

### Raymond Williams

#### 'CULTURE IS ORDINARY', 1958

**T**HE BUS STOP was outside the cathedral. I had been looking at the Mappa Mundi, with its rivers out of Paradise, and at the chained library, where a party of clergymen had got in easily, but where I had waited an hour and cajoled a verger before I even saw the chains. Now, across the street, a cinema advertised the *Six-Five Special* and a cartoon version of *Gulliver's Travels*. The bus arrived, with a driver and a conductress deeply absorbed in each other. We went out of the city, over the old bridge, and on through the orchards and the green meadows and the fields red under the plough. Ahead were the Black Mountains, and we climbed among them, watching the steep fields end at the grey walls, beyond which the bracken and heather and whin had not yet been driven back. To the east, along the ridge, stood the line of grey Norman castles; to the west, the fortress wall of the mountains. Then, as we still climbed, the rock changed under us. Here, now, was limestone, and the line of the early iron workings along the scarp. The farming valleys, with their scattered white houses, fell away behind. Ahead of us were the narrower valleys: the steel-rolling mill, the gasworks, the grey terraces, the pit-heads. The bus stopped, and the driver and conductress got out, still absorbed. They had done this journey so often, and seen all its stages. It is a journey, in fact, that in one form or another we have all made.

I was born and grew up halfway along that bus journey. Where I lived is still a farming valley, though the road through it is being widened and straightened, to carry the heavy lorries to the north. Not far away, my grandfather, and so back through the generations, worked as a farm labourer until he was turned out of his cottage and, in his fifties, became a roadman. His sons went at thirteen or fourteen on to the farms, his daughters into service. My father, his third son, left the farm at fifteen to be a boy porter on the railway, and later became a signalman, working in a box in this valley until he died. I went up the road to the village school, where a curtain divided the two classes – Second to eight or nine,

First to fourteen. At eleven I went to the local grammar school, and later to Cambridge.

Culture is ordinary: that is where we must start. To grow up in that country was to see the shape of a culture, and its modes of change. I could stand on the mountains and look north to the farms and the cathedral, or south to the smoke and the flare of the blast furnace making a second sunset. To grow up in that family was to see the shaping of minds: the learning of new skills, the shifting of relationships, the emergence of different language and ideas. My grandfather, a big hard labourer, wept while he spoke, finely and excitedly, at the parish meeting, of being turned out of his cottage. My father, not long before he died, spoke quietly and happily of when he had started a trade-union branch and a Labour Party group in the village, and, without bitterness, of the 'kept men' of the new politics. I speak a different idiom, but I think of these same things.

Culture is ordinary: that is the first fact. Every human society has its own shape, its own purposes, its own meanings. Every human society expresses these, in institutions, and in arts and learning. The making of a society is the finding of common meanings and directions, and its growth is an active debate and amendment under the pressure of experience, contact, and discovery, writing themselves into the land. The growing society is there, yet it is also made and remade in every individual mind. The making of a mind is, first, the slow learning of shapes, purposes, and meanings, so that work, observation and communication are possible. Then, second, but equal in importance, is the testing of these in experience, the making of new observations, comparisons, and meanings. A culture has two aspects: the known meanings and directions, which its members are trained to; the new observations and meanings, which are offered and tested. These are the ordinary processes of human societies and human minds, and we see through them the nature of a culture: that it is always both traditional and creative; that it is both the most ordinary common meanings and the finest individual meanings. We use the word culture in these two senses: to mean a whole way of life – the common meanings; to mean the arts and learning – the special processes of discovery and creative effort. Some writers reserve the word for one or other of these senses; I insist on both, and on the significance of their conjunction. The questions I ask about our culture are questions about our general and common purposes, yet also questions about deep personal meanings. Culture is ordinary, in every society and in every mind.

