

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1965)

Heft: 1481

Artikel: The image of Switzerland in the world

Autor: MM.

DOI: <https://doi.org/10.5169/seals-693718>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 17.01.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

THE IMAGE OF SWITZERLAND IN THE WORLD

The theme of the next Assembly of the Swiss Abroad to be held in Solothurn from 27th to 29th August, is "The Image of Switzerland in the World". Questionnaires have been sent to societies and groups in order to encourage them to express their opinion. The questions are reproduced below, and readers are invited to send their comments to the representatives of the Swiss community in Great Britain on the Commission of the Swiss Abroad, viz. to Mrs. M. Meier, 53 Priory Road, London N.W.6 (for the South) and Dr. H. B. Knuchel, Cedarwood, The Springs, Bowdon, Cheshire (for the North) not later than 13th July. Answers may also be sent direct to the Auslandschweizersekretariat, Alpenstrasse 26, Berne. Opinions can be expressed in either German, French or English. It is not necessary to answer all the questions, and other relevant points not mentioned in the questionnaire are welcome.

1. What opinion of Switzerland exists in your hostess country?

- Is the general public interested in our country?
- In which way is this interest expressed? How far is Switzerland considered in the Press, on Radio and TV, and in films, etc.?
- How far are our political institutions known, our cultural achievements and the most notable performances by our compatriots of the present and the past?
- How far is Switzerland taken notice of at the various stages of schooling and in school books?
- What critical remarks have you heard about Switzerland and the Swiss? In what cases did you consider such remarks justified?
- Does the reputation in your hostess country correspond to the reality?

2. What do you think of the adaptability of the Swiss in your hostess country?

- What difficulties do the Swiss find when trying to fit in with the new surroundings? Are there difficulties of language, incompatibility as regards mentality, human relationship, daily habits, etc.?
- Do you believe that the Swiss try sufficiently hard to adapt themselves? How do you judge them in this connection as compared to other nationals?
- To what extent do they take part in the public life of the hostess country?
- Have they any influence on their environment?
- Have the inhabitants of the hostess country in general a friendly attitude towards Switzerland?

3. What is the Swiss contribution in your hostess country?

- towards economic development?
- in the field of science, art, technology, education and culture in general?
- towards extending social, welfare and charitable activities?
- Which Swiss undertaking and initiatives of all kinds deserve special mention in your opinion?

4. How do you judge the present relationship between Switzerland and your hostess country?

- Do you consider these relations satisfactory? Has Switzerland fostered and developed these relations sufficiently?

- In what fields are these relations not satisfactory? interstate relationship? cultural exchange? in the economic sector? communications and information services?
- Which are your suggestions and wishes regarding future development of relations between Switzerland and your hostess country?
- Do you believe that Switzerland shows enough interest in your community and in your institutions and societies, as well as in your undertakings and your future? In other words: Does the image of Switzerland, the "presence" of Switzerland in your hostess country receive the desired support?

5. Are our compatriots abroad satisfied with the relationship with their homeland?

- In which field do you consider that such satisfaction exists?
- In what way do you miss relations or deem them unsatisfactory?
- Which are your sources of information regarding Switzerland? Are you interested in the political, cultural and sports events in our country?
- What impressions do you get on visits to Switzerland?
- Do you wish a more lively and intimate relationship with your homeland? In what way could this be realised in your opinion?

6. Have you any further suggestions regarding the general theme?

MM

TALKING TRAVEL?

*talk to the
experts . . .*

**ALL TRAVEL SERVICES
LTD.**

OCEAN HOUSE, LITTLE TRINITY LANE,
LONDON, E.C.4

TEL: CEN 5200

TELEX 28336