

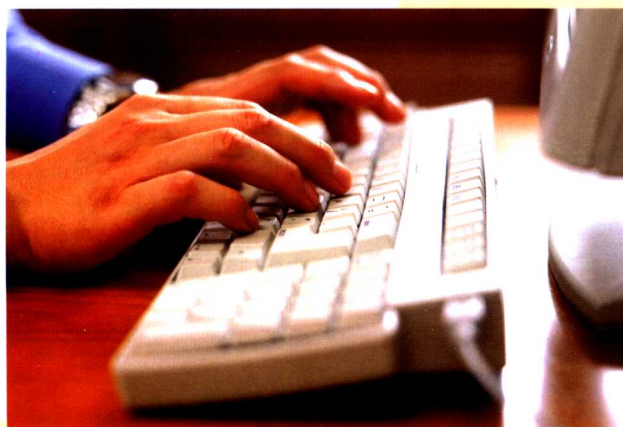
高等学校商务英语系列教材

Peter Shen(美国) 主审

商务英语综合教程

第3册

Business English Integrated Course III



■ 总主编 杨翠萍
■ 主 编 谢丹焰 印丕杰
■ 副主编 周 淳



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商务英语综合教程

第2版



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内 容 简 介

《商务英语综合教程》是《高等学校商务英语系列教材》之一，本册有12个单元，每单元由 Reading I, Reading II, Extension, Supplementary Reading 四大部分组成，并配有相应的音带。

本书选材新颖，内容丰富，专业面广，难度适宜，趣味性强，可供高等学校经贸英语专业的学生及相应水平的商务工作者与英语爱好者学习使用。

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《商务英语综合教程》是一套针对高校经贸英语专业的学生及相应水平的商务工作者与英语爱好者而编写的基础课系列教材之一。本教材突破了传统的教材模式，综合考虑了高校经贸英语专业学生的特点，以现代外语教育对教材的意义和功能的更新理念为依托，力求以人为本，以任务为路径，以交际为目的，把经贸知识的传授和英语技能的培养有机地结合起来。本教材以循序渐进的方式，通过内容丰富、专业面广、难度适宜、饶有趣味的商务材料，帮助学生了解商务英语独特的语言现象和文体风格，促使学生积极参与商务应用文阅读、商务英语写作、商务英语口译及笔译等实践活动，切实掌握英语语言的基本技能。鉴于学生在高年级还需分门别类地学习有关商务方面的专业课程，所以，本教材在课文选材上力戒过深过细，旨在帮助学生掌握专业基础知识，培养新的思维方式，拓宽视野，了解商务新动向，获取新认识。

本教材从学生的实际水平出发，以全国高校英语教学指导委员会制定的“专业英语基础阶段教学大纲”为基准，扩大输入量，进一步巩固、深化语言基础，提高语言运用能力。全套教材体现了如下的特点。

1. 丰富性。本书为学生提供了许多商务方面的阅读材料，内容涵盖经济、贸易、金融、企业管理、商业文化、信息技术、旅游等各个领域。所选材料均摘自 20 世纪 80 年代以来的报刊、杂志、书籍及因特网，因而材料新颖，体裁各异，语言地道，趣味性强。其中，相当一部分材料具有强烈的时代气息和前瞻性。

2. 多样性。本教材在听、说、读、写、译各方面均精心设计了形式各异的练习。主要包括双人讨论、角色扮演、小组讨论、模拟活动、辩论、口头汇报、调查问卷、口译等课堂活动及各种书面练习。丰富多样的练习活动为学生提供了更多提高听、说、读、写、译等各项技能的机会，可以极大地增强学生学习语言的兴趣。

3. 真实性。本教材选用了大量来自公共媒体、公共场所和公务往来的真实语言材料，其中相当一部分数据、图表、商务文件、信函、产品说明书、广告、公告、通知及案例等均来自一些企业、公司或因特网，并配有相当数量的练习或交际任务，旨在努力创造条件为学生提供真实的语言输入和输出机会，使学生真切地掌握相应的英语语言基础知识，熟悉商务实践的技能、策略以及相关的现实商务活动的真实场景。

4. 实践性。本教材特别突出对学生语言交际能力的培养，强调教学过程中的互动性，为学生提供了诸多在现实生活中灵活运用英语语言的场合、情景及任务等，以期达到学以致用、学以致用的教学目的。为了确保实践活动的顺利进行，有些练习提供了必要的关键词或范例。此

外,本教材还针对各项练习提供了较为详细的参考答案,以便任课教师操作及英语自学者参考。书末附有总词汇表及习语和词组表,供学生在学习时查询。

《商务英语综合教程》共计4册,每册配有参考答案以及相应的音带,分2个学年,4个学期使用。本册为第3册,共12个单元,每单元由四大部分组成:阅读I(Reading I)、阅读II(Reading II)、扩展性练习(Extension)以及大学英语四、六级补充阅读练习(Supplementary Reading)。每单元围绕一个主题,精心安排了与主题密切相关的课文和练习。

阅读I包括读前准备活动(Pre-reading Task)、课文(Text)、生词(Word List)、习语和词组(Idioms & Expressions)、专有名词(Proper Nouns)、课文注释(Notes to the Text)以及课文练习(Exercises)。读前准备活动为双人讨论与主题相关的问题,以激发学生的学习兴趣,引导学生进入单元主题,为阅读课文做好心理准备。课文长度平均在1,000词左右,生词、习语和词组采用中英文双解,便于学生学习。课文注释包括语言难点、专有名词、术语和相关的文化背景知识。课文练习包括阅读理解(Comprehension)、词汇(Vocabulary)和翻译(Translation)练习。其中,阅读理解含课文内容提问和课文结构分析,在检查学生对课文理解程度的同时,加强其篇章分析、概括、归纳等综合能力的提高。词汇练习针对课文中的重点词汇及词组设计,要求学生反复操练,重点掌握。翻译练习含单句翻译与段落翻译,注重活学活用,逐步增强学生的翻译技能。