Now there are two senses of culture – two colours attached to it – that I know about but refuse to learn. The first I discovered at Cambridge, in a teashop. I was not, by the way, oppressed by Cambridge. I was not cast down by old buildings, for I had come from a country with twenty centuries of history written visibly into the earth: I liked walking through a Tudor court, but it did not make me feel raw. I was not amazed by the existence of a place of learning; I had always known the cathedral, and the bookcases I now sit to work at in Oxford are of the same design as those in the chained library. Nor was learning, in my family, some strange eccentricity; I was not, on a scholarship in Cambridge, a new kind of animal up a brand-new ladder. Learning was ordinary; we learned where we could. Always, from those scattered white houses, it had made sense to go out and become a scholar or a poet or a teacher. Yet few of us could be spared from the immediate

work; a price had been set on this kind of learning, and it was more, much more, than we could individually pay. Now, when we could pay in common, it was a good, ordinary life.

I was not oppressed by the university, but the teashop, acting as if it were one of the older and more respectable departments, was a different matter. Here was culture, not in any sense I knew, but in a special sense: the outward and emphatically visible sign of a special kind of people, cultivated people. They were not, the great majority of them, particularly learned; they practised few arts; but they had it, and they showed you they had it. They are still there, I suppose, still showing it, though even they must be hearing rude noises from outside, from a few scholars and writers they call – how comforting a label is! – angry young men. As a matter of fact there is no need to be rude. It is simply that if that is culture, we don't want it; we have seen other people living.

But of course it is not culture, and those of my colleagues who, hating the teashop, make culture, on its account, a dirty word, are mistaken. If the people in the teashop go on insisting that culture is their trivial differences of behaviour, their trivial variations of speech habit, we cannot stop them, but we can ignore them. They are not that important, to take culture from where it belongs.

Yet, probably also disliking the teashop, there were writers I read then, who went into the same category in my mind. When I now read a book such as Clive Bell's *Civilisation*, I experience not so much disagreement as stupor. What kind of life can it be, I wonder, to produce this extraordinary fussiness, this extraordinary decision to call certain things culture and then separate them, as with a park wall, from ordinary people and ordinary work? At home we met and made music, listened to it, recited and listened to poems, valued fine language. I have heard better music and better poems since; there is the world to draw on. But I know, from the most ordinary experience, that the interest is there, the capacity is there. Of course, farther along that bus journey, the old social organization in which these things had their place has been broken. People have been driven and concentrated into new kinds of work, new kinds of relationship; work, by the way, which built the park walls, and the houses inside them, and which is now at last bringing, to the unanimous disgust of the teashop, clean and decent and furnished living to the people themselves. Culture is ordinary: through every change let us hold fast to that.

The other sense, or colour, that I refuse to learn, is very different. Only two English words rhyme with culture, and these, as it happens, are sepulture and vulture. We don't yet call museums or galleries or even universities culture-sepultures, but I hear a lot, lately, about culture-vultures (man must rhyme), and I hear also, in the same North Atlantic argot, of do-gooders and highbrows and superior prigs. Now I don't like the teashop, but I don't like this drinking-hole either. I know there are people who are humourless about the arts and learning, and I know there is a difference between goodness and sanctimony. But the growing implications of this spreading argot – the true cant of a new kind of rogue – I reject absolutely. For, honestly, how can anyone use a word like 'do-gooder' with this new, offbeat complacency? How can anyone wither himself to a state where he must use these new flip words for any attachment to learning or the arts? It is plain that what may have started as a feeling about hypocrisy, or about

pretentiousness (in itself a two-edged word), is becoming a guilt-ridden tic at the mention of any serious standards whatever. And the word 'culture' has been heavily compromised by this conditioning: Goering reached for his gun; many reach for their chequebooks; a growing number, now, reach for the latest bit of argot.

'Good' has been drained of much of its meaning, in these circles, by the exclusion of its ethical content and emphasis on a purely technical standard; to do a good job is better than to be a do-gooder. But do we need reminding that any crook can, in his own terms, do a good job? The smooth reassurance of technical efficiency is no substitute for the whole positive human reference. Yet men who once made this reference, men who were or wanted to be writers or scholars, are now, with every appearance of satisfaction, advertising men, publicity boys, names in the strip newspapers. These men were given skills, given attachments, which are now in the service of the most brazen money-grabbing exploitation of the inexperience of ordinary people. And it is these men – this new, dangerous class – who have invented and disseminated the argot, in an attempt to influence ordinary people – who because they do real work have real standards in the fields they know – against real standards in the fields these men knew and have abandoned. The old cheapjack is still there in the market, with the country boys' half-crowns on his reputed packets of gold rings or watches. He thinks of his victims as a slow, ignorant crowd, but they live, and farm, while he coughs behind his portable stall. The new cheapjack is in offices with contemporary *décor*, using scraps of linguistics, psychology and sociology to influence what he thinks of as the mass mind. He too, however, will have to pick up and move on, and meanwhile we are not to be influenced by his argot; we can simply refuse to learn it. Culture is ordinary. An interest in learning or the arts is simple, pleasant and natural. A desire to know what is best, and to do what is good, is the whole positive nature of man. We are not to be scared from these things by noises. There are many versions of what is wrong with our culture. So far I have tried only to clear away the detritus which makes it difficult for us to think seriously about it at all. When I got to Cambridge I encountered two serious influences which have left a very deep impression on my mind. The first was Marxism, the second the teaching of Leavis. Through all subsequent disagreement I retain my respect for both.

