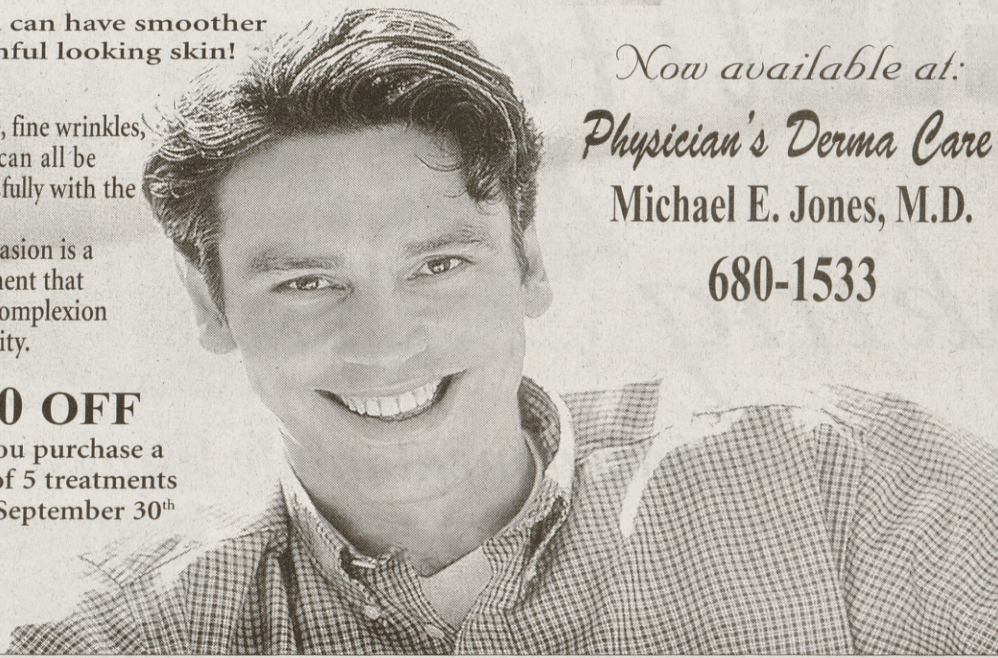


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A&M in need of rap-infused culture



JASON BENNYHOFF

Texas A&M's campus is probably one of the most racially tense and racially confused in the world. How many times have students wandering across campus in their usual hangover haze had their heads turned by what they assume is a pimped out G-ride driven by a "gangsta" straight from the "hood" bumping Ice Cube? How many times has that "hoopy" turned out to be a jacked up redneck truck driven by a 300-pound rancher with a gun rack in the window and a Confederate flag on the hood? In a school as accepting of African-Americans as it is of anyone who does not dip, how is it that there is so much hip-hop being played in this town?

At any hick bar in town, on any given night, there will be a plethora of rap knowledge being dropped. In any of these clubs, there will inevitably be a room full of people getting jiggy to the latest hip-hop "joints." So, why is it that the place will contain only white suburbanites and barrel-racers?

What this campus really needs is an infusion of rap video culture. Keep in mind, these suggestions are based on rap videos, not minority culture. A dress code would be the first necessity. From now on, do-rags and pants that sag below the buttocks will be a necessity for men. Women will be required to wear cut-off shorts which reveal the lower hemispheres of their rumps. And, at least once in a day, they must be subjected to a dousing in malt liquor.

After all, these innovations alone would improve the entertainment value of this school. At the moment, the chief entertainment in this backwater Mecca consists of burning things and shopping for tight jeans. In keeping with the new dress code, campus businesses will have to modify their product lines.

From now on, the gift shop will carry chrome rims inscribed with the A&M logo in gold. A.P. Beutel Health Center will begin offering comprehensive dental plans for students and staff, with compulsory platinum caps for all. At the end of the day, it is a travesty that our professors would be allowed to speak without platinum in their "grilles." Aggie rings will be replaced with gold chains, and diplomas will be replaced with autographed promotional photos of the University's new president, Snoop Doggy Dogg.

