

The following was a postscript to the Column on Cultural Studies:

Spanish finalist Ruth Lorenzo has revealed Mr Brown wrote to her praising her for ignoring Simon Cowell's advice to sing in her native language. Lorenzo said: "In the letter that the Prime Minister sent us he said "Keep singing in English girl. You're doing a great job! Going against Simon." It was great.

—"PM Writes to X-Factor Finalists", *ITN Breakingnews* 28 November 2008

This seems to be related to the topic of *Cultural Studies*. Could some learned person advise whether it qualifies as a subject for Cultural Studies, whether it is a comment within Cultural Studies, whether it is itself a bit of Cultural Studies, or whether there is no connection?—*Ed.*

It was answered by the following letter, in which proper names have been changed lest we be taken to be advertising goods and services other than our own. Students of Ugaritic will recognise *Kronck* as a free translation of *Weissnichtwo*. Correspondence from prospective students will be forwarded.

Cultural Studies at Kronck University

Dear Editor,

It is difficult to answer your question regarding your example (subject for, in or of Cultural Studies) without first outlining the stratification of the Cultural Studies Program from our point of view, as dedicated professionals. Cultural Studies' serious importance to the advancement of public education and training is attested, in Kronck University, by non-affiliated independent studies and by vote, but for the stragglers I suppose I can put forward a few words to that purpose as well.

It may be enough to say that Cultural Studies begins in earnest in secondary school and that younger students' preparation is the processes of normal socialization, for example, at recess. It is a relief to many elementary school students that the vagaries of "play" constitute time to realize that in a power nebula created by default there exist monads of wanted and unwanted emotion associated with choices of identity, sexuality, etc. The high school students most likely to continue on in Cultural Studies, hopefully at a University, are those who planetise, who put some stock in their opinions—indeed the eugenics of opinion in Ontario is a model of education much in advance of the rest of the globe.

The movement from personal experience to inclusive communication, or growing-up, which is the very nature of Cultural Studies, lends itself to the development of Imaginative Capitalism in an instrumental sense: small stocks of opinion are sent up with the students to a sort of "grade market" where we have the fundamental non-judgmental lesson of Cultural Studies inherent in the system itself: the success of every student is carefully evaluated by some of the best teachers in the world, teachers who, with winning smiles and winning personalities make Cultural Studies attractive to today's kids, as well as academically rigorous. This is what we in Canada refer to as exemplary multiculturalism, a Canadian value enshrined in our Constitution. Like courage and dignity it is a value expressed in the lives of the Canadian people every one of whom has the right to at least twelve successive years of institutionalized schooling, every one of which could shine just as bright. Which is why globalization is such an integral part of understanding the Cultural Studies skill set.

The most important thing to remember with Cultural Studies is the personal responsibility every student has to make it work. In this respect Cultural Studies is the first "Green" course of study in higher education. I think it out-Greens Environmental Studies for one reason: in Cultural

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Studies at Kronck everyone gets involved and everyone has a good time. Our students at Kronck are the happiest, I believe, of any department anywhere. These are not sulky misfits who flinch at the mere mention of attitude adjustment; they are lively, free-spirited people attracted as if by instinct to course titles such as, “People-People: An Introduction”, which is our first year fare. And in four years they will have qualified for our Bachelor of Arts and Science Degree at no disadvantage to the nearly as happy but quickly outmoded Environmental Studies student.

And I am glad to point out, that when the Cultural Studies department at Kronck took the rather somber Rhetorics courses under its wing the improvement to student and professor productivity was virtually instantaneous. Our “Connectivity” class is one of the most popular at Kronck. You’ll see, in fifty years Cultural Studies will be the success story of the human university endeavor, the first attempt our species will have made to unpetrify the Common Weal.

Not that we have no critics. Local misanthrope Apple Nodham’s continued diatribe-by-letter against us helps to keep it real. He knows as well as we do that Vichyism isn’t a fair word, not to mention a poor choice of title quite in bad taste. In fact, he is the source of much creativity in the field of jokes and gags for which our Masters Students in Cultural Studies are renowned.

There is no right answer for the question you asked. Our professors are given the freedom and resources necessary to maintain their development as world-class professionals (most are busy scientists) and are of the highest caliber. Our department’s policy is that such examples are Case Studies in diversity, i.e. the extension of human value as expressed and required by Canadian Law.

Our global reputation as welcome ambassadors of multiculturalism is a proud part of our Canadian heritage. The world indeed is welcome to join with us in Kronck University’s Cultural Studies Program; applications and FAQs are waiting online, in French and English.

Dr Palsy Angler
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