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European Journal of  
Cultural Studies

**No alternatives, always more, willful optimism: New editors  
of the European Journal of Cultural Studies in conversation**

Journal:	<i>European Journal of Cultural Studies</i>
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Abstract:	The following is a conversation, conducted over email in late 2019 and early 2020, between Yiu Fai Chow and Anamik Saha, the two incoming editors of European Journal of Cultural Studies.

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Manuscripts

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10 No alternatives, always more, willful optimism: New editors of the *European Journal of*  
11 *Cultural Studies* in conversation  
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14 Yiu Fai Chow, Anamik Saha  
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19 The following is a conversation, conducted over email in late 2019 and early 2020, between  
20 Yiu Fai Chow and Anamik Saha, the two incoming editors of *European Journal of Cultural*  
21 *Studies*.  
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24 Yiu Fai (November 14th, 2019, Hong Kong):  
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27 When *European Journal of Cultural Studies (EjCS)* asked me to become their new editor, I  
28 was of course honoured. At the same time, I remembered, somewhat uncannily, how I came  
29 to know the journal. It was the start of my PhD project, some 15 years ago, and *EjCS* was one  
30 of the first journals, if not the first, that I got to know and read. For a long long time, I  
31 thought the journal was meant for, indeed, European(-based) researchers, or researchers  
32 concerned with European issues. A couple of years later, I came in touch with *Inter-Asia*  
33 *Cultural Studies*, a formation, a movement and a journal that is precisely grounded in its  
34 geopolitical epithet; my impression that *EjCS* functioned likewise hardened. It was only  
35 much later that I realised that my impression was more of an assumption. The journal has  
36 always been open to submissions from and about anywhere in the world. That it had  
37 “European” in its title was historical and contingent. From what I learned from Joke Hermes,  
38 who was there from the very beginning as a founding editor in 1998 (see Hermes et al 2017),  
39 the journal *Cultural Studies* already existed at that time and had made its “universal” claim,  
40 while two other new journals on cultural studies were also starting. One would call itself  
41 *International Journal of Cultural Studies* and the other was to be called *Crossroads*.  
42 However, during the proposal review process, Sage, the publisher, suspected that *Crossroads*  
43 might be mistaken for a British soap opera; and so the epithet “European” was suggested for  
44 the title of this new cultural studies journal, which would also signal its locatedness.  
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51 I used the word uncanny to describe my feeling of becoming editor of *EjCS*, this little journey  
52 from assuming an outsider position, to embodying an inclusive paradigm. As someone born  
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10 and growing up in Hong Kong, someone who would probably be identified as Asian or  
11 Chinese, I am one of two new editors of *EjCS*. I am curious as to what you would have to say  
12 in this regard, Anamik, as the other new editor, you know, also non-white. I guess what I  
13 want to do, to contribute to this very well-established, well-run journal – well, I learned about  
14 its high load of submissions, sadly, only after I accepted the invite haha – is my experience  
15 and expertise in this geopolitical thing called Asia and in particular China. I think I would  
16 urge anyone, but most specifically those colleagues working on Asia-related subjects who  
17 may have the same assumption about the Europeanness (if not Eurocentricity) of our journal,  
18 I would urge them to consider us; I would like to go to conferences and identify possible  
19 panels for compiling special issues for us, etc., etc. In short, I believe it's important to insert  
20 the Asian expertise and experience in cultural studies, whether European or not. It's essential  
21 to document and learn from what is happening there, here. It's part and parcel of knowledge  
22 production, and a recognized English-language journal such as this is a major site. While I  
23 am writing this, my city of Hong Kong is in turmoil. But when I read the "quality" Dutch  
24 newspaper I subscribe to, there is so little coverage of Hong Kong.

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31 Anamik (January 6<sup>th</sup>, 2020, London):

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34 In terms of my entry to cultural studies as a field, my formation was very much shaped by  
35 studying at Goldsmiths in the late 1990s. The Department of Communications, as it was then  
36 known, had strong connections to the Birmingham Centre for Contemporary Cultural Studies,  
37 including staff who were former students of the Centre, such as Angela McRobbie, Bill  
38 Schwarz and David Morley. Paul Gilroy was also in the Sociology department at the time.  
39 While Stuart Hall was not employed by Goldsmiths, his presence loomed large, and remains  
40 so: the department is now based in the *Professor Stuart Hall Building*. But this was also the  
41 time of the so-called political economy vs cultural studies wars (the Communications  
42 department had many preeminent scholars working in the latter tradition too). Thankfully,  
43 when I first entered university, media scholars had begun to see the futility of such a debate  
44 and I was not expected to take sides. But the impact of learning in such a rich, critical  
45 environment was that I was encouraged from the outset to think interdisciplinarily, and  
46 against the current, rather than to nail my colours to the mast of a specific approach.

