amount of explained variance (48%). Again, demographic factors, education and number of trips to Detroit, play important (and opposite) roles. But also, those people whose favourite television channel was Canadian, were more knowledgeable about Canadian politics.

Overall, both tables showed that those people who read Canadian and American newspapers, were more knowledgeable about Canada in general. Hence, use of the Canadian media is related to a greater knowledge of Canada, 'net of' the influence of demographical differences. Hence, Hypothesis Four is supported.

#### 2.2.5 Hypothesis Five

The fifth hypothesis indicated that Windsorites know as much or more about American politics as they do about Canadian politics. Two new indices<sup>14</sup> were created to test this hypothesis.

'Canpol2' was created out of the Canpol Index and was comprised of four Canadian political questions from the survey questionnaire. This new 'Canpol' Index was created out of the old one for equivalency reasons, that is, in order to ensure that each Canadian variable (for example, the mayor  
 ++++++

<sup>14</sup> See Appendix F for a complete list of the questions contained within the Canpol2 and Amerpol2 indices.

of Windsor) had an American equivalent (for example, the mayor of Detroit). The questions in the Canpol2 Index included identifying the mayor of Windsor, the first prime minister of Canada, and two of the three major political parties.

'Amerpol2' was created out of the Amerpol Index and included four questions concerning American politics. This new index was also created to ensure that all questions were equal between the Canpol2 and Amerpol2 Indexes. The questions in the Amerpol2 Index included identifying the mayor of Detroit, the first president of the United States, and the two major political parties.

A t-test indicated that Windsorites knew more about Canadian politics than they did about American politics (Table 40). It should be pointed out however, that while the means are significantly different ( $p=.002$ ), they are quite close (3.0 versus 2.8). Thus, while Windsorites know less about these aspects of American politics than they do about Canadian politics, they know almost as much.<sup>15</sup>

+++++

<sup>15</sup> There may have been a problem with the operationalization of the Canadian and American political questions in this study. In a recent study administered by James P. Winter entitled, 'National and Binational Ramifications of the Free Press Marketplace: A Canadian Perspective' to be presented to the Annual Conference of the International Communication Association, May 1983, university students were asked to identify a mixed list of Canadian and American political figures whereby responses were coded on a three-point scale of 'correct', 'partially correct', and 'wrong' (only the name of the political figure was provided). The results gained by this method were more successful than those found in this thesis whereby the respondents were asked to provide the names of specific

γ+++++

TABLE 40

CANPOL2 AND AMERPOL2 INDICES COMPARED

INDEX	MEAN
CANPOL2*	3.04
AMERPOL2*	2.84

p.=.002 (t-test)

\*A repeated measures t-test was used.

\*The Canpol2 Index ranged from 0.0 to 4.0.

\*The Amerpol2 Index ranged from 0.0 to 4.0.

β+++++

Indeed, examining the individual variables comprising these indices, significantly more people knew that George Washington was the first president of the United States, than knew John A. Macdonald was the first prime minister of Canada (Table 41).

γ+++++

TABLE 41

WINDSORITES KNOWLEDGE OF FIRST LEADERS

LEADERS	FREQUENCY	CORRECT PERCENT
WASHINGTON	157	57
MACDONALD	105	38

2  
x = 10.32, p < .05

β+++++

+++++

political figures given their occupational positions.

In addition, the percentage of the people sampled who knew that Elizabeth Kishkon is the mayor of Windsor was only slightly, and not significantly larger than the proportion who knew that Coleman Young is the mayor of Detroit (Table 42).

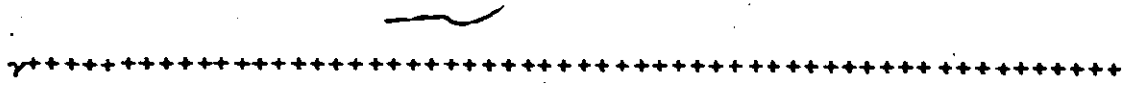
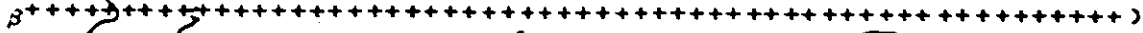


TABLE 42  
WINDSORITES KNOWLEDGE OF MAYORS

MAYOR	FREQUENCY	CORRECT PERCENT
KISHKON	251	91
YOUNG	225	82

$t = 1.42, p > .05$



The greater mean score for the Canpol2 index can largely be attributed to the fact that the Canadian political parties were more readily identified than were the American parties (Table 43). There is a potential 'history' effect here as Canadians were embroiled in a heated election campaign during much of the interviewing period. In addition, there was a Federal Liberal leadership race in the spring and early summer. However, the American presidential race and earlier Democratic and Republican primaries also were ongoing.

TABLE 43

## WINDSORITES KNOWLEDGE OF PARTIES

PARTY	FREQUENCY	CORRECT PERCENT
LIBERAL	243	88
P.C.	233	85
N.D.P.	234	85
REPUBLICAN	184	67
DEMOCRAT	199	72

2  
X = 97.8

β ++++++

a repeated measures t-test was then run for those people who relied on Canadian newspapers compared with those people who read both Canadian and American newspapers to determine whether influence on the part of the American media existed. That is, while Windsorites knew more about Canadian politics overall, did those people read both Canadian and American newspapers know more about American politics than those who read only Canadian newspapers? The mean scores indicated that this was the case; those people who read only Canadian newspapers received a mean score of 2.69 on the Amerpol2 Index, while those people who read both Canadian and American newspapers received a mean score of 3.43 on the Amerpol2 Index. Thus, there was an influence detected on the part of the American media with respect to one's score on the Amerpol2 Index.

Several other repeated measures tests were run comparing the Canpol2 and Amerpol2 Index means for groups using Canadian versus American media. However, other than the relationship between use of Canadian and American newspapers and one's score on the Amerpol2 Index, all other Amerpol2 mean scores were lower for the American media use groups. These results may be an education artifact given the influence of education indicated earlier. However, the complex process of teasing out these influences, given the repeated measures design, is thought to be beyond the bounds of this thesis. This is especially so since such effects were not hypothesized.

The fifth hypothesis received partial support, but overall was not supported. While Windsorites know as much or more about some aspects of American politics, they do not in general know as much or more than they do about Canadian politics, as hypothesized.

#### 2.2.6 Hypothesis Six

The sixth hypothesis stated that Windsorites know as much or more about the American media, personalities and media organizations, such as the F.C.C., as they do about Canadian equivalents. To test this hypothesis, two new indices<sup>16</sup> were created out of the Canmed and Amermed indices.

+++++

<sup>16</sup> See Appendix G for a complete list of the questions contained within the Canmed2 and Amermed2 indices.

'Canmed2' included seven questions concerning the Canadian media, and 'Amermed2' included seven questions dealing with the American media. These two new indices were created out of the old Canadian and American indices in order to ensure that all of the American media questions could be tested against an equivalent Canadian media question. The questions contained in the Canmed2 index included identifying Canadian broadcasting stations correctly, the C.R.T.C., TV Ontario, C.B.C., and a T.V. network logo, visually. The questions in the Amermed2 Index included identifying American broadcasting stations correctly, the F.C.C., C.B.S., P.B.S., and a T.V. network logo, visually.

Overall, Windsorites sampled knew more about the Canadian media than they did about the American media, as indicated by a repeated measures t-test (Table 44).