The Marxists said many things, but those that mattered were three. First, they said that a culture must be finally interpreted in relation to its underlying system of production. I have argued this theoretically elsewhere – it is a more difficult idea than it looks – but I still accept its emphasis. Everything I had seen, growing up in that border country, had led me towards such an emphasis: a culture is a whole way of life, and the arts are part of a social organization which economic change clearly radically affects. I did not have to be taught dissatisfaction with the existing economic system, but the subsequent questions about our culture were, in these terms, vague. It was said that it was a class-dominated culture, deliberately restricting a common inheritance to a small class, while leaving the masses ignorant. The fact of restriction I accepted – it is still very obvious that only the *deserving* poor get much educational opportunity, and I was in no mood, as I walked about Cambridge, to feel glad that I had been thought deserving; I was no better and no worse than the people I came from. On the other hand, just because of this, I got

angry at my friends' talk about the ignorant masses: one kind of Communist has always talked like this, and has got his answer, at Poznan and Budapest, as the imperialists, making the same assumption, were answered in India, in Indo-China, in Africa. There is an English bourgeois culture, with its powerful educational, literary and social institutions, in close contact with the actual centres of power. To say that most working people are excluded from these is self-evident, though the doors, under sustained pressure, are slowly opening. But to go on to say that working people are excluded from English culture is nonsense; they have their own growing institutions, and much of the strictly bourgeois culture they would in any case not want. A great part of the English way of life, and of its arts and learning, is not bourgeois in any discoverable sense. There are institutions, and common meanings, which are in no sense the sole product of the commercial middle class; and there are art and learning, a common English inheritance, produced by many kinds of men, including many who hated the very class and system which now take pride in consuming it. The bourgeoisie has given us much, including a narrow but real system of morality; that is at least better than its court predecessors. The leisure which the bourgeoisie attained has given us much of cultural value. But this is not to say that contemporary culture is bourgeois culture: a mistake that everyone, from Conservatives to Marxists, seems to make. There is a distinct working-class way of life, which I for one value – not only because I was bred in it, for I now, in certain respects, live differently. I think this way of life, with its emphases of neighbourhood, mutual obligation, and common betterment, as expressed in the great working-class political and industrial institutions, is in fact the best basis for any future English society. As for the arts and learning, they are in a real sense a national inheritance, which is, or should be, available to everyone. So when the Marxists say that we live in a dying culture, and that the masses are ignorant, I have to ask them, as I asked them then, where on earth they have lived. A dying culture, and ignorant masses, are not what I have known and see.

What I had got from the Marxists then, so far, was a relationship between culture and production, and the observation that education was restricted. The other things I rejected, as I rejected also their third point, that since culture and production are related, the advocacy of a different system of production is in some way a cultural directive, indicating not only a way of life but new arts and learning. I did some writing while I was, for eighteen months, a member of the Communist Party, and I found out in trivial ways what other writers, here and in Europe, have found out more gravely: the practical consequences of this kind of theoretical error. In this respect, I saw the future, and it didn't work. The Marxist interpretation of culture can never be accepted while it retains, as it need not retain, this directive element, this insistence that if you honestly want socialism you must write, think, learn in certain prescribed ways. A culture is common meanings, the product of a whole people, and offered individual meanings, the product of a man's whole committed personal and social experience. It is stupid and arrogant to suppose that any of these meanings can in any way be prescribed; they are made by living, made and remade, in ways we cannot know in advance. To try to jump the future, to pretend that in some way you *are* the future, is strictly insane. Prediction is another matter, an offered meaning, but the only thing we can say

about culture in an England that has socialized its means of production is that all the channels of expression and communication should be cleared and open, so that the whole actual life, that we cannot know in advance, that we can know only in part even while it is being lived, may be brought to consciousness and meaning.

