

Hidden Intellectualism

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EVERYONE KNOWS SOME young person who is impressively "street smart" but does poorly in school. What a waste, we think, that one who is so intelligent about so many things in life seems unable to apply that intelligence to academic work. What doesn't occur to us, though, is that schools and colleges might be at fault for missing the opportunity to tap into such street smarts and channel them into good academic work.

Nor do we consider one of the major reasons why schools and colleges overlook the intellectual potential of street smarts: the fact that we associate those street smarts with anti-intellectual concerns. We associate the educated life, the life of the mind, too narrowly and exclusively with subjects and texts that we consider inherently weighty and academic. We assume that it's possible to wax intellectual about Plato, Shakespeare, the French Revolution, and nuclear fission, but not about cars, dating, clothing fashions, sports, TV, or video games.

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a serving of the 280-calorie dressing, and you've got a healthy lunch alternative that comes in at 620 calories. But that's not all. Read the small print on the back of the dressing packet and you'll realize it actually contains 2.5 servings. If you pour what you've been served, you're suddenly up around 1,040 calories, which is half of the government's recommended daily calorie intake. And that doesn't take into account that 450-calorie super-size Coke.

Make fun if you will of these kids launching lawsuits against the fast-food industry, but don't be surprised if you're the next plaintiff. As with the tobacco industry, it may be only a matter of time before state governments begin to see a direct line between the \$1 billion that McDonald's and Burger King spend each year on advertising and their own swelling health care costs.

And I'd say the industry is vulnerable. Fast-food companies are marketing to children a product with proven health hazards and no warning labels. They would do well to protect themselves, and their customers, by providing the nutrition information people need to make informed choices about their products. Without such warnings, we'll see more sick, obese children and more angry, litigious parents. I say, let the deep-fried chips fall where they may.

grade-grubbing, or other forms of oneupmanship. School competition, in short, reproduced the less attractive features of sports culture without those that create close bonds and community.

And in distancing themselves from anything as enjoyable and absorbing as sports, my schools missed the opportunity to capitalize on an element of drama and conflict that the intellectual world shares with sports. Consequently, I failed to see the parallels between the sports and academic worlds that could have helped me cross more readily from one argument culture to the other.

Sports is only one of the domains whose potential for literacy training (and not only for males) is seriously underestimated by educators, who see sports as competing with academic development rather than a route to it. But if this argument suggests why it is a good idea to assign readings and topics that are close to students' existing interests, it also suggests the limits of this tactic. For students who get excited about the chance to write about their passion for cars will often write as poorly and unreflectively on that topic as on Shakespeare or Plato. Here is the flip side of what I pointed out before: that there's no necessary relation between the degree of interest a student shows in a text or subject and the quality of thought or expression such a student manifests in writing or talking about it. The challenge, as college professor Ned Laff has put it, "is not simply to exploit students' nonacademic interests, but to get them to see those interests through academic eyes."

To say that students need to see their interests "through academic eyes" is to say that street smarts are not enough. Making students' nonacademic interests an object of academic study is useful, then, for getting students' attention and overcoming their boredom and alienation, but this tactic won't in itself nec-

playwright Arthur Miller in 1956 after divorcing the retired baseball star Joe DiMaggio, the symbolic triumph of geek over jock suggested the way the wind was blowing. Even Elvis, according to his biographer Peter Guralnick, turns out to have supported Adlai over Ike in the presidential election of 1956. "I don't dig the intellectual bit," he told reporters. "But I'm telling you, man, he knows the most."

Though I too thought I did not "dig the intellectual bit," I see now that I was unwittingly in training for it. The germs had actually been planted in the seemingly philistine debates about which boys were the toughest. I see now that in the interminable analysis of sports teams, movies, and toughness that my friends and I engaged in—a type of analysis, needless to say, that the real toughs would never have stooped to—I was already betraying an allegiance to the egghead world. I was practicing being an intellectual before I knew that was what I wanted to be.

It was in these discussions with friends about toughness and sports, I think, and in my reading of sports books and magazines, that I began to learn the rudiments of the intellectual life: how to make an argument, weigh different kinds of evidence, move between particulars and generalizations, summarize the views of others, and enter a conversation about ideas. It was in reading and arguing about sports and toughness that I experienced what it felt like to propose a generalization, restate and respond to a counterargument, and perform other intellectualizing operations, including composing the kind of sentences I am writing now.

Only much later did it dawn on me that the sports world was more compelling than school because it was more *intellectual than school*, not less. Sports after all was full of challenging arguments, debates, problems for analysis, and intricate statistics that you could care about, as school conspicuously was not.

essarily move them closer to an academically rigorous treatment of those interests. On the other hand, inviting students to write about cars, sports, or clothing fashions does not have to be a pedagogical cop-out as long as students are required to see these interests "through academic eyes," that is, to think and write about cars, sports, and fashions in a reflective, analytical way, one that sees them as microcosms of what is going on in the wider culture.

If I am right, then schools and colleges are missing an opportunity when they do not encourage students to take their nonacademic interests as objects of academic study. It is self-defeating to decline to introduce any text or subject that figures to engage students who will otherwise tune out academic work entirely. If a student cannot get interested in Mill's *On Liberty* but will read *Sports Illustrated* or *Vogue* or the hip hop magazine *Source* with absorption, this is a strong argument for assigning the magazines over the classic. It's a good bet that if students get hooked on reading and writing by doing term papers on *Source*, they will eventually get to *On Liberty*. But even if they don't, the magazine reading will make them more literate and reflective than they would be otherwise. So it makes pedagogical sense to develop classroom units on sports, cars, fashions, rap music, and other such topics. Give me the student anytime who writes a sharply argued, sociologically acute analysis of an issue of *Source* over the student who writes a lifeless explication of *Hamlet* or Socrates' *Apology*. But again, writing an acute analysis of *Source* means translating one's nonacademic interests into academic terms, turning street smarts into book smarts and recognizing that the two can co-exist after all.

I believe that street smarts beat out book smarts in our culture not because street smarts are non-intellectual, as we generally suppose, but because they satisfy an intellectual thirst more thoroughly than school culture, which seems pale and unreal.

They also satisfy the thirst for community. When you entered sports debates, you became part of a community that was not limited to your family and friends, but was national and public. Whereas schoolwork isolated you from others, the pennant race or Ted Williams's .400 batting average was something you could talk about with people you had never met. Sports introduced you not only to a culture steeped in argument, but to a public argument culture that transcended the personal. I can't blame my schools for failing to make intellectual culture resemble the Super Bowl, but I do fault them for failing to learn anything from the sports and entertainment worlds about how to organize and represent intellectual culture, how to exploit its gamelike element and turn it into an interesting public spectacle that might have competed more successfully for my youthful attention.

For here is another thing that never dawned on me and is still kept hidden from students, with tragic results: that the real intellectual world, the one that existed in the big world beyond school, is organized very much like the world of team sports, with rival texts, rival interpretations and evaluations of texts, rival theories of why they should be read and taught, and elaborate team competitions in which "fans" of writers, intellectual systems, methodologies, and -isms contend against each other.

To be sure, school contained plenty of competition, which became more invidious as one moved up the ladder (and has become even more so today with the advent of high-stakes testing). In this competition, points were scored not by making arguments, but by a show of information or vast reading, by