γ+++++

TABLE 44

. CANMED2 AND AMERMED2 INDICES COMPARED

INDEX	MEAN
CANMED2*	4.53
AMERMED2*	3.23

p=.000 (t-test)

\*A repeated measures t-test was used.

\*The Canmed2 index ranged from 0.0 to 7.0.

\*The Amermed2 Index ranged from 0.0 to 7.0.

β+++++



Although most differences between knowledge of the American media and knowledge of the Canadian media were greater with respect to this hypothesis, there were two separate cases where Windsorites knew as much or more about the American media than they did about the Canadian media. First of all, about as many people knew what the initials F.C.C. (Federal Communications Commission) meant (22%) as what the initials C.R.T.C. (Canadian Radio-Television and Telecommunications Commission) stood for (27%) (Table 45).

γ+++++

TABLE 45.

IDENTIFICATION OF FEDERAL AGENCIES

AGENCY	FREQUENCY	CORRECT PERCENT
C.R.T.C.	74	27
F.C.C.	59	22

2

$x = 1.7, p > .05$

β+++++

In addition, significantly more people sampled could name the American Public Broadcasting System, than could name Ontario's educational television network, TV Ontario. It is important to point out, however, that these two questions were posed differently to the respondents. That is, they were asked what the initials P.B.S. stood for, and then they were asked to name Ontario's educational television channel (Table 46).

TABLE 46  
IDENTIFICATION OF TELEVISION NETWORKS

NETWORK	FREQUENCY	CORRECT PERCENT
P.B.S.	151	55
TVO	70	26

$\chi^2 = 29.0, p < .05$

Finally, a repeated measures test was run to determine whether those people who read both Canadian and American newspapers as opposed to just Canadian newspapers, scored higher on the Amermed2 Index. The results of this test indicated a mean score of 4.00 for those people who read both newspapers, compared with a mean score of 3.03 for those people who read only Canadian newspapers. Thus the American media did have an influence on one's score on the Amermed2 Index.

Repeated measures tests were also used to compare Canmed2 and Amermed2 means for groups using Canadian versus American media. Other than the previously mentioned relationship between use of Canadian and American newspapers and one's score on the Amermed2 Index, all other means were lower for the American media use groups. Once again, as in Hypothesis Five, these results may be attributed to education given its influence as stated earlier on in the Results section.

Again, there is only partial support for Hypothesis Six, which in general is not supported.

### 2.2.7 Hypothesis Seven

Hypothesis Seven held that there would be a positive relationship between use of Canadian media and concern about the Canadian media and its role with respect to Canadian culture.

Two separate indices<sup>17</sup> were devised to test this hypothesis. 'Cultind1', the first Cultural Index included two questions concerning Canadian culture with respect to the media; these were 1) Movie theatres should show more Canadian movies, and, 2) Broadcasting should contribute to Canadian culture. These questions were scored on a 5-point scale where one was equal to 'disagree strongly', and five was equal to 'agree strongly'. These variables were first tested for correlation before being combined.

'Cultind2', the second Cultural Index was also comprised of two questions concerning Canadian culture and the media; these included, 1) The Canadian arts should be free from government subsidization, and, 2) Americans be allowed to buy Canadian media stations. However, these questions were reverse coded.<sup>18</sup> These questions were also tested for correlation.  
 ++++++

<sup>17</sup> See Appendix II for a complete list of the questions contained within the Cultind1 and Cultind2 indices.

<sup>18</sup> For the first Cultural Index, the two questions were phrased in a positive manner with respect to the Canadian media. In the second Cultural Index, the questions were

tion before being combined.

While there was no significant relationship between newspaper readership and the first Cultural Index, Cultind1, this variable was related to Cultind2 (Table 47). Those people who read both Canadian and American newspapers were more likely to disagree with the idea that Americans purchase Canadian media outlets and that the Canadian arts be free from government subsidization.

\*\*\*\*\*

TABLE 47

NEWSPAPER USE AND CONCERN FOR MEDIA AND CULTURE

NEWSPAPER	FREQUENCY	CULTIND2* MEAN
CANADIAN ONLY	210	6.80
READ BOTH	53	7.40

p=.013 (t-test)  
r=.14 (pearson corr.)  
\*Cultind2 ranged from 2.0 to 10.0.

\*\*\*\*\*

With respect to radio, the results indicated that there was a positive relationship between listening to CBE and agreement with the statements made in the first Cultural In-

\*\*\*\*\*

phrased in a negative manner with respect to the Canadian media. For this reason, where one was equal to 'disagree strongly' for Cultind1, it was equal to 'agree strongly' for Cultind2. This way those people who were in favour of the media contributing to Canadian culture and of Americans not being allowed to purchase Canadian media outlets received a 5 for both questions.

dex (Table 48). Those people who listened to CBE were more likely to agree that Canadian theatres should show more Canadian movies and that broadcasting should contribute to Canadian culture.

γ+++++

TABLE 48

CBE LISTENERSHIP AND CONCERN FOR MEDIA AND CULTURE

LISTNERSHIP	FREQUENCY	CULTIND1* MEAN
DON'T LISTEN CBE	205	7.26
LISTEN TO CBE	57	8.00

p=.000 (t-test)

r=.21 (pearson corr.)

\*Cultind1 ranged from 2.0 to 10.0.

β+++++

A similar pattern was found with respect to television. Those people who watched channel 9, also tended to agree that the media should contribute to Canadian culture (Table 49).

People who watch Channel 9 also tended to disagree that Americans be allowed to buy Canadian radio and television stations, and that the arts be free of government aid (Table 50).

With respect to television news preference, people who preferred to watch the news on a Canadian T.V. channel, were also more likely to agree with the statements made in the first Cultural Index, Cultind1 (Table 51).

TABLE 49

## CBC TV AND CONCERN FOR MEDIA AND CULTURE

VIEWERSHIP	FREQUENCY	CULTIND1* MEAN
DON'T WATCH CH 9	90	8.91
WATCH CH 9	172	7.69

$p = .000$  (t-test)

$r = .26$  (pearson corr.)

\*Cultind1 ranged from 2.0 to 10.0.

TABLE 50

## CBC TV AND CONCERN FOR MEDIA AND CULTURE

VIEWERSHIP	FREQUENCY	CULTIND2* MEAN
DON'T WATCH CH 9	91	6.50
WATCH CH 9	172	7.12

$p = .014$  (t-test)

$r = .15$  (pearson corr.)

\*Cultind2 ranged from 2.0 to 10.0.

Similarly, those people who watched Canadian T.V. news also tended to disagree more with the statements made in the second Cultural Index, Cultind2 (Table 52).

In terms of overall television station preference, those people who preferred Canadian television were more likely to agree that the media should contribute to Canadian culture (Table 53).

TABLE 51

## T.V. NEWS PREFERENCE AND CONCERN FOR MEDIA AND CULTURE

PREFERENCE	FREQUENCY	CULTIND1* MEAN
AMERICAN	77	7.10
CANADIAN	54	7.67

$p = .038$

$r = .18$

\*Cultind1 ranged from 2.0 to 10.0.

TABLE 52

## T.V. NEWS PREFERENCE AND CONCERN FOR MEDIA AND CULTURE

PREFERENCE	FREQUENCY	CUTIND2* MEAN
AMERICAN	76	6.62
CANADIAN	52	7.54

$p = .003$  (t-test)

$r = .26$  (pearson corr.)

\*Cultind2 ranged from 2.0 to 10.0.