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52 With my interest in 'new' British South Asian ethnicities, I was naturally drawn to cultural  
53 studies, and the work of Paul Gilroy was particularly formative in that regard. It was Gilroy  
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10 who first drew attention to cultural studies' ethnocentric roots, in that its initial encounters  
11 with race and ethnicity were, by, as he put it, often by default rather than design. The  
12 dominant topic of those early cultural studies was white, working-class masculinities and  
13 their engagement/appropriation of black culture. Women were marginalised and Asians even  
14 more so – when they did appear it was as victims of 'paki-bashing' rather than active agents  
15 in the making of British culture. Thus my relation to cultural studies from the start was  
16 profoundly ambivalent. It was a natural home, but also one that needed transforming. In the  
17 same way that Gilroy conceptualizes the Black Atlantic as a *counter-culture* of modernity –  
18 both a product of and an intrinsic challenge to modernity, I see my relationship to cultural  
19 studies in the same way - a product of it, but going against its grain, not least in centralizing  
20 issues of race. For this reason it really was an honour to be invited to be editor of *European*  
21 *Journal of Cultural Studies* – and gratifying to see you had been invited too Yiu Fai! Not that  
22 we will be expected solely to do labour around anything to do with race/the non-West, but if  
23 we can - alongside the existing editorship - simultaneously destabilize and expand cultural  
24 studies approaches, then I am happy to be part of that project!

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31 Before we discuss what we want to bring to the journal Yiu Fai, how do you see the state of  
32 cultural studies today?  
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35 Yiu Fai (25<sup>th</sup> January 2020, first day of Lunar New Year, Hong Kong)

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37 First, kung hey kung hey<sup>1</sup>. Wow, what a question. It's good that I picked a festive day to  
38 continue this conversation – I need some festive energy to help me take this up and respond.  
39 My immediate sense is that I don't think I have much to say about the state of cultural studies  
40 today. What I can say is probably how I feel about the state of the world around me; I feel a  
41 world in need, in crisis, in flux, in hate and in love, in a state that constantly baffles me,  
42 challenges me, and in some twisted manner, empowers me. Not so long ago, I was, probably  
43 like many colleagues, dismayed and rather demoralized by the increasingly powerful and  
44 ubiquitous monstrosity called TINA – there is no alternative. But then, in Hong Kong, the  
45 ostensibly hyper-capitalistic and politically apathetic city I moved "back" to in 2011 (after  
46 living in the Netherlands for 20 years), massive numbers of people joined pro-democracy  
47 rallies and the occupation in 2014, known as the Umbrella Movement. In 2019, despite or  
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54 <sup>1</sup> Cantonese equivalent to "Happy new year".  
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10 precisely because of the crackdown and “defeat” five years earlier, it happened again. And  
11 it’s not only Hong Kong; it’s happening elsewhere in the world. For me, there was a time  
12 when I did wonder if cultural studies was still relevant – after decades of brilliant work, what  
13 have we achieved and what kind of world have we managed to co-construct? And now, I  
14 would say: relevant or not, we make it relevant, we have to. In tandem with wondering what  
15 cultural studies has become, I think of what cultural studies can do. I would allow myself to  
16 reiterate the question I learned when I started my cultural studies, the question Meaghan  
17 Morris put forward: What do cultural studies *do*? (Morris 1997).  
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22 And, what do I do? Deliberating on the political responsibilities of cultural studies, Lawrence  
23 Grossberg writes the following, which I always find very compelling: “The project of cultural  
24 studies is to tell better stories about what’s going on and to begin to enable imagining new  
25 possibilities for a future that can be reached from the present – one more humane and just  
26 than that promised by the trajectories we find ourselves on” (Grossberg 2010, 241). I think I  
27 am attracted to this idea of, this necessity for, telling better stories, not only as an academic  
28 writer, but also as a creative writer. I started writing lyrics for Chinese-language pop music  
29 three decades ago. I continue doing this, even now that I have become a “full-time”  
30 academic. This is my way of doing cultural studies and trying to tell better stories, in my dual  
31 capacity as a cultural studies student, and a cultural producer. As I wrote in an  
32 autobiographical essay on this duality (Chow 2009), sometimes “I, a lyrical writer, try to  
33 write what I have read from cultural studies into a cultural product”; while other times, I  
34 invite myself, “a cultural studies student, to read the product back into cultural studies”. In  
35 the end, I do remember the Deleuzian mantra of TIAM: *there is always more*. Well, I am not  
36 a Deleuzian scholar at all, but I am fascinated by this way of thinking: that there is always  
37 more (see Todd 2005). When contentment means no need to go further, and hopelessness  
38 also means no way to go further, I often find myself in the landscape in-between, sometimes  
39 bleak, sometimes vibrant. I think I like to do my cultural studies in the vastness of this  
40 landscape. There is always more.  
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48 Anamik (January 30<sup>th</sup>, London)