Leavis has never liked Marxists, which is in one way a pity, for they know more than he does about modern English society, and about its immediate history. He, on the other hand, knows more than any Marxist I have met about the real relations between art and experience. We have all learned from him in this, and we have also learned his version of what is wrong with English culture. The diagnosis is radical, and is rapidly becoming orthodox. There was an old, mainly agricultural England, with a traditional culture of great value. This has been replaced by a modern, organized, industrial state, whose characteristic institutions deliberately cheapen our natural human responses, making art and literature into desperate survivors and witnesses, while a new mechanized vulgarity sweeps into the centres of power. The only defence is in education, which will at least keep certain things alive, and which will also, at least in a minority, develop ways of thinking and feeling which are competent to understand what is happening and to maintain the finest individual values. I need not add how widespread this diagnosis has become, though little enough acknowledgement is still made to Leavis himself. For my own part, I was deeply impressed by it; deeply enough for my ultimate rejection of it to be a personal crisis lasting several years.

For obviously, it seemed to fit a good deal of my experience. It did not tell me that my father and grandfather were ignorant wage-slaves; it did not tell me that the smart, busy, commercial culture (which I had come to as a stranger, so much so that for years I had violent headaches whenever I passed through London and saw underground advertisements and evening newspapers) was the thing I had to catch up with. I even made a fool of myself, or was made to think so, when after a lecture in which the usual point was made that 'neighbour' now does not mean what it did to Shakespeare, I said – imagine! – that to me it did. (When my father was dying, this year, one man came in and dug his garden; another loaded and delivered a lorry of sleepers for firewood; another came and chopped the sleepers into blocks; another – I don't know who, it was never said – left a sack of potatoes at the back door; a woman came in and took away a basket of washing.) But even this was explicable; I came from a bit of the old society, but my future was Surbiton (it took me years to find Surbiton, and have a good look at it, but it's served a good many as a symbol – without having lived there I couldn't say whether rightly). So there I was, and it all seemed to fit.

Yet not all. Once I got away, and thought about it, it didn't really fit properly. For one thing I knew this: at home we were glad of the Industrial Revolution, and of its consequent social and political changes. True, we lived in a very beautiful farming valley, and the valleys beyond the limestone we could all see were ugly. But there was one gift that was overriding, one gift which at any price we would take, the gift of power that is everything to men who have worked with their hands. It was slow in coming to us, in all its effects, but steam power, the petrol engine, electricity, these and their host of products in commodities and services, we took as quickly as we could get them, and were glad. I have seen all these things being used, and I have seen the things they replaced. I will not listen with patience

to any acid listing of them – you know the sneer you can get into plumbing, baby Austins, aspirin, contraceptives, canned food. But I say to these Pharisees: dirty water, an earth bucket, a four-mile walk each way to work, headaches, broken women, hunger and monotony of diet. The working people, in town and country alike, will not listen (and I support them) to any account of our society which supposes that these things are not progress: not just mechanical, external progress either, but a real service of life. Moreover, in the new conditions, there was more real freedom to dispose of our lives, more real personal grasp where it mattered, more real say. Any account of our culture which explicitly or implicitly denies the value of an industrial society is really irrelevant; not in a million years would you make us give up this power.

So then the social basis of the case was unacceptable, but could one, trying to be a writer, a scholar, a teacher, ignore the indictment of the new cultural vulgarity? For the plumbing and the tractors and the medicines could one ignore the strip newspapers, the multiplying cheapjacks, the raucous triviality? As a matter of priorities, yes, if necessary; but was the cheapening of response really a consequence of the cheapening of power? It looks like it, I know, but is this really as much as one can say? I believe the central problem of our society, in the coming half-century, is the use of our new resources to make a good common culture; the means to a good, abundant economy we already understand. I think the good common culture can be made, but before we can be serious about this, we must rid ourselves of a legacy from our most useful critics – a legacy of two false equations, one false analogy, and one false proposition.