In addition, those people who chose to watch Canadian television also tended to disagree that Americans be allowed to purchase Canadian media outlets, and that the Canadian arts be free of government subsidization (Table 54).

Additional means of support for hypothesis seven were manifested in that the previous two-way relationships be-

TABLE 53

## TV CHANNEL PREFERENCE AND CONCERN FOR MEDIA AND CULTURE

PREFERENCE	FREQUENCY	CULTIND1* MEAN
CANADIAN	39	3.00
AMERICAN	136	7.25

$p = .003$  (t-test)

$r = -.22$  (pearson corr.)

\*Cultind1 ranged from 2.0 to 10.0.

TABLE 54

## TV CHANNEL PREFERENCE AND CONCERN FOR MEDIA AND CULTURE

PREFERENCE	FREQUENCY	CULTIND2* MEAN
CANADIAN	41	7.34
AMERICAN	135	6.76

$p = .048$  (t-test)

$r = -.14$  (pearson corr.)

\*Cultind2 ranged from 2.0 to 10.0.

tween the Canadian media and its role with respect to Canadian culture, held up even after controls were introduced.

Table 55 indicates that people who attended to CBE and/or channel 9, were more likely to agree that the media should contribute to Canadian culture. Table 56 shows that those



people whose favourite news channel was Canadian were more likely to disagree that Americans purchase Canadian radio and television stations and that the arts be free from government subsidization. Thus the largest degree of explanation in this multiple regression test comes from the variable, news channel preference. While income plays an important role in determining the respondents' concern for media and culture, three media use variables, CBE, Channel 9, and news channel preference are also important independent predictors of respondents' concern for media and culture.

\*\*\*\*\*

TABLE 55

STEPWISE MULTIPLE REGRESSION, CULTIND1 INDEX

INDEP. VARS.	STANDARDIZED BETA	T-VALUE	T PROB
CBE	.29	2.9	.005
CHANNEL 9	.26	2.6	.010
2			
MODEL R = .18			
MODEL F = 9.1			
F PROB = <.001			

\*\*\*\*\*

Thus, those people who attended to the Canadian media were more likely to agree with the idea that Canadian theatres show more Canadian films and that broadcasting contribute to Canadian culture. These people were also more likely

TABLE 56

## STEPWISE MULTIPLE REGRESSION, CULTIND2 INDEX

INDEP. VARS.	STANDARDIZED BETA	T-VALUE	T PROB
NEWS CHANNEL PREFERENCE	.41	3.6	.001
INCOME	.32	2.8	.007

2  
 MODEL R = .21  
 MODEL F = 8.3  
 F PROB = <.010

to disagree with the idea that Americans purchase Canadian media outlets and that the Canadian arts be free from government subsidization. Hence, Hypothesis Seven is supported.

#### 2.2.8 Hypothesis Eight

The eighth hypothesis stated that there would be a positive relationship between use of the Canadian media and attendance of local Canadian arts and cultural outlets.

In order to test this hypothesis, an Artindex<sup>19</sup> was created using thirteen variables from the survey questionnaire concerning local art attendance.

People who attended the Canadian media were also more likely to visit the local arts and cultural outlets.

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<sup>19</sup> See Appendix 1 for a complete list of the questions contained within the Artindex.

The results indicated that people reading both Canadian and American newspapers, were more likely to attend the arts (Table 57).

\*\*\*\*\*

TABLE 57

NEWSPAPER AND ARTINDEX

NEWSPAPER	FREQUENCY	ARTINDEX*
CANADIAN ONLY	222	3.28
READ BOTH	53	4.17

p=.040 (t-test)

r=.13 (pearson corr.)

\*Artindex ranged from 0.0 to 13.0.

\*\*\*\*\*

A positive relationship also exists between arts attendance and preference for CBE radio. Those people who listened to CBE also were more likely to attend the local arts and cultural events (Table 58).

With respect to the television medium, those people who tuned to Channel 9, and who watched Canadian news, also were more likely to attend the arts (Table 59, 60).

Overall, those people who preferred to watch a Canadian television channel were also more likely to have attended the arts more frequently than those people who favoured American television (Table 61).

TABLE 58

## CBE AND ARTINDEX

LISTENERSHIP	FREQUENCY	ARTINDEX*
DON'T LISTEN CBE	214	3.05
LISTEN TO CBE	61	4.85

$p = .000$  (t-test)

$r = .28$  (pearson corr.)

\*Artindex ranged from 0.0 to 13.0.

TABLE 59

## CHANNEL 9 AND ARTINDEX

VIEWERSHIP	FREQUENCY	ARTINDEX*
DON'T WATCH CH 9	96	2.44
WATCH CH 9	179	3.99

$p = .000$  (t-test)

$r = .28$  (pearson corr.)

\*The Artindex ranged from 0.0 to 13.0.

Controls were then introduced to test the significance of the various two-way relationships with respect to the eighth hypothesis.

The results indicated that those people whose favourite television channel was Canadian were more likely to have attended the local Canadian arts in the last twelve months.

TABLE 60

## NEWS CHANNEL PREFERENCE AND ARTINDEX

PREFERENCE	FREQUENCY	ARTINDEX* MEAN
AMERICAN	81	3.14
CANADIAN	55	4.16

$p = .040$  (t-test)

$r = .18$  (pearson corr.)

\*The Artindex ranged from 0.0 to 13.0.

TABLE 61

## TV CHANNEL PREFERENCE AND ARTINDEX

PREFERENCE	FREQUENCY	ARTINDEX* MEAN
CANADIAN	43	4.44
AMERICAN	139	3.12

$p = .009$  (t-test)

$r = -.22$  (pearson corr.)

\*The Artindex ranged from 0.0 to 13.0.

Hence, a positive relationship between use of the Canadian media and arts attendance was established. It was also found that those people who read both Canadian and American newspapers were more likely to have attended the arts over the past year. In addition, the demographic variable education, had a significant impact on arts attendance. However,

TABLE 62

STEPWISE MULTIPLE REGRESSION, ARTINDEX

INDEP. VARS.	STANDARDIZED BETA	T-VALUE	T PROB
NEWSPAPER	.23	2.0	.047
TV CHANNEL PREFERENCE	-.29	-2.7	.009
EDUCATION	.24	2.1	.039
2			
MODEL R	= .24		
MODEL F	= 6.5		
F PROB	= <.001		

the largest degree of explanation came from the variable, T.V. channel preference. Hence, there was an indication of support for Hypothesis Eight with respect to Canadian television and arts attendance.

2.3 SUMMARY OF THE RESULTS OF THE HYPOTHESES

In summary, four of the eight hypotheses received full support, and four received partial support.

Hypothesis One stated that Windsorites preferred to listen to American radio: the results of the survey showed for example that 63 percent of the people sampled favoured American radio. Hypothesis Two stated that Windsorites preferred to watch American television: 59 percent chose an American television station as their favourite. The third hypothesis held that reliance on U.S. media led to a greater knowledge of the United States: this was true for two of

three media, American radio and newspaper use led to a greater knowledge of the United States; this was not the case with respect to television. The fourth hypothesis held that use of the Canadian media was related to a greater knowledge of Canada: this was true in all cases, even when controls were introduced. Hypotheses Five and Six were only partially supported: while Windsorites knew as much or more about some aspects of American politics and media, they did not in general know as much or more than they did about Canadian politics and media as hypothesized. Hypothesis Seven held that there was a positive relationship between use of the Canadian media and concern about the Canadian media and its role with respect to Canadian culture: Those people who attended to Canadian media agreed that broadcasting should contribute to Canadian culture and that theatres show more Canadian movies, and disagreed that Americans purchase Canadian media outlets and that the arts be free from government subsidization. Finally, Hypothesis Eight received partial support: those people who preferred Canadian television were also more likely to have attended the local arts.

