



The Griot column's enduring theme has been academentia, a condition brought about by neoliberalism. But this column will venture beyond the symptoms of this illness and examine issues of greater significance.

Given all the voodoo economics generated by Zumanomics, Trump-o-nomics, Brexit and a few textbooks like *Freakonomics*, I now examine E-cow-nomics. My thinking is not entirely original as this theory is adapted from a poster published on the web^[1]. To it I have added my own examples.

In Socialism, you have two cows. You donate one to your neighbour. But your neighbour feels entitled to your other cow.

In Communism, the state takes both cows and gives you some milk. You queue for everything else.

In Fascism, the state takes both cows and sells you some milk.

In Nazism, the state takes both cows and shoots you.

Bureaucratism is where the state expropriates both cows, shoots one, milks the other, and then throws the milk away. This is known as export parity pricing.

In Apartheidnomics, the state creates a Cow Board. It stores the cows in a warehouse to homogenise prices. No-one buys. Then, the warehouse gets full, so the cows are dumped on the market at less than cost price.

Traditional capitalism: You sell one cow and buy a bull. The herd multiplies and the economy grows. You sell them and retire on the income. You can also sell a bull to Cyril Ramaphosa for R18 million. But don't let him know that it is not a Buffalo Bull.

American corporation and university neoliberalism: You sell one cow and force the other to produce the milk of four cows. Later, you employ a consultant to find out why the second cow has died.

Enron Venture Capitalism: You sell three of your cows to your publically listed company using letters of credit opened by your cadre-in-arms at the bank, then execute a debt/equity swap with an associated general offer so that you get all four cows back, with a tax exemption for five cows. In the South African case, you sell one cow to buy an ex-Eskom CEO, leaving you with nine cows. The cows will graze at the Saxonwold shebeen. The public then buys your bull (but not the opposition).

French corporation: You go on strike, organise a riot, and block the roads, because you want three cows and a 30-hour working week.

Japanese corporation: You redesign the two cows so that they are minuterised and produce 20 times the volume of milk. You then create a clever cow cartoon called 'Cowkimmon' and market it worldwide.

German corporation: You engineer the two cows so they live for 100 years, eat once a month and milk themselves.

Italian corporation: You don't know where the two cows are. You decide to have an expresso.

Russian corporation: You count them and learn that you have five cows. You count them again and learn that you have 42 cows. You count them again and learn that you have two cows. You stop counting cows and have another bottle of vodka. Eventually, the economy collapses.

Swiss corporation: You have 5 000 cows. None of them belong to you. You charge the owners for storing them. You put the proceeds in a numbered account.

Chinese corporation: You have three hundred people milking the two cows. You claim that you have full employment and high bovine productivity. The newsman who reported the real situation is arrested.

Indian corporation: You worship them, and let them have right of way, unlike in South Africa where cows just get in the way.

Iraqi corporation: Everyone thinks you have lots of cows. You tell them that you have none. No-one believes you so they bomb you to smithereens. You still have no cows but at least you are now a democracy ...

Now, we can develop some new variants on e-cow-nomics

BEE South African capitalism: Both cows were stolen by colonialists from 'the people'. They must be returned. They will be sacrificed in thanks to the ancestors for their return. Then there will be no cows but equity will be established and redistribution ensured. No milk is produced.

Guptanomics: The two cows multiplied via state capture, and the 103 000 taxpayers earning R1.5 million or more are now milked by the Guptas/Zuptas in Gordhanomics to pay for continued corruption, rather than corruption being eliminated to pay for more cows. This is known as the C-curve, or cow appreciation from shoe salesmen to absconded billionaires.

Australian corporation: Making a small fortune is easy. You just start with a large one. A hundred cows become two.

Zimbabwean capitalism: There are no cows because they have all been sold to buy foreign currency.

Swaziland state capitalism: All cows belong to the King. But he also wants your daughter as his next wife.

Lesotho capitalism: The cows were raided from South Africa. They will produce milk to sell to South Africa.

Nigerian capitalism: The cows are fake, sold online via a 419 cow scam. You will never get your money back or see the cows. You will just be milked.

JuJu's capitalism: A financial genius who knows all about the wonders of cow trust funds and successful tax avoidance. His cows never come home because they might be seized by the Asset Forfeiture Unit.

Zuma's capitalism: Fire the Minister of Finance, write off R171 billion from the JSE, and then blame the cows who have been stolen by the colonialists.

Molefenomics, is the condition brought about by Guptanomics, which positions former CEOs as Gupta-cow-lap-to-nomics.

Trump-o-nomics: The same as Australian corporation but littered with insults against Moslems, Mexicans, media, women and Democrats. His malignant narcissistic^[2] cows will come home when the Republicans realise that they have been cow-duped. ‘Bad’.

Fox TV corporation: More rabid than Trump, if that’s possible. They report fake news like the Bowling Green Cow Massacre and Putin-the-cow-killer.

British capitalism, after Brexit is now known as confused cowszit, and no-one knows how the cows can be brought back to the UK, where they will inevitably contract mad cow disease.

UKZN-nomics: 2012 conditions of service for its cows are no longer mandatory for promotion and internal appointments. The cows do appreciate the gesture of goodwill and cow collegiality.

That’s my tutorial, folks.

1 See http://www.allposters.com/-sp/E-cow-nomics-Posters_i2914414_.htm?ac=true

2 See: [The Conversation](#)

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Disclaimer: The views expressed in this column are the author’s own.