The false proposition is easily disposed of. It is a fact that the new power brought ugliness: the coal brought dirt, the factory brought overcrowding, communications brought a mess of wires. But the proposition that ugliness is a price we pay, or refuse to pay, for economic power need no longer be true. New sources of power, new methods of production, improved systems of transport and communication can, quite practically, make England clean and pleasant again, and with much more power, not less. Any new ugliness is the product of stupidity, indifference, or simply incoordination; these things will be easier to deal with than when power was necessarily noisy, dirty, and disfiguring.

The false equations are more difficult. One is the equation between popular education and the new commercial culture: the latter proceeding inevitably from the former. Let the masses in, it is said, and this is what you inevitably get. Now the question is obviously difficult, but I can't accept this equation, for two reasons. The first is a matter of faith: I don't believe that the ordinary people in fact resemble the normal description of the masses, low and trivial in taste and habit. I put it another way; that there are in fact no masses, but only ways of seeing people as masses. With the coming of industrialism, much of the old social organization broke down and it became a matter of difficult personal experience that we were constantly seeing people we did not know, and it was tempting to mass them, as 'the others', in our minds. Again, people were physically massed, in the industrial towns, and a new class structure (the names of our social classes, and the word 'class' itself in this sense, date only from the Industrial Revolution) was practically imposed. The improvement in communications, in particular the development of new forms of multiple transmission of news and entertainment,

created unbridgeable divisions between transmitter and audience, which again led to the audience being interpreted as an unknown mass. Masses became a new word for mob: the others, the unknown, the unwashed, the crowd beyond one. As a way of knowing other people, this formula is obviously ridiculous, but, in the new conditions, it seemed an effective formula – the only one possible. Certainly it was the formula that was used by those whose money gave them access to the new communication techniques; the lowness of taste and habit, which human beings assign very easily to other human beings, was assumed, as a bridge. The new culture was built on this formula, and if I reject the formula, if I insist that this lowness is not inherent in ordinary people, you can brush my insistence aside, but I shall go on holding to it. A different formula, I know from experience, gets a radically different response.

My second reason is historical: I deny, and can prove my denial, that popular education and commercial culture are cause and effect. I have shown elsewhere that the myth of 1870 – the Education Act which is said to have produced, as its children grew up, a new cheap and nasty press – is indeed myth. There was more than enough literacy, long before 1870, to support a cheap press, and in fact there were cheap and really bad newspapers selling in great quantities before the 1870 Act was heard of. The bad new commercial culture came out of the social chaos of industrialism, and out of the success, in this chaos, of the ‘masses’ formula, not out of popular education. Northcliffe did few worse things than start this myth, for while the connection between bad culture and the social chaos of industrialism is significant, the connection between it and popular education is vicious. The Northcliffe Revolution, by the way, was a radical change in the financial structure of the press, basing it on a new kind of revenue – the new mass advertising of the 1890s – rather than the making of a cheap popular press, in which he had been widely and successfully preceded. But I tire of making these points. Everyone prefers to believe Northcliffe. Yet does nobody, even a Royal Commission, read the most ordinarily accessible newspaper history? When people do read the history, the false equation between popular education and commercial culture will disappear for ever. Popular education came out of the other camp, and has had quite opposite effects.

The second false equation is this: that the observable badness of so much widely distributed popular culture is a true guide to the state of mind and feeling, the essential quality of living of its consumers. Too many good men have said this for me to treat it lightly, but I still, on evidence, can’t accept it. It is easy to assemble, from print and cinema and television, a terrifying and fantastic congress of cheap feelings and moronic arguments. It is easy to go on from this and assume this deeply degrading version of the actual lives of our contemporaries. Yet do we find this confirmed, when we meet people? This is where ‘masses’ comes in again, of course: the people *we* meet aren’t vulgar, but God, think of Bootle and Surbiton and Aston! I haven’t lived in any of those places; have you? But a few weeks ago I was in a house with a commercial traveller, a lorry driver, a bricklayer, a shopgirl, a fitter, a signalman, a nylon operative, a domestic help (perhaps, dear, she is your very own treasure). I hate describing people like this, for in fact they were my family and family friends. Now they read, they watch, this work we are talking about; some of them quite critically, others with a good deal of pleasure. Very