## Chapter III

### CONCLUSIONS AND RECOMMENDATIONS.

#### 3.1 CONCLUSIONS TO THE CURRENT RESEARCH

The media are extremely prevalent and powerful forces in today's society. They become even more important when we speak of one country's media influencing the citizens of another country. Canadians live in the most competitive media market in the world, with foreign media content rampant in all areas of the country.

As mentioned in Chapter One, a 1974 study compiled by the CBC Research Department indicated that overall, Canadian television viewers prefer American media channels to Canadian ones (Hallman, 1979:57). In addition, a 1970 Special Senate Committee on Mass Media asserted that Canadians prefer American over Canadian television shows (1970:131).

As of 1982, over 50 percent of Canadian households had subscriptions to cable television (Applebaum & Hebert, 1982:218). However, the basic service provided by Canadian cable includes four American channels, and four to seven Canadian channels which on the average each contain approximately 60 percent Canadian content and 40 percent American or other foreign content. Thus, overall cable television provides an average of 62 to 70 percent foreign content (Applebaum & Hebert, 1982:218).



With respect to Canadian radio, it appears that the CRTC content regulations have not assisted the Canadian music industry as much as they had intended to. As already stated, in 1980, sales of Canadian-content recordings represented only 7.6 percent of total industry wholesale revenues domestically (Audley, 1983:143).

In Windsor, Ontario, situated across the river from Detroit, Michigan, America's fifth largest media market, there is unhindered access to all forms of American media. Daily, Windsorites must decide whether to use Canadian or American media products. Furthermore, in terms of quantity and diversity, the American media channels available in the area far outnumber the Canadian media channels. Compared to approximately 50 Detroit area stations, Windsor's eight radio stations must compete fiercely to obtain a significant portion of the Windsor audience. Similarly, the only local Canadian television channel, CBET, must compete with the three major American networks for a share of the audience; and with the recently announced CBC cutbacks, CBET's local programming may suffer enormously.

Thus, while a significant portion of Canadians in general prefer American media channels to Canadian ones, the current research has shown that an overwhelming percentage of Windsorites favour the American media. Sixty-three percent of the Windsorites sampled said that they favoured American radio and 89 percent said that they preferred American televi-

sion. These statistics are extremely close to those estimated by local media executives in 1983; While Windsor radio executives said that 70 percent of the city's listeners tune in U.S. radio stations, television executives estimate that 85 percent of all T.V. viewing in Windsor is to U.S. stations (MacTavish, 1982:39).

Chapter One provides some research in the area of media effects that is pertinent to the above hypotheses. While there has not been an overwhelming amount of research completed in the area of effects, what has been done supports the idea that media usage is an integral element of education, and therefore usage of one country's media will be directly related to a greater knowledge of that country; which is precisely what this thesis illustrates.

Tate and Trach (1980:1-9) found that Canadians knew more about the American legal system than the Canadian one, while Beattie (1967:671) found that Canadians who attended to U.S. media involving crime adopted U.S. crime terminology as though it were their own.

In Beattie's (1967:671) survey he asked the respondents to provide the corrections in the following sentence, "The District Attorney in Winnipeg made a reputation in the well known case, 'The State vs Henry Miller'". Only 18 percent of the sample could correctly substitute 'Crown Prosecutor' for 'District Attorney' and 'The Crown' for 'The State'.

Similarly, in the Survey of Windsorites, only 30.5 percent of the respondents were able to correctly substitute 'Parliament Hill' for 'Capitol Hill'. It was also found that those people who could correctly substitute 'Parliament Hill' for 'Capitol Hill' were also the people who preferred to attend to the Canadian media rather than the American media.

This is but one example of many where the study supported the idea that use of the Canadian media led to a greater knowledge of Canada. While there were several problems with respect to the results of the tests pertaining to Hypothesis Three, in that certain demographic variables were confounded with other significant variables, Hypothesis Four quite clearly indicated a positive relationship between use of the Canadian media and a greater knowledge of Canada.

Owing to the evidence in Chapter One, that Canadians in general prefer to attend to the American media, it was then suggested that Windsorites would have comparable knowledge of American media and politics and Canadian equivalents. As stated earlier, these hypotheses were not supported, however, there are explanations that can be provided for this outcome. First of all, there were several cases where Windsorites knew as much or more about the American political and/or media variables as their Canadian counterparts; this, in itself, is significant. For example, more people knew that George Washington was the first president of the United

States, than that John A. Macdonald was the first prime minister of Canada. Also, about as many people knew that Elizabeth Kishkon is the mayor of Windsor, as knew that Coleman Young is the mayor of Detroit. With respect to the media indices, as many people knew what the initials C.R.T.C. represented, as what F.C.C. stood for, and more people could name the Public Broadcasting System, than could name TV Ontario. Thus while overall, Windsorites knew more about the Canadian media and politics than the American equivalents, individually there were some variables which indicated support for hypotheses Five and Six.

It is also important to mention that 38 percent of the people sampled said that C.B.S. stood for the 'Canadian Broadcasting System', which might indicate that the respondents were actually confused as to which country's medium they were watching, and that they do not really pay specific attention to the origin of a particular medium. Either way, support was found to reinforce the evidence provided in the search of the literature, that usage of another country's media leads to a greater knowledge of that country.

The literature search supports the notion that Canadians are more collectively oriented individuals than are Americans, and that this collectivity is manifested in Canada's more public enterprise economy, as opposed to the private enterprise system in the United States (Harold, 1974:136).

Similarly, Baer and Winter (1983:51-86) found that Windsorites who attended the Canadian media related more closely with anti-government sentiment directed towards the U.S. free-enterprise system.

The current research as well, indicated that those people who attended the Canadian media identified with pro-government sentiment that is closely related to the public enterprise economy of Canada. After demographic differences were controlled for, the results showed that these people tended to disagree with the idea that the Canadian arts should be self-supporting and free from government subsidization.

These Canadian perceptions of law and government encompass a vast area of Canadian character and attitudes. The history and significance of these attitudes have been well analysed by Berton (1982) and others. Historically Canadians have democratically elected a government to serve the people; compromising certain freedoms, by accepting that elected officials will determine what is best for them. The provision of peace and order is the responsibility of the governments in Canada. By contrast, Americans tend to regard government as the enemy of the people and of liberty; the less government, the better.

This view of authority is a crucial element of Canadian ideology, in which the K.C.M.P. and its right to do what must be done for justice to prevail, is as firm as the bedrock of the Canadian Shield.

Certainly as has been evidenced in the current research, even a foundation like this can be eroded as Canadians become acculturated by the United States. In effect, when the only light on the past is cast by American media, the peaceful and gradual development of the Canadian prairies can easily be misrepresented by the blood-thirsty quests of the American Wild West. If Canadians look to American media for records of their past (such as the over 250 Hollywood accounts of the R.C.M.P.) (Berton, 1982:27) then there is for those people, no Canadian history. Even the reflections of days gone by, the basis for learning, are melted into an indiscriminant American image.

