

## The Aleksandr Technique

1. The meerkat is not cited in any of the case studies that form part of the research used to justify the complete synthetic personalization of language.
2. Aleksandr's name appears, appeals.
3. He has short parallel stripes across his back in a unique pattern which is all part of the same product range.
4. For the literal reader, the fact Meerkovo, Aleksandr's birthplace, doesn't exist, either a) adds to the endearing charm of the narrative or b) confirms the horizon planning unit failed to see the floating bath or c) shows Molly won't win, but nor will she Humperdinck.
5. Aleksandr is asleep at precisely the point when baby Oleg fills the political vacuum with a rubber grub/caterpillar.
6. Standing erect in front of his multi-entrance burrow and carrying a Postkat for some rich Mercedes owner he has never met, he sniffs a Vanillaroma air freshener hanging from the rear view mirror.

7. In the rear view mirror, he sees another meerkat, vaguely familiar and also biologically othered, in a way that suggests pauperisation is a natural phenomenon.
8. Fleeing Meerkovo as a result of some local ethnic cleansing and visiting Monaco for the first time, rubbing fur with the riches and famous, Aleksandr's smoking jacket bursts into flames of caustic love.
9. The flames are the same colour as the language he is trying to learn – bleeding, malleable and inverted.
10. Why don't they like us?
11. Minorities are the flashpoint for a series of uncertainties that mediate between everyday life and its shifting global backdrop, replies someone even smarter, while being paid to stoke up The Purple Peril.
12. The old is dying and the new cannot be porn, says Tattoo Rental-Men of Verona.
13. Certainly not while wearing dark tartan, says Aleksandr.
14. We call them multinationals, but they are more accurately understood as post-national, transnational, says a spokesperson for comparethemuh-muh-mmm-

mmmm-mmmm.com, a nominal shell for compare-therelativelyopenbackvowels.com.

15. Landing in Dover, Aleksandr notices the slippery when wet quality of five day old English consonants. In the corporate hands.
16. As Aleksandr goes through the security scanner, the customs officer offers him a tip about life in a disintegrating and constitutionally fracturing island: You can change the government, but you can't change economic policy.
17. She oh she the scream, says Aleksandr.
18. I explain you why, says the customs officer. You'll find the kind of capitalism practised on these shores is like a giant Hoover that sucks everything – the oligarch's super yacht alongside the food bank - into the same value system. As political economist A Roma says, markets breed markets because markets are infinitely copiable. Thus governmental change means very little.
19. This is Magic. The Gianni Versace of cherries. God's own pasta. Pick a word, any word, says Aleksandr, and I will show you a Grik Meerkat.

20. But the meaning is not present in a sign, says a would-be politician desperately trying to sound normal.
21. Am I being adjected? asks Aleksandr.
22. The best Subways are a foot long, says the politician, slipping into something more comfortable.
23. [Proof-reading is impotent.]
24. Aleksandr's pan-European travels aren't so much a journey as a narrative that involves retreat and return. He escapes from the everyday world of normality and retreats to a digital one called Track your Postkat's Progress. He returns internally changed.
25. Things are going very well for Dr Fat Cat, says Maiya on his return.
26. Please, Maiya, I have sensitive feet, he would replay.
27. Staring at her through his binocular eyes and exploiting his large peripheral vision, he thinks: You look like you've absolutely rinsed Dorothy Perkins.
28. His relationships with the meerkat family are strictly time-limited and confined to ad breaks and the sponsorship title sequence just before the beginning of a