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THE TREATMENT OF GENERIC TERMS IN  
THE PROVINCE OF ONTARIO, CANADA

Paper submitted by the Government of Canada\*

I. THE PROBLEM

The publishers of Canadian maps, atlases and charts find themselves of late confronted with the prospect of having to devise ways and means of meeting the challenge of bilingualism. Impending legislation is in the air which may well result in a demand for total - or near total - bilingualism in many if not all of the nation's maps, atlases and charts. In French and English terms, this would affect all geographical nomenclatures, label or descriptive terminology and marginal textual information incorporated in current national topographical maps.

The map maker would in fact be faced with the need to cope with demands (emanating for the most part from Québec) for provision, at a national level, of what must either be a twofold system of maps and charts, of all areas, in separate linguistic, orthographic and typographic formats (at all scales), or, alternatively, a series of single bilingual maps and charts containing dual translations, dual transliterations (into either English or French phonetic forms) of all names and other related information in the aforementioned formats and scales for each individual publication. Either course presents great problems of time and expense. The problem of hammering out a new policy, acceptable to both sides, is one which deserves, therefore, all the qualified attention it can get. This analysis of the situation, will, hopefully, do just that.

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