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THE MOBILIZATION OF PUBLIC OPINION FOR THE SECOND UNITED NATIONS
DEVELOPMENT DECADE

Report prepared by the Centre for Economic and Social Information
of the United Nations Office of Public Information at the request
of the Preparatory Committee for the Second United Nations
Development Decade

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I. Introduction

1. During its second session held from 14 April to 1 May 1969, the Preparatory Committee for the Second United Nations Development Decade expressed the wish to receive a report which would indicate the measures already undertaken - as well as those which should be envisaged - with a view to mobilizing public opinion in regard to the objectives of the Second Development Decade. The preparation of this report was entrusted to the Centre for Economic and Social Information of OPI.

2. The present report which is submitted to the Preparatory Committee for consideration at its fourth session to begin on 29 September 1969, endeavours to analyse the problem which both national authorities and international organizations will be facing in their efforts to create greater awareness of the need for increased international co-operation for development. It then goes on to indicate some of the initiatives already taken towards achieving this end and formulates a series of suggestions for future action.

3. This report should be viewed not only as a response to the Preparatory Committee's request but also in the context of other requests recently made by a number of bodies of the United Nations to the effect that increased attention be given to improving the effectiveness of public information activities as they relate to the economic and social work of the United Nations family. Such requests have been formulated by the General Assembly, the Economic and Social Council, the UNCTAD Trade and Development Board, and other United Nations bodies. Comments on the subject have also been made in the Governing Council of UNDP.

4. In view of the undeniable setbacks in the field of international development policies, it is hardly surprising that at least part of the difficulties encountered should have been attributed to weakness in regard to information. The Secretary-General of the United Nations has himself pointed, in recent statements, to the fact that one of the greatest obstacles to development was very likely the difficulty of moving Governments and peoples in the richer

nations; adding that it was tragic that, at the very moment in history when assistance efforts are beginning to yield results, public and official support in most of the aid-giving countries appears to be weakening. It is no doubt for this reason that the present and similar reports have been requested. At the same time, it is obvious that, if progress is to be made in the developing countries, the peoples of those countries must likewise be made aware of the action required of them.

II. The complexity and urgency of the problem

5. Ever since the period of decolonization began some twenty years ago, the mistaken impression has been prevalent in some public opinion circles - as well as among those responsible for providing them with adequate information - that economic development is a relatively simple and natural process which ought to take place almost as a matter of course. Experience has clearly demonstrated that this assumption is wrong and that the problem is far more complex. Thus a period of rethinking is taking place in almost all quarters and it is imperative to ensure that this re-examination of fundamentals also involves those who have heretofore been responsible for information activities connected with development.

6. This being said, the task of explaining the necessity of promoting the economic and social development of the less prosperous part of the world is in itself one of the most difficult that Governments and intergovernmental bodies face today. The mobilization of opinion for a decade of development will require that individually distinct societies, each with its own language, culture, political and socio-economic conditions, be alerted to the pressing need for a multifaceted, concerted and global undertaking, and help to bring about the transformation of that alertness into a common will.

7. Such was the task of the United Nations at the beginning of the First Development Decade when, unlike today, there was little or no previous experience to draw upon. Given the largely experimental nature of the First Decade, coupled with what some now feel was an over-optimistic approach, it appears that, during the next ten years, a basically different attitude to information - more diversified and more sophisticated - will have to be adopted. And if the goal of a well-informed and adequately mobilized public was not achieved during the decade that is drawing to a close, that period has at least brought to light

problems and requirements which we are now in a position to take into account as we enter the Second Decade of Development.

8. First of all, it is now more fully realized that one of the main reasons for the failures of the past and the difficulties of the present is that development is not in itself a simple idea. It is relatively easy to appeal to public opinion to reduce hunger in the world, to alleviate sufferings caused, say, by an earthquake, or to launch a drive against some particular disease. But the new and formidable task of information is now to explain that development is a complicated long-term process which involves concepts over which economists, sociologists and scientists still argue and with which they still struggle. After one has spoken of national product, of transfer of capital and skills and of the building of infrastructures, and more, it will also have to be made clear that development cannot be gauged only in economic terms but that the social component is in fact the one of ultimate importance; the social component is concerned with objectives of health, education and those things which in the end affect the spirit of man as well as with problems such as the population explosion, the basic reasons for starvation and malnutrition. In this field, expenditures are required which, while adding to the economic wealth of the country in the long perspective, nevertheless in the short term represent heavy constraints without necessarily showing immediate results. People must be brought to realize that aid is only one factor among the numerous elements required to generate development, and that financial resources alone will not suffice. Thus, information in this field faces a fundamental dilemma: over-simplification or such overly abstruse explanations as to intimidate.

