Economics and Language: A letter by any other sound should be eliminated

The English alphabet is too long. It contains letters that have no unique sound and therefore unduly complicate spelling. It’s time that we improve the alphabet’s efficiency. Why mess with tradition you ask? Here at Capitalism Today, we believe in constant improvement. Economic growth comes both from invention and innovation. We don’t plan to make a new alphabet; we plan to make the existing alphabet better. (Think “3M” but with letters. Their motto was “We don’t make the products you buy; we make the products you buy better).

There are three superfluous letters in the English alphabet whose sounds are not unique and therefore can be made by other existing letters. The three “unproductive” letters are C, Q, and X. Let’s start with C. The letter C is bipolar to start with. Sometimes it is a hard C (K) and sometimes it is a soft C (S). Such instability diminishes the standing of the other letters who know what they are doing. Why should you have to guess which split personality the C is currently channeling? All hard C’s should be replaced by K’s and all soft C’s should be replaced by S’s.

There would be some minor problems getting rid of the letter C, but none that are insurmountable. Firstly, students could no longer earn a C; so there goes the phrase, “C’s are degrees”. No worries, in the new grading scheme, there will be A’s, B’s ,D’s, E’s, and F’s. Now “D’s” will be degrees. Degree starts with a D so it makes more sense anyway. Also, E has been left out of the current grading scheme so that F can stand for fail. Now the grading scale can have F for fail without disregarding E. In fact, you can get an E for effort – meaning you put in effort but still don’t know much. You can also do away with “I before E expect after C” because it didn’t always hold true anyway.

The letter Q is the weakest letter in the alphabet. It can’t do anything without the letter U. What right does the letter Q have to impose upon U like that? If a letter can’t stand on its own without being a drag on other letters, it should be abolished. QU can be replaced with KW. This will also give your left pinky (most people’s weakest finger) a break in typing while strengthening your ring finger. Given US divorce rates, people could stand to have stronger ring fingers.

Sure X marks the spot, but that is about it. It’s even worse than C. It is tripolar. Sometimes it is a Z, sometimes it is an EKS, and sometimes it is even an EGS. Let your Z be Z, your EKS, be EKS, and your EGS be EGS. This lukewarm X stuff needs to be spit out of the alphabet’s mouth. X can still exist as a sign for “not”, to mark things out, or to signify a wrong answer, but it doesn’t need to be a letter to perform those duties. As such, they can still be used so signify adult films, but their meaning would be, wrong, wrong, wrong.

You might complain that this messes up signage and exiting print that includes the letters C, Q, and X, but they can be revised over time. If you wrongly believe in the “broken window fallacy” you will think that this will create jobs in the publishing and signage industries. You may worry that the CCC (Roosevelt’s Civilian Conservation Corp) will be confused with the KKK upon revision. No worries. The first C is soft so it will be known as the SKK.

The shorter, more phonetically sound, alphabet will be easier to fit on mobile texting devices. It will also take up less board space in elementary classrooms. Sesame Street episodes can spend their time focusing on the letters that matter. This increased concentration on the important letters may help students learn how to spell. This konsentration will kwickly kause us to reap positive eksternalites. See how easy that was?