well, I read different things, watch different entertainments, and I am quite sure why they are better. But could I sit down in that house and make this equation we are offered? Not, you understand, that shame was stopping me; I've learned, thank you, how to behave. But talking to my family, to my friends, talking, as we were, about our own lives, about people, about feelings, could I in fact find this lack of quality we are discussing? I'll be honest – I looked; my training has done that for me. I can only say that I found as much natural fineness of feeling, as much quick discrimination, as much clear grasp of ideas within the range of experience as I have found anywhere. I don't altogether understand this, though I am not really surprised. Clearly there is something in the psychology of print and image that none of us has yet quite grasped. For the equation looks sensible, yet when you test it, in experience – and there's nowhere else you can test it – it's wrong. I can understand the protection of critical and intelligent reading: my father, for instance, a satisfied reader of the *Daily Herald*, got simply from reading the company reports a clear idea, based on names, of the rapid development of combine and interlocking ownership in British industry, which I had had made easy for me in two or three academic essays; and he had gone on to set these facts against the opinions in a number of articles in the paper on industrial ownership. That I understand; that is simply intelligence, however partly trained. But there is still this other surprising fact: that people whose quality of personal living is high are apparently satisfied by a low quality of printed feeling and opinion. Many of them still live, it is true, in a surprisingly enclosed personal world, much more so than mine, and some of their personal observations are the finer for it. Perhaps this is enough to explain it, but in any case, I submit, we need a new equation, to fit the observable facts.

Now the false analogy, that we must also reject. This is known, in discussions of culture, as a 'kind of Gresham's Law'. Just as bad money will drive out good, so bad culture will drive out good, and this, it is said, has in fact been happening. If you can't see, straight away, the defect of the analogy, your answer, equally effective, will have to be historical. For in fact, of course, it has not been happening. There is more, much more bad culture about; it is easier, now, to distribute it, and there is more leisure to receive it. But test this in any field you like, and see if this has been accompanied by a shrinking consumption of things we can all agree to be good. The editions of good literature are very much larger than they were; the listeners to good music are much more numerous than they were; the number of people who look at good visual art is larger than it has ever been. If bad newspapers drive out good newspapers, by a kind of Gresham's Law, why is it that, allowing for the rise in population, *The Times* sells nearly three times as many copies as in the days of its virtual monopoly of the press, in 1850? It is the law I am questioning, not the seriousness of the facts as a whole. Instead of a kind of Gresham's Law, keeping people awake at nights with the now orthodox putroptian nightmare, let us put it another way, to fit the actual facts: we live in an expanding culture, and all the elements in this culture are themselves expanding. If we start from this, we can then ask real questions: about relative rates of expansion; about the social and economic problems raised by these; about the social and economic answers. I am working now on a book to follow my *Culture and Society*, trying to interpret, historically and theoretically, the nature and conditions of an expanding

culture of our kind. I could not have begun this work if I had not learned from the Marxists and from Leavis; I cannot complete it unless I radically amend some of the ideas which they and others have left us.

I give myself three wishes, one for each of the swans I have just been watching on the lake. I ask for things that are part of the ethos of our working-class movement. I ask that we may be strong and human enough to realize them. And I ask, naturally, in my own fields of interest.

I wish, first, that we should recognize that education is ordinary: that it is, before everything else, the process of giving to the ordinary members of society its full common meanings, and the skills that will enable them to amend these meanings, in the light of their personal and common experience. If we start from that, we can get rid of the remaining restrictions, and make the necessary changes. I do not mean only money restrictions, though these, of course, are ridiculous and must go. I mean also restrictions in the mind: the insistence, for example, that there is a hard maximum number – a fraction of the population as a whole – capable of really profiting by a university education, or a grammar school education, or by any full course of liberal studies. We are told that this is not a question of what we might personally prefer, but of the hard cold facts of human intelligence, as shown by biology and psychology. But let us be frank about this: are biology and psychology different in the USA and USSR (each committed to expansion, and not to any class rigidities), where much larger numbers, much larger fractions, pass through comparable stages of education? Or were the English merely behind in the queue for intelligence? I believe, myself, that our educational system, with its golden fractions, is too like our social system – a top layer of leaders, a middle layer of supervisors, a large bottom layer of operatives – to be coincidence. I cannot accept that education is a training for jobs, or for making useful citizens (that is, fitting into this system). It is a society's confirmation of its common meanings, and of the human skills for their amendment. Jobs follow from this confirmation: the purpose, and then the working skill. We are moving into an economy where we shall need many more highly trained specialists. For this precise reason, I ask for a common education that will give our society its cohesion, and prevent it disintegrating into a series of specialist departments, the nation become a firm.