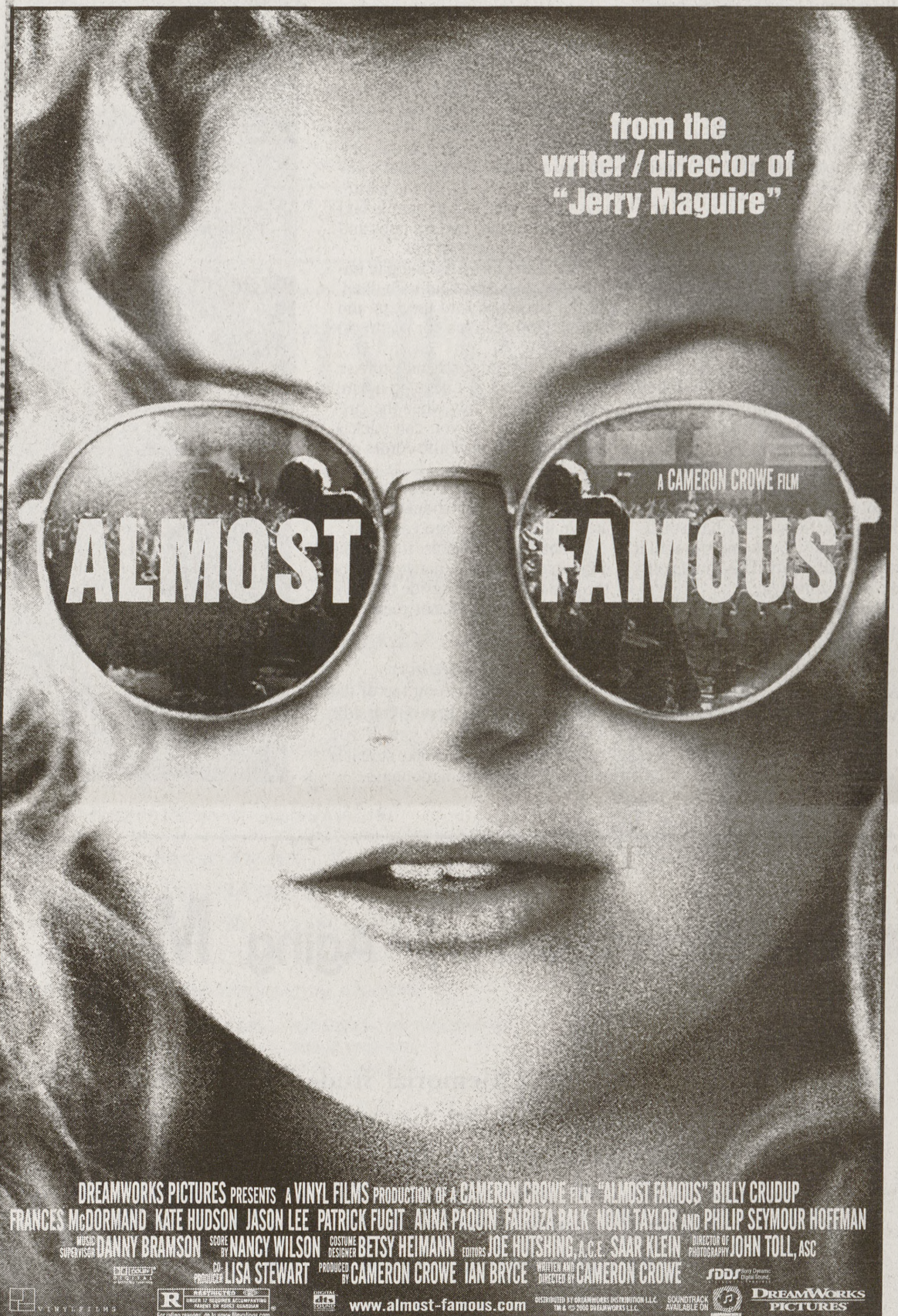
Unfortunately, the president probably will not be available to students very often, due to his prior commitments to the "bustas" who hold him down at the record company. However, the annual barbecue with the president that Dr. Bowen made so popular inevitably will continue. Hopefully, President Dogg can convince the Texas A&M System Board of Regents to implement the aforementioned changes. If "The Man" will not allow this, it is up to the "peeps" of A&M to "bust some caps" and convince the Regents to change their stance. Now is a time for activism among A&M students, when a new cultural revolution must take place. Like Pol Pot, President Dogg will have to trim a little fat from the University. If the streets must run red with the blood of playa-hating administrators, so be it.