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50 When I read your powerful response Yiu Fai, I can’t help but think of an infamous quote  
51 from Stuart Hall, where he essentially condemns the cultural studies project and what it has  
52 become: ‘what in God’s name is the point of cultural studies? At that point, I think anybody  
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10 who is into cultural studies seriously as an intellectual practice, must feel, on their pulse, its  
11 ephemerality, its insubstantiality, how little it registers, how little we've been able to change  
12 anything or get anybody to do anything' (Hall 1996). Hall, if I recall correctly, was writing  
13 this in relation to the AIDS epidemic, where he reflects upon how little impact cultural  
14 studies scholars are having on the world, let alone in matters of life and death. I use this quote  
15 to ask what is cultural studies doing and what do we want it to do? I have not encountered  
16 that quote from Grossberg that you cite but it resonates strongly with me, and seems a useful  
17 response to Hall's exasperation and dismay at how cultural studies was unfolding at the time.  
18 In our conversations in between editorial meetings, Yiu Fai, I have particularly enjoyed  
19 learning about your side-career as a renowned pop lyricist! I myself am a musician – not as  
20 accomplished as you I hasten to add – but I wonder how many cultural studies scholars have  
21 these creative projects on the side, bearing in mind our desire to tell stories about the world,  
22 and to imagine better futures?  
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28 But saying that I do feel a dismay at the solipsistic, parochial forms of cultural studies that I  
29 still occasionally encounter. I love nothing more than a sharp deconstruction of a single  
30 cultural text, but only if it speaks to what is happening *conjuncturally* and what it reveals  
31 about how power operates within a particular historical moment and social formation. My  
32 PhD training in sociology has engrained issues of validity and reliability of findings deep in  
33 me, yet cultural studies does not always share the same concern (I remember a dear friend on  
34 my PhD programme who once ironically said in class 'Cultural studies? They just make stuff  
35 up!'). I am by no means demanding that cultural studies produces 'fool-proof', scientifically  
36 generated samples that allow for generalisable arguments to be made! Rather, I would like to  
37 see more scholars reflect upon what is being said, what claims are being made and on what  
38 grounds. When I re-read what I have written it seems like I am being very negative about the  
39 field! But I should add that thankfully, most of the time I still feel very inspired by what I  
40 read in cultural studies – not least the papers that I edit for the journal. I feel especially  
41 inspired by your notion of *there is always more* and the idea of looking for knowledge in the  
42 liminal spaces. Gramsci's idea of pessimism of the intellect/optimism of the will continues to  
43 frame my approach, though we could absolutely do with much more *willful* optimism in  
44 times like these.  
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51 To finish off, maybe we can discuss what we hope to bring to the journal as new members of  
52 the editorial team? The words 'decolonizing' and 'dewesternizing' get thrown around a lot  
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10 these days, and run the risk of becoming banal. But considering the ambivalence around the  
11 word ‘European’ in *EjCS* – which all the editors share – I look forward to, as I say,  
12 destabilizing some of the normative terms that shape our field, not least by bringing issues of  
13 race and intersectional experience into the foreground. I should add that this has always been  
14 part of the project of the journal, and what drew me to this role in the first place. But I look  
15 forward to mining the margins and bringing them into the centre. Not just for the sake of  
16 shining a light on neglected topics, but for the way that such a focus can transform the  
17 discipline in its entirety. There you go, that is some willful optimism right there!

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22 Yiu Fai (2<sup>nd</sup> February 2020, Hong Kong)

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24 I love your *willful* optimism. It’s good to end with that, otherwise we run the risk of  
25 becoming two grumpy (old) men talking (I reserve the epithet ‘old’ exclusively for myself,  
26 don’t worry Anamik). And I do believe, after all, that cultural studies is still one of the very  
27 few disciplines I know of that would accommodate, or even encourage what we just did –  
28 questioning, doubting, critiquing what the discipline is doing. So, we move on, we keep  
29 trying, we *will* ourselves to believe in more, to be, in that sense, optimistic, or at least not  
30 pessimistic. Right, what I may bring to the journal? I mentioned earlier that with my own  
31 background, I may help to insert the Asian expertise and experience in cultural studies, and  
32 hopefully to this journal (I also want to flag the interestingly different ways we mobilize  
33 “Asian”). And I wrote, “It’s essential to document and learn from what is happening there,  
34 here.” In this juncture, I want to add two things. One more “conceptual”: it’s also essential to  
35 realize there is never a clear demarcation between “there” and “here”. When we started this  
36 conversation in November 2019, Hong Kong was in the midst of protests. And right now, the  
37 city is in the midst of a virus outbreak, or at least the fear of one<sup>2</sup>. Clearly, this is a global  
38 issue; its global ramifications are not only medical or pathological, but also cultural and  
39 political. I refer to the growing instances of discrimination against Chinese populations, or  
40 Asian populations at large. What is there, is here. The second, and last thing I want to lodge  
41 is an appeal to the readers of this conversation between us. If, after reading our conversation,  
42 you consider that this journal might also be yours, submit your work to us. See, I remain  
43 hopeful. Allow me to play my Chinese card one last time. You know, “future” in Chinese is  
44 未來; the literal meaning of this is: “yet to come”.

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54 <sup>2</sup> The coronavirus 2019-nCoV.

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