But I do not mean only the reorganization of entry into particular kinds of education, though I welcome and watch the experiments in this. I mean also the rethinking of content, which is even more important. I have the honour to work for an organization through which, quite practically, working men amended the English university curriculum. It is now as it was then: the defect is not what is in, but what is out. It will be a test of our cultural seriousness whether we can, in the coming generation, redesign our syllabuses to a point of full human relevance and control. I should like to see a group working on this, and offering its conclusions. For we need not fear change; oldness may or may not be relevant. I come from an old place; if a man tells me that his family came over with the Normans, I say 'Yes, how interesting; and are you liking it here?' Oldness is relative, and many 'immemorial' English traditions were invented, just like that, in the nineteenth century. What that vital century did for its own needs, we can do for ours; we can

make, in our turn, a true twentieth-century syllabus. And by this I do not mean simply more technology; I mean a full liberal education for everyone in our society, and then full specialist training to earn our living in terms of what we want to make of our lives. Our specialisms will be finer if they have grown from a common culture, rather than being a distinction from it. And we must at all costs avoid the polarization of our culture, of which there are growing signs. High literacy is expanding, in direct relation to exceptional educational opportunities, and the gap between this and common literacy may widen, to the great damage of both, and with great consequent tension. We must emphasize not the ladder but the common highway, for every man's ignorance diminishes me, and every man's skill is a common gain of breath.

My second wish is complementary: for more and more active public provision for the arts and for adult learning. We now spend £20,000,000 annually on all our libraries, museums, galleries, orchestras, on the Arts Council, and on all forms of adult education. At the same time we spend £365,000,000 annually on advertising. When these figures are reversed, we can claim some sense of proportion and value. And until they are reversed, let there be no sermons from the Establishment about materialism: this is their way of life, let them look at it. (But there is no shame in them: for years, with their own children away at school, they have lectured working-class mothers on the virtues of family life; this is a similar case.)

I ask for increased provision on three conditions. It is not to be a disguised way of keeping up consumption, but a thing done for its own sake. A minister in the last Labour government said that we didn't want any geniuses in the film industry; he wanted, presumably, just to keep the turnstiles clicking. The short answer to this is that we don't want any Wardour Street thinkers in the leadership of the Labour Party. We want leaders of a society, not repair-workers on this kind of cultural economy.

The second condition is that while we must obviously preserve and extend the great national institutions, we must do something to reverse the concentration of this part of our culture. We should welcome, encourage and foster the tendencies to regional recreation that are showing themselves; for culture is ordinary, you should not have to go to London to find it.

The third condition is controversial. We should not seek to extend a ready-made culture to the benighted masses. We should accept, frankly, that if we extend our culture we shall change it: some that is offered will be rejected, other parts will be radically criticized. And this is as it should be, for our arts, now, are in no condition to go down to eternity unchallenged. There is much fine work; there is also shoddy work, and work based on values that will find no acceptance if they ever come out into the full light of England. To take our arts to new audiences is to be quite certain that in many respects those arts will be changed. I, for one, do not fear this. I would not expect the working people of England to support works which, after proper and patient preparation, they could not accept. The real growth will be slow and uneven, but state provision, frankly, should be a growth in this direction, and not a means of diverting public money to the preservation of a fixed and finished partial culture. At the same time, if we understand cultural growth, we shall know that it is a continual offering for common acceptance; that we should not, therefore, try to determine in advance what should be offered, but

clear the channels and let all the offerings be made, taking care to give the difficult full space, the original full time, so that it is a real growth, and not just a wider confirmation of old rules.