9. Complex ideas do not tend to have a mobilizing effect on public opinion. It is therefore most likely that the information efforts made both at the national and international levels will bear little fruit, unless more thought is given to the "rationale" - whether it be based on morality, economic self-interest, political or other considerations - underlying any international co-operative effort in the field of development, and unless it is explained with vigour, imagination and originality to all concerned. In other words, the first - and no doubt the most difficult - question to be answered has to do with the reasons which militate in favour of this co-operative effort in which the world must engage.

10. If this summary diagnosis is accepted as valid, then both Governments and the United Nations family are faced with the need for information programmes, national as well as international, which are unprecedented both as to approach, scope, diversity and initiative. And one of the first conclusions to be drawn is that it would be pointless to continue appealing to individuals' charitable feelings or humanitarian sentiment alone. If there is to be a "message" it cannot be conveyed in those terms. It can cogently be argued that the nature of man is such that an appeal to his emotions is more ephemeral than a summons to his intellect. Any success in the latter direction is more likely to endure. In other words, a sense of lasting participation can only result from the prior understanding of the fundamentals of a given situation and the true nature of a problem.

11. Similarly, the use of slogans which imply that the effort can be one-sided, simple and of short duration, will again result in failure. The use of such an oversimplified method in face of problems of such magnitude implies a fundamental disrespect for those who are subjected to them. In this sense, it is unfortunate that the impression has often been given that formulae could be devised which would bring a rapid solution to one of the most complex and intricate problems of our age. This, for example, is one of the consequences of information programmes which tend to over-emphasize the part played by the United Nations system in the field of development rather than showing the total nature of the problem. It is only by explaining the various dimensions of the issues involved that the affluent, on the one hand, and those just emerging from poverty, on the other, will acquire a sense of interdependence and collaboration in a long-term historical task. Indeed, the consciousness has to be conveyed that unless a global, co-ordinated and all-out effort is urgently made, our world will continue to drift towards irremediable disequilibrium. The public must be made to understand that this disequilibrium is already too great and that the continued deterioration of the North-South relationship will soon bring us beyond the point of no return.

12. Clearly then, an appeal to the moral consciousness alone of the citizens of the affluent countries is no longer adequate. Henceforth, it will have to be supplemented by information capable of bringing about a conscious, determined, prolonged and productive effort. Information must be provided of a type which

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will make it possible for citizens - by means of an analytical effort on their part - to understand and judge either the deficient utilization or the real effectiveness of the contribution to genuine development which they are called upon to make. It should not be ignored that even the more sophisticated public opposition often stems from insufficient knowledge and concepts which have become outdated.

13. As a matter of fact, such an effort at greater involvement appears to coincide with a number of new favourable factors which - if they are fully mobilized - could well alter the situation more rapidly than was heretofore believed possible. Public opinion should be made more fully aware that revolutions are taking place in the field of technology and of agriculture which, coupled with the new productive capability of more and more countries, are changing the face of the earth. In addition, for the first time in history, family planning measures are already being adopted by numerous Governments, which can have a long-term effect on the existing situation.

14. In the light of these considerations, the thinking which produced the existing information concepts and methods, is no longer relevant or adequate to the present task; in any event, it is known that they were not devised to meet today's needs. Furthermore, more advanced information techniques for the dissemination of information now exist and should be adopted to meet the problem.

15. In particular, it has been customary to assume that to mobilize the public for a particular idea, one must try to reach the widest possible audience and provide its members with a steady flow of information. By definition, the "widest possible audience" is extremely heterogeneous in composition; unless each of its components is approached in a language and with supporting data corresponding to its preoccupations, the desired impact will not be achieved. The generalized approach may be applicable, as has been suggested above, when opinion is to be mobilized for a specific emergency situation or when the idea to be put across is a simple one, and the action sought of brief duration. But this is not the case with the Development Decade.