On a serious note, in the University's search for diversity, something truly has been missed. There are no true social icons like Snoop Dogg at this University. While the will never be a President Dogg, the University should make an effort to attract icons of minority backgrounds, like Rick James.

A gangsta rapper will never gain true acceptance at A&M, but there are certain aspects that could make a minority president very attractive to the student body. Rick James embodies a number of these.

First, a minority president would have to have a certain panache. If "Super Freak" was not smooth, I do not know what was. The wig is an appeal to the sexual minorities on campus, and his simple roots make Rick James a shoe-in for a job at school where down-home values are treasured. However, should Rick James prove a little too free, there are numerous alternatives. James Brown, if female employees can be out of arm's reach, Tupac Shakur, if he really is still alive, and Ray Charles, if the University will spring for a driver, would make excellent candidates for University president. What a wonderful place this would be if only minority performers could become highly respected faculty members and administrators. In true rap video fashion, let us bond together and pimp down the streets in our '69 Impalas while hitting the switches until A&M becomes a rap video cliché. What better way to prove to the world that A&M is an inclusive University.

Jason Bennyhoff is a senior journalism major.



from the
writer / director of
"Jerry Maguire"

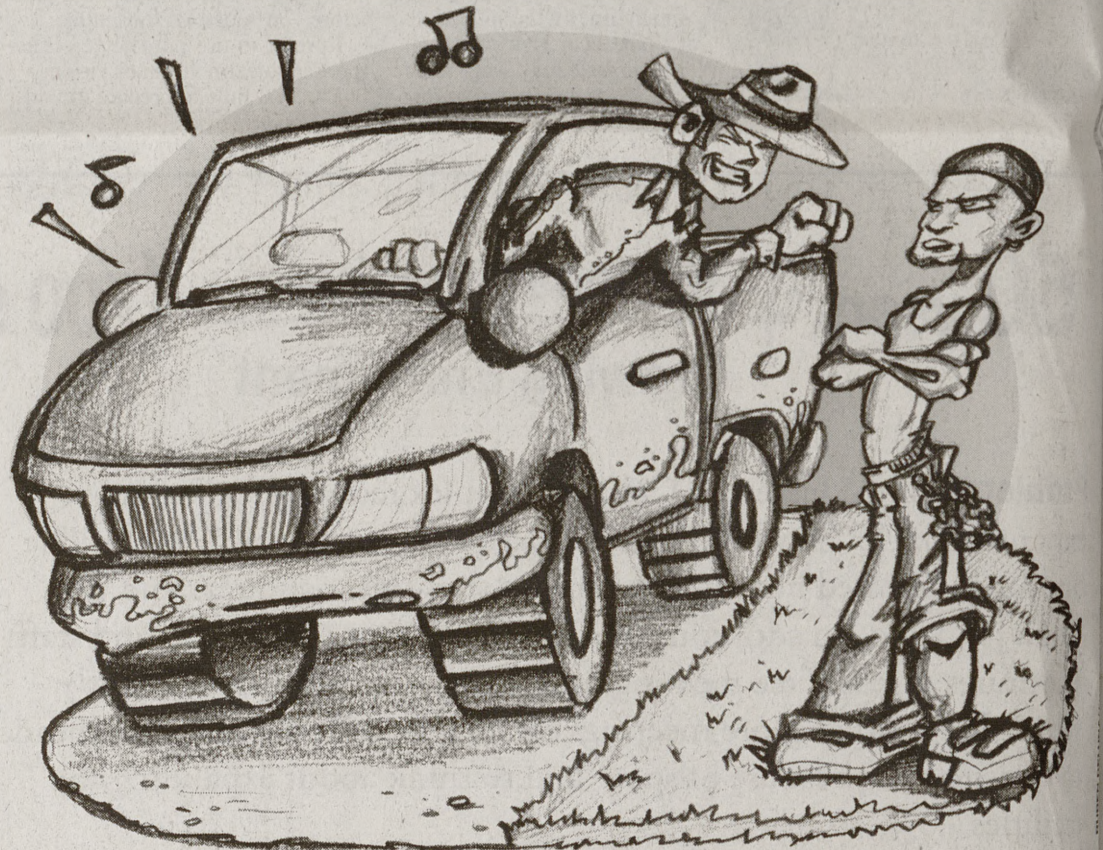
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