

# **McTEACHING:**

Some Thoughts about Market-Driven Education

Being a teacher iz  
like working atta burger stand:  
all yawh haf ta do iz prepare palatable material  
'n serve what customers demand.

Who cares about nutrition  
if students 're satisfied?  
Most folks want sugar–frosted curricula –  
wid lots ah junk inside.  
Yep, jes smile and say,  
"Oh yeah – keep consuming each day!"

Economics iz paramount  
'n if dah taste cums out right  
most customers will seem happy:  
sell what brings delight.

Successful skools  
respond ta market needs.

Ta make mega-bucks  
mega-teachers invent new wayz  
ta crank out pedagogic junk  
that's flavored sweet.

**- T Newfields**

Beg.: 2000 Taipei \* Fin.: 2023 Yokohama





*Tim:* When market forces are all the matter, McTeaching results.

*Liao:* (raising his eyebrows) Examine that statement more closely. If a market economy is working well, callous uncaring won't be allowed to take root because it undermines financial success.

*Melissa:* Managers of large edu-marketing services might believe so, but it's easy to forget many rank-and-file workers are only marginally invested in the system.

*Satoru:* McTeaching is what happens when people realize there is no deep caring – just an obsession with profit, superficial quality, and speed.

*Tim:* (hiccup) I want to believe that pattern isn't necessary.

*Liao:* It isn't. There are cultures with much different visions of what education is. Let's hope they survive.