16. Experience shows that public opinion responds to leadership. In order to focus it, the formulation of concrete aims by the competent authorities is indispensable. Furthermore, public opinion, in almost all cases, is national

opinion. It follows that the task of reaching the largest possible number of specific groups within the national framework must be the responsibility mainly of national authorities rather than that of the information services of an international organization such as the United Nations. Instead, the energies of the information services of international bodies - in co-operation with the national authorities - should be directed towards providing not only the basic impulse but also global indications. But the actual application and use of these indications is essentially for the national authorities. International information can provide a common frame of reference and an over-all co-ordinating influence; the task of persuasion must belong mainly to Governments. However, these Governments respond to major national segments of the population - i.e. business, workers, farmers, teachers, religious leaders and youth. Consequently, these groups have a major role to play. There is thus a two-way flow.

17. It is with these thoughts in mind that the measures indicated in section III of the present report have already been initiated and that further measures are also being recommended in section IV.

III. Measures already undertaken

18. Given the premises on which it bases its action and which have been explained in the preceding section of this report, the Centre for Economic and Social Information has - for its part - initiated a series of activities which are directed towards the Second Development Decade and which, at least for the time being, are chiefly aimed at opinion-making audiences.

19. As has been stated in the Preparatory Committee, it would be difficult from a political viewpoint for a Government to agree to long-term undertakings without the whole-hearted support of the general public. On the other hand, it has also been pointed out that the public would only be interested in the question of the Second Development Decade in so far as the Governments had definitely decided to take action. Mere statements of intention leave the public fairly indifferent; in order to attract attention and arouse interest, the Governments must be able to tell the public what is actually to be done and to indicate that further efforts can bring success.

20. This approach implies that certain forces must be marshalled in such a way that they will influence one another and that the energy thereby generated will produce the desired results. It is to this problem that CESI has already decided to address itself by undertaking activities designed to inform well-defined circles which - in each national society - carry a considerable amount of influence both with the Governments themselves and with large segments of their national communities. If these selected groups should react positively to the information offered to them, there is every reason to believe that Governments will then be more willing to commit themselves more fully to the Second Development Decade, and that public opinion at large will be more responsive as a result of the leadership shown by those who hold positions of influence.

21. But this approach also implies that the international development strategy must be defined with reasonable precision, be it in terms of targets which should be simple, few and stimulating; of undertakings, which would be realistic, consistent with one another, and not contribute to any feeling of scepticism, frustration or disenchantment such as may have arisen in the past; or even of surveillance when and if machinery for this purpose is established.

22. It is with these considerations in mind, that CESI has already undertaken the following activities, even prior to the decisions regarding the general framework of the strategy for the Second Decade:

(a) Leadership Symposia

Arrangements have now been made for the holding during the winter and spring of 1969/70 of a series of symposia in which will participate the industrial, financial, civic and other leaders of the geographical area where the symposia will take place. In fact, the lists of invitees are prepared in such a way that the discussions reach individuals whose influence is significant in the context of economic and social development and the Second Development Decade.

The objectives of these seminars are as follows:

- (i) To create a broader and deeper understanding among invitees that it is in the national interest of their country, its people and its economy to support the goals and programmes of the United Nations Second Development Decade;

- (ii) To create greater awareness and understanding that participation by their country and other industrialized nations in the Second Development Decade represents the best practical hope for an expanding world economy and for building stronger foundations for world peace;
- (iii) To create a clearer understanding that tensions, political instability, and even chaos will surely plague the world and threaten progress even in the more affluent countries if an orderly and equitable form of economic international co-operation is not established;
- (iv) To develop understanding of the possibilities for business initiative and capital investment in developing countries;
- (v) To stimulate personal commitment among invitees to the goals of the United Nations Second Development Decade.

Speakers for these seminars are selected from both national and international circles.

Concurrent with the organization of each seminar, a programme of "fall-out" is planned to the information media on a regional or even, in certain cases, a national scale.

The series of symposia are being organized, after consultation with the Governments concerned, in an appropriate selection of industrialized countries, and particularly in those where the aid commitment of 1 per cent of gross national product agreed upon within UNCTAD has not been met and where a further intensification of the aid effort is both possible and desirable. As will be observed elsewhere in this report, these countries are the major focus of a number of CESI's other information activities.

(b) Briefing Papers

The preparation is already well advanced of a series of "Briefing Papers" or studies on various aspects of economic and social development, which will be directed to the influential leaders of opinion and appropriate disseminators of information. The papers, each of which will consist of from forty to sixty pages, are - in the main - being prepared by prominent outside persons and organizations and their purpose is:

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- (i) To contribute original thought to the problems of some particular field of development; or
- (ii) To synthesize in an original fashion already existing material on a development problem.