In Windsor, where the vast majority of radio and television stations broadcasting in the area are of American origin, the opportunity for Canadians to be oriented to Canadian arts and cultural events is weak. The potential for dissemination of information about Canadian events is further inhibited by the fact that only a few of the domestic stations place emphasis on Canadian cultural concerns.

The local CBC station (owing to its programming mandates, and non-commercial profile) presents numerous promos and calendars outlining upcoming local arts and cultural happenings. CBC television also reserves several time slots during the day for promotion in this area.

Certain privately operated stations such as CKWW, devote a significant portion of airtime to local events, and focus

on attracting the Windsor audience. On the other hand, stations such as CKLW (through emphasis on American concerns) appear to be struggling to regain their status as a top-rated station in the Detroit market, practically ignoring their Canadian position.

Certainly it is appropriate to surmise that the only way by which Windsorites would be informed about local arts events (other than by word of mouth) would be via the local Canadian media. Those Windsorites attending the American media however, relinquish their major means of being made aware of local happenings.

Windsorites' preference for, and dependence upon the American media, inhibit the flow of information about local events to the Windsor audience. Thus Windsorites' patronage at local arts and cultural events will remain limited until the Canadian media can more substantially gain their audience's attention.

### 3.2 FINAL CONCLUSIONS AND RECOMMENDATIONS

While there has been very little done in the area of effects literature, the researcher feels that this thesis makes a significant contribution to the available literature, and helps to support what has already been found in terms of Canadian and American differences, and the impact of American media with respect to the Canadian peoples' knowledge of Canada. It is also recommended that there be much more research completed in both of the above areas.

The researcher also feels that this thesis provides some sort of a basis for future testing. While it is impossible to state whether Windsorites have an appalling knowledge of Canada compared to, for example, Londoners, due to the absence of any comparable studies, a similar study completed in the London area may show that this is the case. The researcher therefore recommends that similar cultural awareness studies be undertaken on both a regional and on a national basis.

Overall, it may be stated, that Windsorites who attend the Canadian media do have a greater knowledge of Canada, and that those who attend the American media are less aware of their own country, and more knowledgeable about their neighbour, the United States.

Not only is this a serious concern for Windsorites and the status of their Canadian identity and culture, but it also becomes a serious concern then, whether or not this dependence on American media and cultural products already exists in other Canadian cities and amongst other Canadians.

With Windsor situated at the southernmost tip of Canada, directly across from Detroit, it may be assumed that it is but a unique case of a Canadian city that cannot help but be influenced by American culture, if due to its proximity alone. In view of its size, Windsor-Detroit stands out as the most emphatic example of the potential for acculturation. Nowhere along the border is such a major U.S. city



immediately adjacent to Canada, and connected by international tunnel and bridge facilities. However, keeping in mind such advanced technologies as direct broadcasting via satellites, VCR's, videodiscs, and other means of importing foreign programming, Windsor's geographical proximity becomes a far less relevant factor with respect to the acculturation of the country. With all Canadians, even those in the northern and most isolated communities of Canada, soon to be capable of receiving their choice of American programming, the threat of foreign domination becomes more serious than ever.

The most serious question raised in this thesis then, is whether the value-systems, attitudes, choices, and public opinions of Canadians are being generated to a great extent, by the United States, through mass communication.

Almost concurrent with the introduction of any mass medium into Canada, fears of American infiltration, if not domination have arisen. Even as far back as the emergence of the printing press in Canada, the importation of foreign literature inhibited the commercial feasibility and growth of Canadian media products. That plague has followed media development in Canada to the present time.

More knowledge is needed on the extent and effects of foreign media products in specific cities or regions. Windsor is but one example of many Canadian locales that face the onslaught of Americanization.

From this emerges more subtle, but important concerns. What are the ramifications of this acculturation process? Is it necessary that so much time, effort, and money is spent on preserving the Canadian arts, culture, and media? Would Canadians not be better served to focus their energies on simply determining which foreign products to import and distribute?

Much less research has been done along this vein. It is in fact, an area of contemporary discussion with far-reaching global implications. The United Nations Educational, Scientific and Cultural Organization (UNESCO) is one body that identifies foreign media domination of its affiliate nations as a subject of great concern. Canadians are no more immune to unilateral perceptions than the array of peoples from the Third World and many developed nations alike, who for the most part, view their complex world through the eyes of the omnipresent and omnipotent American mass media.

Although the CBC and the governmental bodies that determine its mandates have always been ambitious in setting goals for the Corporation, they have been only minimally successful in adequately gaining the attention of Canadians as a whole. There may in fact be only one brief period in CBC history (in this case radio) when large numbers of Canadians turned to the CBC for understanding of the world around them. That period was limited to a couple of years previous to, and during World War II. This was initially a

European war, a British war, and subsequently a Canadian war. Loyalty to the CBC at that time was bred out of necessity; America did not, until long after Canada, enter into combat. As stated in Rutherford (1978:80), "During the war, the Corporation (CBC) captured a large share of the mass audience once addicted to American stations...". Since that time, the CBC has never again achieved such audience attention.

Over the past three decades, the differences between Canadians and Americans, as presented by Berton (1982) may have been a saving grace. Canadians have watched and listened while Americans have found it fitting to engage in warfare in Korea, Viet Nam, to an extent with Iran, and most recently Grenada. Canadian armed forces have been limited in each case to roles in United Nations peacekeeping efforts. This is a distinct difference between peoples; it aligns with those contrasting attitudes between Canadians and Americans in which freedom versus liberty, public enterprise versus free enterprise, collaboration versus aggression, and at the extreme, peace versus war become obvious differences.

But do these ideological differences continue to be protected today, and if so, will they be preserved tomorrow? Is it not almost by design that Canadian mass media do more than merely attempt to bridge the gap between easterly and westerly regions; between anglophones and francophones? Is it not in fact a very pertinent role that the Canadian media

play in providing an opportunity from their own perspectives for Canadians to reflect upon themselves collectively, and understand their position in the world?

As Canadians even now witness cutbacks to CBC and NRB budgets, compared to increased military spending, the ominous possibility that Canadian attitudes are becoming molded by American ones moves closer to reality.

The stances taken by Canadian and American government on international relations during the Trudeau-Reagan era were clearly different. Similarly, the Canadian and American film industries appear to take opposing positions on such issues. But when it comes down to dissemination of those messages, the Canadian perspective is quite seriously suppressed by the American distribution powers. A case in point is the comparative distribution of the Canadian film, 'If You Love This Planet?', and the American film, 'The Day After'. Many Canadians (if they tuned to CBC) were able to view the Canadian film. Americans, restricted by a ban on distribution imposed by Congress, were never permitted to see the Canadian perspective. On the other hand, Canadians who view American stations were overwhelmingly drawn in by the massive promotion of 'The Day After'. This is undoubtedly not a condition of reciprocity between the media of these two nations. It is in the simplest sense a denial of those American ideals of liberty and free enterprise, and more significantly an unfortunate invasion of American propaganda over the Canadian airwaves.