Now, of course, we shall hear the old cry that things shouldn't be supported at a loss. Once again, this is a nation, not a firm. Parliament itself runs at a loss, because we need it, and if it would be better at a greater loss, I and others would willingly pay. But why, says Sir George Mammon, should I support a lot of doubtful artists? Why, says Mrs Mink, should I pay good money to educate, at *my* expense, a lot of irresponsible and ungrateful state scholars? The answer, dear sir, dear madam, is that *you* don't. On your own – learn your size – you could do practically nothing. We are talking about a method of common payment, for common services; we too shall be paying.

My third wish is in a related field: the field now dominated by the institutions of 'mass culture'. Often, it is the people at the head of these institutions who complain of running things at a loss. But the great popular newspapers, as newspapers, run at a loss. The independent television companies are planned to run at a loss. I don't mean temporary subsidies, but the whole basis of financing such institutions. The newspapers run at a heavy loss, which they make up with money from advertising – that is to say a particular use of part of the product of our common industry. To run at a loss, and then cover yourself with this kind of income, is of the essence of this kind of cultural institution, and this is entirely characteristic of our kind of capitalist society. The whole powerful array of mass cultural institutions has one keystone: money from advertising. Let them stop being complacent about other cultural institutions which run at a smaller loss, and meet it out of another part of the common product.

But what is it then that I wish? To pull out this keystone? No, not just like that. I point out merely that the organization of our present mass culture is so closely involved with the organization of capitalist society that the future of one cannot be considered except in terms of the future of the other. I think much of contemporary advertising is necessary only in terms of the kind of economy we now have: a stimulation of consumption in the direction of particular products and firms, often by irrelevant devices, rather than real advertising, which is an ordinary form of public notice. In a socialist economy, which I and others want, the whole of this pseudo-advertising would be irrelevant. But then what? My wish is that we may solve the problems that would then arise, where necessary things like newspapers would be running at something like their real loss, without either pricing them out of ordinary means, or exposing them to the dangers of control and standardization (for we want a more free and more varied press, not one less so). It is going to be very difficult, but I do not believe we are so uninventive as to be left showing each other a pair of grim alternatives: either the continuance of this crazy peddling, in which news and opinion are inextricably involved with the shouts of the market, bringing in their train the new slavery and prostitution of the selling of personalities; or else a dull, monolithic, controlled system, in which news and opinion are in the gift of a ruling party. We should be thinking, now, about ways of paying for our common services which will guarantee proper freedom to those who actually provide the service, while protecting them and us against a domineering

minority whether political or financial. I think there are ways, if we really believe in democracy.

But that is the final question: how many of us really believe in it? The capitalists don't; they are consolidating a power which can survive parliamentary changes. Many Labour planners don't; they interpret it as a society run by experts for an abstraction called the public interest. The people in the teashop don't; they are quite sure it is not going to be nice. And the others, the new dissenters? Nothing has done more to sour the democratic idea, among its natural supporters, and to drive them back into an angry self-exile, than the plain, overwhelming cultural issues: the apparent division of our culture into, on the one hand, a remote and self-gracious sophistication, on the other hand, a doped mass. So who then believes in democracy? The answer is really quite simple: the millions in England who still haven't got it, where they work and feel. There, as always, is the transforming energy and the business of the socialist intellectual is what it always was: to attack the clamps on that energy – in industrial relations, public administration, education, for a start; and to work in his own field on ways in which that energy, as released, can be concentrated and fertile. The technical means are difficult enough, but the biggest difficulty is in accepting, deep in our minds, the values on which they depend: that the ordinary people should govern; that culture and education are ordinary; that there are no masses to save, to capture, or to direct, but rather this crowded people in the course of an extraordinarily rapid and confusing expansion of their lives. A writer's job is with individual meanings, and with making these meanings common. I find these meanings in the expansion, there along the journey where the necessary changes are writing themselves into the land, and where the language changes but the voice is the same.

### Suggestions for further reading

Geertz, Clifford, *The Interpretation of Cultures*, New York: Basic Books, 1973.

Hoggart, Richard, *The Uses of Literacy: Aspects of Working-class Life with Special Reference to Publications and Entertainments*, London: Chatto & Windus, 1957.

Williams, Raymond, *Culture and Society 1780–1950*, London: Chatto & Windus, 1958.