They will be written in a non-technical style suitable for the following purposes:

- to be of assistance in the preparation of a parliamentarian's speech;
- to be of interest to an industrialist or trade union leader;
- to be the basis of an editorial or an article by an eminent economic journalist, or a radio or television commentator;
- to provide new and original material for a university professor in his lectures.

Some of the subjects which have now been agreed upon are as follows:

- What is meant by a World Strategy of Development?
- What kind of Aid really Aids?
- The Key Factors in Development;
- The Economic Interest of the Industrialized Countries in the Development of the Third World;
- Success Stories and Half-success Stories and the reasons for the latter.

The first of these briefing papers will appear in the autumn of 1969. It is proposed thereafter to publish about four per year.

(c) Field trips for leading economic journalists

CESI has already organized two such field trips in 1969 and two similar visits are planned for each succeeding year. These missions supplement rather than duplicate the development support information assignments organized jointly by UNDP and the Executing Agencies and financed in part from the budgets of the UNDP-assisted projects. The object of the trips is to carry out CESI's objective to channel information on economic and social activities to the opinion-making

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audiences in an integrated form, showing the interdependent interest and activities of Governments and United Nations organizations as a global enterprise rather than as a mosaic of independent efforts. Thus, the editors taking part are provided with a firsthand view of national development efforts and multilateral development assistance in action so that they may gain a deeper and more lasting insight which serves as a background to their writing activities over an extended period.

(d) Involvement of Youth

Many schemes have been worked out and are in operation by which youth can be involved in development. Irrespective of the suggestions now being considered for the creation of an international corps of volunteers for development, one-third of the Member States of the United Nations have already legislation on their statute books providing for national youth services, such as, to cite examples, what are sometimes called youth brigades and development corps. In actual fact, the number of youth volunteers from developed countries who take up assignments in developing countries every year is estimated at approximately 30,000. To translate the "desire to help" into practical effect remains, however, a basic problem.

Representatives of CESI have had the opportunity during the last few months of discussing the question of the involvement of youth in development with student movements in various industrialized countries. It has been found that while a large number of students are interested and would in some way wish to be connected with the economic and social development of the two-thirds of the world which exist on a so much lower standard of living, it is not always possible for these young men and women to contemplate the total involvement which would be inherent in the joining of an overseas volunteer service or some such organization - this frequently for family and livelihood reasons. In consultation with interested student movements in the countries concerned, CESI has therefore initiated a programme whereby these movements are invited to nominate students whose main qualifications are an articulate manner of public speaking as well as a good understanding of world affairs, and more particularly of development aid problems. Once the candidates are selected by the student bodies concerned, and their choice approved by CESI, they are sent for a period of two or three months to selected developing countries whose Governments welcome such visits. During

their stay in the countries concerned, the students will be able to visit villages, share the life of the rural communities, exchange views not only with the man in the street but also with officials concerned with development. In a word, the United Nations endeavours to open every appropriate door so that the selected candidates can examine the development process from the point of view of the government officials of the developing countries in question, from the point of view of its inhabitants, and from that of the international experts in the field.

While the candidates are in the field, the student movements in the sending countries undertake to arrange a series of lecture tours, whether on university campuses or in other suitable locations, for the returning teams. Articles are also to be written for campus magazines and broadcasts and telecasts are to be prepared over campus stations.

In order to gain the most effect, the scheme outlined above must be operated on as broad a scale as possible, so that development will be spoken about, argued about and explained to youth by its own representatives. If information is to be viewed in a wider perspective than heretofore, nothing need prevent CESI from considering suggestions emanating from the students themselves as to the best ways for them to become more directly involved in the development work which is being performed both bilaterally and multilaterally.

(e) Major film series on development

CESI has undertaken responsibility - in company with UNDP, IBRD, UNESCO and the Radio and Visual Services of OPI - for the preparation and production of three hour-long documentary films on basic development issues. It is anticipated that, during 1970, these films will be televised in countries where this medium reaches the audiences which constitute the desired target. It is hoped that governmental and non-governmental organizations will assist in the preparation and dissemination of various language versions.

23. In accordance with the mandate it has received from the Preparatory Committee, the Centre for Economic and Social Information consulted with the specialized agencies of the United Nations in the preparation of this report, in order to determine the measures already taken or envisaged by them to mobilize public opinion in regard to the Second Development Decade.