For Windsor specifically, the potential for further saturation of the American media is imminent. CBC cutbacks will in the next fiscal year, restrict the services of local CBC television and radio to network programming alone; other than news programming, local production will cease. Windsor's new cable service, providing more Canadian stations, may or may not serve to repel the American acculturation. The question then that must be addressed is, "Is Windsor not merely a Canadian frontier that is being abandoned without a battle, allowing American ideologies and culture to penetrate easily into the Canadian interior?". The concept of frontiers relative to communications becomes rather ambiguous when new technologies allow not only Windsor, but mining towns in far-off Labrador for example, (via the CanCom service) to just as easily receive American stations originating from Detroit. Culturally speaking, Canada is undeniably a nation under siege from all directions and all frontiers. If the mandates of the CBC are to unify the country, to serve the specific needs of various Canadian regions (because they have been identified by governing bodies as pertinent objectives) then whatever programs are produced for this purpose are futile if Canadians are not attending the Canadian media.

If the media serve an integral role in the scrutiny of government, and Canadians are tuned to American media channels, then certainly Canadians can more competently deter-

mine their support in the election of a U.S. president than that of a Canadian prime minister.

Inflation, and unemployment are ongoing concerns not just for Windsorites, but also for Canadians across the country. CBC budget cuts will mean many people in Windsor and other parts of the country will lose their jobs. In the area of information industries, for many years employment has risen, but for Canadians specifically involved in the creative, cultural production disciplines of communications, career potential is stifled. No Canadian perspectives will be offered, and no international recognition will emerge when the government and people of Canada turn their backs on such crucial institutions as the CBC. If the CBC could once achieve a world-renowned reputation, then this status can be maintained and upgraded with the aid of the Canadian people and the Canadian government. Budget cuts are being made at a time when more tax money should probably be going to the Corporation, especially in a city such as Windsor where a Canadian alternative is so obviously needed.

A unique cultural identity is not simply a luxury; it is in fact, a necessity, on par in importance with agriculture, employment, and transportation. The CNR, the telegraph, and the telephone have all succeeded in serving their nation-building function. The Canadian mass media also have a responsibility, and aided by new technologies, have the means to fulfill an integral role in this process. Without proper

allocations of government expenditures in this area, that  
role is denied.

Appendix A

THE QUESTIONNAIRE

First of all, I'd like ask you some questions about your use of the local media.

1. Which daily newspapers if any, do you subscribe to or read regularly?

	Subscribe	Read/Buy
Windsor Star	_____	_____
Detroit Free	_____	_____
Detroit News	_____	_____
Globe and Mail	_____	_____
USA Today	_____	_____
Toronto Star	_____	_____
Other _____		

(a) Why do you read the Windsor Star?

\_\_\_\_\_



or (b) Why don't you read the Windsor Star?

2. How much time did you spend watching tv yesterday, including yesterday evening?

Hours \_\_\_\_\_ Minutes \_\_\_\_\_

3. Did you watch the tv news yesterday?

IF Yes, What channel(s):

Ch.2 \_\_\_\_\_ Ch.4 \_\_\_\_\_ Ch.7 \_\_\_\_\_ Ch.9 \_\_\_\_\_

Ch.20 \_\_\_\_\_ Ch.50 \_\_\_\_\_ Ch.56 \_\_\_\_\_ Other \_\_\_\_\_

No \_\_\_\_\_

Refuse \_\_\_\_\_

Don't Know \_\_\_\_\_

4. What tv channel do you watch most often?

Ch.2 \_\_\_\_\_ Ch.4 \_\_\_\_\_ Ch.7 \_\_\_\_\_

Ch.9 \_\_\_\_\_ Ch.20 \_\_\_\_\_ Ch.50 \_\_\_\_\_

Ch.56 \_\_\_\_\_ Other \_\_\_\_\_ Don't Know \_\_\_\_\_

5. Other than the news do you ever watch channel 9,  
the CBC station?

Yes \_\_\_\_\_ Why? \_\_\_\_\_

No \_\_\_\_\_ Why Not? \_\_\_\_\_

6. What radio station do you listen to most often?

\_\_\_\_\_

7. Do you ever listen to 1550 A.M. the CBC station?

Yes \_\_\_\_\_ WHY? \_\_\_\_\_

No \_\_\_\_\_ WHY NOT? \_\_\_\_\_

Now I'd like to ask you some questions about culture in Can-  
ada.

8. When someone mentions Canadian Culture,  
what comes to mind?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Do you think it is important to preserve  
Canadian culture?

Yes \_\_\_\_\_ WHY? \_\_\_\_\_

No \_\_\_\_\_ WHY NOT? \_\_\_\_\_

Don't Know \_\_\_\_\_

9. Who should be responsible for funding the arts in Canada?

Government \_\_\_\_\_ Go to question 10

Private Industry \_\_\_\_\_ Go to question 11

Artists Themselves \_\_\_\_\_ Go to question 11

Public \_\_\_\_\_ Go to question 11

Other \_\_\_\_\_ Go to question 11

Refused \_\_\_\_\_ Go to question 11

Don't Know \_\_\_\_\_ Go to question 11

10. Which level of government should be responsible?

Municipal \_\_\_\_\_ Other \_\_\_\_\_

Provincial \_\_\_\_\_ Refused \_\_\_\_\_

Federal \_\_\_\_\_ Don't Know \_\_\_\_\_

11. Should more tax dollars go toward supporting Canadian arts and culture?

Yes \_\_\_\_\_ Go to question 12

No \_\_\_\_\_ Go to question 13

Refused \_\_\_\_\_

Don't Know \_\_\_\_\_

12. Would you personally be willing to pay more tax dollars to support Canadian arts?

Yes \_\_\_\_\_ No \_\_\_\_\_

Depends on how much I will have to pay \_\_\_\_\_

Refused \_\_\_\_\_ Don't Know \_\_\_\_\_

13. Do you think the Canadian government should regulate the amount of Canadian content on T.V.?

Yes \_\_\_\_\_ WHY? \_\_\_\_\_

No \_\_\_\_\_ WHY NOT? \_\_\_\_\_

Don't Know \_\_\_\_\_

I'm now going to read some statements about Canada, for each statement I read tell me whether you agree strongly, agree, agree and disagree, disagree or disagree strongly.

	A/S	A	A/D	D	D/S
14. Movie theatres should show more Canadian movies.	5	4	3	2	1
15. The arts in Canada should be self-supporting and free from any government subsidization.	5	4	3	2	1
16. Americans should be allowed to purchase Canadian radio and tv stations.	5	4	3	2	1
17. Broadcasting should contribute to Canadian culture.	5	4	3	2	1

Now, I'd like to ask you to identify some people and things in Canadian communications and culture.

18. Can you tell me whether the following broadcasting stations are Canadian or American?

	Can.	Amer.	D/K.
CKLW	_____	_____	_____
WTVS	_____	_____	_____

WNIC	_____	_____	_____
WDIV	_____	_____	_____
CKWW	_____	_____	_____
WCZY	_____	_____	_____
CBET	_____	_____	_____

Refused \_\_\_\_\_

19. Match the names on the left with the medium they are associated with on the right.

Alan Halberstadt	_____	Television
Gordon Pinsent	_____	Books
Margaret Atwood	_____	Film
Margot Kidder	_____	Radio
Royal Canadian	_____	
Air Farce	_____	Newspaper

20. Can you tell me what the following initials stand for?

N.F.B. \_\_\_\_\_

C.R.T.C. \_\_\_\_\_

F.C.C. \_\_\_\_\_

C.B.S. \_\_\_\_\_

C.B.C. \_\_\_\_\_

P.B.S. \_\_\_\_\_

21. What was the last Canadian-made film that you saw?

\_\_\_\_\_

Never saw a Canadian film \_\_\_\_\_

Don't attend films \_\_\_\_\_

Refuse \_\_\_\_\_

Don't know/Don't remember \_\_\_\_\_

R. What is it that makes Canadian films different  
from American ones, or are they the same?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