24. It goes without saying that some of the specialized agencies are more immediately and directly involved in the execution of substantial development projects than other members of the United Nations family. However, the objectives of the Second Development Decade will be tied into their public information efforts to the largest extent possible. But the main information responsibilities with regard to the Second Development Decade will inevitably lie with those agencies whose activities are directed towards the solution of the larger problems of development faced by developing countries, i.e. nutrition, health, sanitation, education, housing, employment, direct financial assistance for development etc.

25. An analysis of the situation suggests that there will emerge a two-pronged information effort. The specialized agencies will continue to pursue their information activities in their respective specialized fields (i.e. subject-oriented and project-oriented activities) while the Centre for Economic and Social Information of the Office of Public Information will concentrate on a co-ordinated effort aimed at mobilizing the information potential of the whole United Nations family for the more general purposes relating to the totality of the development problem. In co-operation with the specialized agencies, CESI will endeavour to promote a harmonious and integrated approach, and intends to initiate consultations to this effect as soon as the reactions of the Preparatory Committee for the Second Development Decade to the views contained in the present report are known.

IV. Additional measures

26. In the preceding section, ongoing measures directed at more fully informing opinion in regard to the development problem as such, as well as to the Second Development Decade, have been recounted. The programme as it now stands can only be considered as a modest beginning and - since the Second Decade is only slightly more than twelve months away - consideration must be given as a matter of urgency to a more ambitious information programme which, if adequately conducted at the international and national levels - will contribute towards the success of the coming efforts.

27. For its part, CESI would wish to put forward the following suggestions as to possible additional steps. The Preparatory Committee may wish to express its views on the following recommendations:

(a) The establishment, preferably with Government sponsorship, but by the methods most appropriate in the local conditions, of national information "commissions" or "councils" for the Second Development Decade, which should act as a central initiating and mobilizing force in regard to the respective national information programmes.

The creation of such commissions would seem indispensable in view of what has been said in section II of this report concerning "national" audiences and their need to receive specific treatment. The composition and characteristics of each commission will naturally depend on already existing arrangements in the country in question, in order to avoid any unnecessary duplication or overlapping of effort. In some countries, the functions of such a commission could indeed be entrusted to an already existing body. However, care should be exercised so as to ensure that these commissions should centre their attention on actual information rather than fund-raising campaigns and similar activities. For this purpose, they should consist not only of prominent personalities and leaders of the national communities, but also of outstanding specialists in the field of information, public relations, media, etc. They should also comprise senior representatives of the ministry chiefly responsible for development, as well as of the Ministry of Education. When the commissions have been formed, CESI would be prepared to act as the United Nations information liaison with them. It would supply them with materials which they could either use directly or adapt for their own use; it would gather material concerning one Commission's successful activity and transmit it to other commissions where it might be suitably emulated. For example, striking ideas for direct involvement such as the Dutch, Swedish and United Kingdom self-tax movements^{1/} might well be considered for application by other national commissions. Similarly, the initiatives taken in this field

^{1/} Essentially, these schemes are designed to encourage individuals to make up for the short-fall in their countries' participation in the development effort by contributing voluntarily a percentage of their personal income.

by the Tunisian authorities merit close attention: the major part of that country's information programme already concentrates on the problems of development for the purpose of explaining to the people their involvement and responsibilities;

(b) The designation by Governments of a senior government information officer, with policy responsibilities, for the indispensable co-ordination with the national information commission in his country as well as with CESI;

(c) The convening - under CESI auspices - of working meetings, perhaps twice-yearly, of the senior information officers mentioned under (b) above. Such meetings would offer, inter alia, the opportunity of a thorough exchange of views during which information as to national experiences, initiatives and results, would be exchanged among the participants. At the same time, CESI could receive suggestions and guidance as to the requirements in given countries for material, data, etc. Such arrangements would appear to be most useful in that they would provide any needed information to those representatives whose national information programmes on development might be less dynamic than others. Participants would also profit from learning of mistakes made or unproductive initiatives taken in other countries;

(d) The developing countries should encourage the setting up - within an appropriate international context - of an information service whose main purpose would be to present the development problem as seen from their own point of view. First, they would be able by this means to give to the peoples of the developed world most effective testimony that this aid is being put to good use and that it is producing valuable results. They could also put across their own views as to the interdependence which exists between the developed and the developing world, and the indispensable character of the aid which they receive and the productive use to which it is being put;