S. What is it that makes Canadians different from  
Americans, or is there a difference?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

22. What was the last record or tape by a Canadian group  
or musician you bought?

\_\_\_\_\_

How long ago was that? \_\_\_\_\_ months \_\_\_\_\_ years

Never bought one \_\_\_\_\_ Don't Know \_\_\_\_\_

Don't listen to music \_\_\_\_\_ Refused \_\_\_\_\_

23. What was the last book by a Canadian author  
that you read?

\_\_\_\_\_

How long ago was that? \_\_\_\_\_ months \_\_\_\_\_ years

Never read Canadian books \_\_\_\_\_ Don't Know \_\_\_\_\_

Don't read \_\_\_\_\_ Refused \_\_\_\_\_

24. Name as many Canadian music performers,  
musicians, or singers, as you can.

\_\_\_\_\_

\_\_\_\_\_

Don't Know \_\_\_\_\_ Refused \_\_\_\_\_



25. Name as many Canadian authors as you can?

\_\_\_\_\_  
\_\_\_\_\_

Don't Know \_\_\_\_\_ Refused \_\_\_\_\_

26. What is your favourite Canadian tv show

or don't you have one? \_\_\_\_\_

Why is this your favourite show? \_\_\_\_\_

Why don't you have one? \_\_\_\_\_

Never watch tv \_\_\_\_\_

Refused \_\_\_\_\_ Don't know \_\_\_\_\_

Now I'm going to be more specific and ask you about the arts, culture, and history in the Windsor area.

V. If a friend asked you to describe the arts in Windsor, what would you tell them?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

27. In the last year have you ever attended

	Yes	No
University Players Theatre	1	2
Artcrite	1	2
Windsor Symphony Orchestra	1	2
Windsor Film Theatre	1	2
Windsor Light Opera	1	2
Windsor City Ballet	1	2
Windsor Art Gallery	1	2
Hiram Walker Historical Museum	1	2
Willistead Manor	1	2
Cleary Auditorium	1	2
Fort Malden	1	2
Jack Miner's Bird Sanctuary	1	2
Art in the Park	1	2
Detroit Symphony Orchestra	1	2
Art on the Point	1	2

Detroit Institute of Arts	1	2
Henry Ford Museum	1	2
Greenfield Village	1	2
Cobo Hall	1	2
Pine Knob	1	2
Detroit Film Theatre	1	2

28. Are you a member of any of the city's libraries?

Yes \_\_\_\_\_ No \_\_\_\_\_

29. Do you think that Windsor needs another performing arts centre in addition to the Cleary?

Yes \_\_\_\_\_ Go to question 30

No \_\_\_\_\_ Go to question 31

Refused \_\_\_\_\_

Don't Know \_\_\_\_\_

30. Would you attend?

Yes \_\_\_\_\_ Refused \_\_\_\_\_

No \_\_\_\_\_ Don't Know \_\_\_\_\_

31. Should Windsor offer more Canadian arts and cultural events than it does already?

Yes \_\_\_\_\_ What Else? \_\_\_\_\_

No \_\_\_\_\_ Why Not? \_\_\_\_\_

32. The displays at the Art Gallery should be:

1. All foreign \_\_\_\_\_

2. Mostly foreign some Canadian \_\_\_\_\_

3. Half foreign half Canadian \_\_\_\_\_

4. Mostly Canadian some foreign \_\_\_\_\_

5. All Canadian \_\_\_\_\_

Refused \_\_\_\_\_ Don't Know \_\_\_\_\_

Now I'd like to ask you to identify some people and things in Canadian and American politics.

33. Can you tell me who the mayor of Windsor is?

Kishkon \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

34. And can you tell me who the mayor of Detroit is?

Young \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

35. The premier of Quebec?

Levesque \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

36. The Governor of Michigan?

Blanchard \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

37. The premier of Manitoba?

Pawley \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ 3 Don't Know \_\_\_\_\_

38. The first president of the United States?

Washington \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

The first Prime Minister of Canada?

Macdonald \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

40. Can you name the three major federal political parties?

Liberal \_\_\_\_\_ Other \_\_\_\_\_

P.C. \_\_\_\_\_ Refused \_\_\_\_\_

N.D.P. \_\_\_\_\_ Don't Know \_\_\_\_\_

Don't Know \_\_\_\_\_

41. Name the two major American political parties?

Republican \_\_\_\_\_ Democrat \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

Refused \_\_\_\_\_

Finally I'd like to refer you back to some questions about people and things.

42. Will you subscribe to cable when it becomes available in Windsor?

Yes \_\_\_\_\_ Go to question Y

No \_\_\_\_\_ Go to question 43

Undecided \_\_\_\_\_

Depends on cost \_\_\_\_\_

Depends on programming \_\_\_\_\_

Y. What do expect to receive from cable?

---



---

43. Do you know the name of Ontario's Educational  
T.V. channel?

TVO \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

44. What world-famous Canadian journalist who also appeared  
on the T.V. program Front Page Challenge, died recently?

~~Gordon Sinclair~~ \_\_\_\_\_ Refused \_\_\_\_\_

Other \_\_\_\_\_ Don't Know \_\_\_\_\_

45. What is your favourite .....

Hockey team \_\_\_\_\_

Don't have one \_\_\_\_\_

Refused \_\_\_\_\_

Baseball Team \_\_\_\_\_

Don't have one \_\_\_\_\_

Refused \_\_\_\_\_

Football team \_\_\_\_\_

Don't have one \_\_\_\_\_

Refused \_\_\_\_\_

46. Did you know that the Windsor Spitfires were sold to a Detroit computer firm called Compuware?

Yes \_\_\_\_\_ (If Yes ask next question)

No \_\_\_\_\_ (Go to Question 47)

47. What did you think of this?

\_\_\_\_\_  
\_\_\_\_\_



47. Identify the following logos

C.B.S. \_\_\_\_\_

N.E.B. \_\_\_\_\_

C.B.C. \_\_\_\_\_

A.B.C. \_\_\_\_\_

P.B.S. \_\_\_\_\_

N.B.C. \_\_\_\_\_

48. Do you know who the Group of Seven are?

Painters \_\_\_\_\_ Go to question 49

Other \_\_\_\_\_ Go to question 50

Refused \_\_\_\_\_ Don't Know \_\_\_\_\_

49. Can you name any?

Macdonald \_\_\_\_\_ Johnson \_\_\_\_\_

Jackson \_\_\_\_\_ Lisner \_\_\_\_\_

Harris \_\_\_\_\_ Varley \_\_\_\_\_

Carmichael \_\_\_\_\_ Other \_\_\_\_\_

50. If you find something wrong with this sentence,  
tell me the corrections.

Prime Minister Trudeau resides at 10 Downing Street, Ottawa  
near Capitol Hill. On Canada's Memorial Day he attends the  
services to pay tribute to deceased veterans.

51. Fill in the blanks.

Oh Canada, Our \_\_\_\_\_ and \_\_\_\_\_ land, True \_\_\_\_\_ love  
in all thy \_\_\_\_\_ command, with glowing \_\_\_\_\_ we see  
thee rise the true \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. From  
\_\_\_\_\_, and \_\_\_\_\_, Oh Canada we stand on guard for thee.