(e) Precisely because international co-operation in the field of development cannot but be a long-term process, it should be recommended to Ministries of Education that when school, out-of-school and university curricula are revised, a far greater place than at present be given to social and economic development problems of the Third World. While UNESCO is generally concerned with curriculum reform, Governments may wish to call on CESI to provide, under the principal

guidance of UNESCO in consultation with other United Nations bodies, draft texts which would supplement the material already available in the field of contemporary history and economics. In the same spirit, summer schools could also be organized for teachers, supervisors and administrators. Similarly, a special effort should be made to include development questions in the radio and television educational programmes in those countries where such programmes already exist;

(f) (i) Special panels of three or four lecturers should be set up. They would visit campuses to give courses on development in the context of the Second Development Decade. These courses would be included in the normal curricula of universities;

(ii) At the same time, arrangements should be sought for the "twinning" of universities from the developed and the developing world, for the purpose of undertaking joint research projects which would involve vigorous efforts in regard to a two-way exchange of professors and students. The "twinned" universities could in this way take over a specific subject for which study and research is required with a view to contributing to the social or economic advancement of the developing country where one of the two universities is located.

(g) At the end of 1970, some time prior to the opening of the Second Decade, CESI would propose to convene a seminar to which would be invited some fifty or more top economic journalists (editors of renown). The seminar would last approximately five days. With a view to exercising a long-term influence, the seminar would have to provide for a two-way exchange of views between the journalists and a group of individuals some of whom should if possible be new to this form of United Nations gathering. The views of many leading international or national officials are indeed well-known and a panel consisting of prominent personalities uncommitted to a pattern of already set organizational thinking would be more likely to attract a group of press people whose influence can be profound on opinion-making circles;

(h) Field trips should be organized of prominent labour leaders from the industrialized countries to examine the development process as well as the foreign trade problems of certain developing countries, in order to ensure the dissemination of better information and understanding of the issues involved within the trade union leadership in those countries where certain hesitations have been expressed as to the governmental aid effort;

(i) In close co-operation with the IBRD and following its initiative, particular attention should be given - beginning late in 1969 - to the Report by the Commission on International Development under the chairmanship of the Right Hon. Lester B. Pearson. Similar treatment could be given to other major documents such as the United Nations Capacity Study being prepared by Sir Robert Jackson and the Report by the Committee for Development Planning on its Fourth and Fifth Sessions;

(j) In conjunction with the Declaration to be subscribed to by Governments for the launching of the Second Development Decade, consideration should be given to the adoption of a supporting Declaration by the leaders of all religious faiths. This would help to ensure that members of different denominations are fully appraised of development problems but should not be done only by appealing to the human and charitable feelings of people. Indeed, the supporting Declaration should not be related to any appeal for funds. Instead, it should be done exclusively with the aim of informing and educating, and it should be explained and supported at worship services and other religious meetings, on the basis of information supplied by the United Nations;

(k) The publication of a "Development" periodical for the United Nations family. Certain publications devoted to the broader aspects of development are presently being produced by some specialized agencies (for example, "CERES" by FAO and "Finance and Development" jointly by IMF and IBRD). Consideration should be given as to whether the coverage of these publications could be broadened to include more sectors of the Development Decade or alternatively, whether greater impact could be achieved if a single, integrated and non-technical review were produced which would appeal to a wide public by dealing comprehensively with all the problems of development;

(1) In addition to the proposal mentioned above, there would appear to be a need for a regular round-up or brief survey of interesting new "development developments". It should not consist of a magazine-type publication but be more akin to a monthly bulletin more modest in its presentation but written in a dynamic and arresting style. On the premise that controversy will generate interest in development problems, it should include extracts from, or mentions of, current controversial arguments relating to development and avoid presenting points which can be identified as belonging to the "approved line". This - as well - would supply the national information "commissions" with some of the information and material which they will be requiring.

28. At an early date, consideration should be given to the manner in which the General Assembly would proclaim the Second Development Decade. This event will presumably fall during the twenty-fifth anniversary session of the General Assembly of the United Nations - the "Jubilee" session. In these days the amazing advances of information techniques make it possible for hundreds of millions of people all across the world to be privy to a great event. It should surely not prove impossible for national information services, in co-operation with the United Nations family of organizations, to devise some form of solemn ceremony on this occasion, which could capture the attention of many millions of people and seek to make them feel, as never before, that a serious and concerted effort is being undertaken to change the conditions of life for over two-thirds of the population of this earth.