Now I'd like to ask you a few questions about yourself, so  
that we can compare groups of people.

1. In the last twelve months how many times did you cross  
the border and go to Detroit? \_\_\_\_\_ times

(ask about the last time) Why did you go there? \_\_\_\_\_

2. Throughout an entire year how many ~~times~~ did you travel  
to a major Canadian city/cities? \_\_\_\_\_ times

Cities visited \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(ask about last city) Why did you go there? \_\_\_\_\_

3. Have you ever lived in the United States?

Yes \_\_\_\_\_ How Long \_\_\_\_\_ mths/years

No \_\_\_\_\_

4. What is the highest level of education that you  
have received? \_\_\_\_\_

5. What is your current occupation? \_\_\_\_\_

6. What is your marital status?

Single \_\_\_\_\_ Widowed \_\_\_\_\_

Married \_\_\_\_\_ Divorced \_\_\_\_\_

Separated \_\_\_\_\_

7. In which year were you born? \_\_\_\_\_

8. Are you a Canadian citizen?

Yes \_\_\_\_\_

No \_\_\_\_\_ Other \_\_\_\_\_

9. Which of the following categories best describes  
your total household income?

Under \$12,000 a year \_\_\_\_\_

Over \$12,000 but under \$16,000 a year \_\_\_\_\_

Over \$16,000 but under \$20,000 a year \_\_\_\_\_

Over \$20,000 but under \$24,000 a year \_\_\_\_\_

Over \$24,000 but under \$28,000 a year \_\_\_\_\_

Over \$28,000 but under \$35,000 a year \_\_\_\_\_

Over \$35,000 but under \$50,000 a year \_\_\_\_\_

Over \$50,000 a year \_\_\_\_\_

Refused \_\_\_\_\_ Don't Know \_\_\_\_\_

Interviewer check one:

10. Sex: male \_\_\_\_\_ female \_\_\_\_\_

Appendix B

AMERGED INDEX

Can you tell me whether the following broadcasting stations are Canadian or American?

	Canadian	American
WTVS	_____	_____
WNIC	_____	_____
WDIV	_____	_____
WCZY	_____	_____

Can you tell me what the following initials stand for?

F.C.C. \_\_\_\_\_

C.B.S. \_\_\_\_\_

P.B.S. \_\_\_\_\_

Identify the following logos (visual question).

C.B.S. \_\_\_\_\_

A.B.C. \_\_\_\_\_

P.B.S. \_\_\_\_\_

N.B.C. \_\_\_\_\_

Appendix C

AMERPOL INDEX

Can you tell me who is the mayor of Detroit?

---

Can you tell me who is the governor of Michigan?

---

Can you tell me who was the first president of the United States?

---

Name the two major American political parties.

---

---

Appendix D

CANNED INDEX

Can you tell me whether the following broadcasting stations are Canadian or American?

	CANADIAN	AMERICAN
CKLW	_____	_____
CKWW	_____	_____
CBET	_____	_____

Match the names on the left with the medium they are associated with (on the right).

- |                          |               |
|--------------------------|---------------|
| Alan Halberstadt         | 1. Television |
| Gordon Pinsent           | 2. Books      |
| Margaret Atwood          | 3. Film       |
| Margot Kidder            | 4. Radio      |
| Royal Canadian Air Force | 5. Newspaper  |

Can you tell me what the following initials stand for?

N.F.B. \_\_\_\_\_

C.R.I.C. \_\_\_\_\_

C.B.C. \_\_\_\_\_

Identify the following logos (visual question).



N.F.B.

---

C.B.C.

---

Appendix E

CANPOL INDEX

Can you tell me who is the mayor of Windsor?

---

Can you tell me who is the premier of Quebec?

---

Can you tell me who is the premier of Manitoba?

---

Can you tell me who was the first prime minister of Canada?

---

Can you name the three major federal political parties?

---

---

If you find something wrong with this sentence, tell me the corrections.

Prime Minister Trudeau resides at 10 Downing Street, Ottawa, near Capitol Hill.

1. Prime Minister Trudeau
2. 10 Downing Street
3. Capitol Hill

Appendix F

CANPOL2 INDEX

Can you tell me who is the mayor of Windsor?

---

Can you tell me who was the first prime minister of Canada?

---

Can you name two of the three major federal political parties?

---

AMERPOL2 INDEX

Can you tell me who is the mayor of Detroit?

---

Can you tell me who was the first president of the United States?

---

Name the two major American political parties.

---

---

Appendix G

CANMED2 INDEX

Can you tell me whether the following broadcasting stations are Canadian or American?

	CANADIAN	AMERICAN
CKLW	_____	_____
CKWW	_____	_____
CBET	_____	_____

Can you tell me what the following initials stand for?

C.R.T.C. \_\_\_\_\_

C.B.C. \_\_\_\_\_

Do you know the name of Ontario's educational T.V. channel?

\_\_\_\_\_

Can you identify the following logo (visual question)?

C.B.C. \_\_\_\_\_

AMERMED2 INDEX

Can you tell me whether the following broadcasting stations are Canadian or American?

	CANADIAN	AMERICAN
WTVS	_____	_____
WNIC	_____	_____
WCZY	_____	_____

Can you tell me what the following initials stand for?

F.C.C. \_\_\_\_\_

C.B.S. \_\_\_\_\_

P.B.S. \_\_\_\_\_

Can you identify the following logo (visual question)?

C.B.S. \_\_\_\_\_

Appendix B

CULTIND1

	A/S	A	A/D	D	D/S
Movie theatres should show more Canadian movies.	5	4	3	2	1

Broadcasting should contribute to Canadian culture.	5	4	3	2	1
---	---	---	---	---	---

CULTIND2

The arts in Canada should be self-supporting and free from any government subsidization.	5	4	3	2	1
--	---	---	---	---	---

Americans should be allowed to purchase Canadian radio and tv stations.	5	4	3	2	1
---	---	---	---	---	---

Appendix I

ARTINDEX

In the last year have you ever attended?

	YES	NO
University Players Theatre	___	___
Artcite	___	___
Windsor Symphony Orchestra	___	___
Windsor Film Theatre	___	___
Windsor Light Opera	___	___
Windsor Art Gallery	___	___
Hiram Walker Historical Museum	___	___
Willestead Manor	___	___
Cleary Auditorium	___	___
Fort Malden	___	___
Jack Miner's Bird Sanctuary	___	___
Art In The Park	___	___



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## Chapter IV

### VITA AUCTORIS

Jane Ellen Anderson was born and raised in Schefferville, Quebec, a small northern mining community, on January 20, 1961. There she received the literary award after completing grade eleven studies, and then relocated to Regina, Saskatchewan to complete her matriculation at the University of Regina, in addition to one year of courses in the pre-journalism program. In 1979 she enrolled in Communication Studies at the University of Windsor and graduated on the President's Honour Roll with her B.A. Honours Degree in 1982. Throughout her Masters Degree, she also maintained an A average.

Jane has been actively involved in skiing since she was four years old and has participated in such events as The Quebec Games, and the Arctic Winter Games. Jane has also worked in both the Engineering and Design departments at the Iron Ore Company of Canada, and was employed by the Canadian Broadcasting Company from 1982-1983. Her avid interest in, and dedicated concern for Canadian music, culture, and media has directed her towards many research projects in this discipline, and as a result of knowledge gained, to this thesis. Jane has the desire at this time to pursue her career in the area of Canadian communications policy and research.