阅读II是对阅读I的补充和强化,包括课文(Text)、生词(Word List)、习语和词组(Idioms & Expressions)、专有名词(Proper Nouns)、课文注释(Notes to the Text)、课文练习(Exercises)和读后活动(Post-reading Task)。课文练习除了阅读理解(Comprehension Checkup)和词汇(Vocabulary)练习外,还包括完型填空(Cloze)或语篇改错(Proof-reading(包括词汇、用语、语言结构等))。读后活动是在对阅读I和阅读II两篇课文的学习和一系列的语言操练之后所设计的灵活多变的交际任务,是一项进一步提高学生语言运用能力的实践活动。

扩展性练习(Extension)包括翻译技巧(Translation Skills)、专项用法(Special Usage)、实用阅读(Practical reading)和写作策略(Writing Strategy)。其中,翻译技巧涉及商标、广告、名片、商务英语词汇、商务运作中常用单据和商务信函等多种材料的翻译,指出翻译过程中应注意的要点。专项用法练习针对一些重要的、但同时又是学生掌握薄弱的语法点或词汇难点进行训练。实用阅读针对一些商务上的数据、图表、案例、商务文书等应用性较强的资料进行阅读训练,旨在增强学生的商务阅读能力,以适应日后所从事的各种商务实践活动。写作策略从基础写作知识入手,逐步过渡到各类商务文体的写作,注重学生提高逻辑思维与处理实际问题的能力。

另外,本教材还兼顾了高校经贸专业学生今后的就业需求,将专业基础教学同大学四、六级英语教学有机结合,补充了大学英语四、六级阅读练习。练习采用了大学英语四、六级最新题型,由浅入深,帮助学生在基础语言学习阶段熟悉大学英语四、六级考试相关题型,以顺利通过全国高校大学英语四、六级水平考试。

《商务英语综合教程》的编写博采众长,力求新颖。本套教材宜采用融合中外多种教学法之长处的折中主义教学法。建议每8课时处理一个单元,教师可根据各校具体情况灵活增删。

《商务英语综合教程·第3册》由美国哈佛大学 Peter Shen 博士主审。从体系的形成到

具体编写，他都给予了极大的指导，并提出了许多宝贵的意见和建议。本套教材由华东师范大学主持编写，联合复旦大学、同济大学、华东理工大学及上海大学的部分教师编写了第3册。在编写过程中，国内外外语教学专家的教学理论和方法给予了我们很多的启示，院领导对我们的工作也给予了多方面的支持和关心。北京交通大学出版社和清华大学出版社的领导和编辑同志在付梓前仔细编审，精心设计。在此一并表示衷心的感谢。

本套教材从内容到形式有许多大胆的尝试，难免有不妥之处，诚恳外语界专家及广大同仁批评指正。

编 者
于华东师范大学
2004年5月

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Unit 1 Business Meetings

Reading I

Pre-reading Task

Questions for Pair Work

1. Try to recall a meeting you attended before and tell your partner:
 - ☐ Time of the meeting
 - ☐ Duration of the meeting
 - ☐ Location of the meeting
 - ☐ Reason for the meeting
 - ☐ Participants (number, identity, etc.)
 - ☐ Pre-meeting preparation (if any)
 - ☐ Objective of the meeting
 - ☐ Procedure of the meeting
 - ☐ Outcome of the meeting
 - ☐ Your comments / complaints / suggestions
2. What do you personally enjoy and dislike about meetings?
3. How will you prepare for an important meeting?
4. What advice would you give to someone who is going to chair a meeting for the first time?

Text

How to Attend a Meeting

- ① To really succeed in a business or organization, it is sometimes helpful to know what your job is, and whether it involves any duties. Ask among your coworker. “Hi,” you should say. “I’m a new employee. What is the name of my job?” If they answer “long-range planner” or “lieutenant governor,” you are pretty much free to lounge around and do crossword puzzles until retirement. Most jobs, however, will require some work.
- ② There are two major kinds of work in modern organizations:
- ③ Taking phone messages for people who are in meetings, and, going to meetings.
- ④ Your ultimate career strategy will be to get a job involving primarily No. 2, going to meetings, as soon as possible, because that’s where the real prestige is. It is all very well and



10 good to be able to take phone messages, but you are never going to get a position of power, a position where you can cost thousands of people their jobs with a single bonehead decision, unless you learn how to attend meetings.

15 [5] The first meeting ever held was back in the Mezzanine Era. In those days, Man's job was to slay his prey and bring it home for Woman, who had to figure out how to cook it. The problem was, Man was slow and basically naked, whereas the prey had warm fur and could run like an antelope.



[6] At last someone said, "Maybe if we just sat down and did some brainstorming, we could come up with a better way to hunt our prey!" It went extremely well, plus it was much warmer sitting in a circle, so they agreed to meet again the next day, and the next.

20 [7] But the women pointed out that the men had not produced anything, and the human race was pretty much starving. The men agreed that was serious and said they would put it right near the top of their "agenda". At this point, the women, who were primitive but not stupid, starting eating plants, and thus modern agriculture was born. It never would have happened without meetings.

25 [8] The modern business meeting, however, might better be compared with a funeral, in the sense that you have a gathering of people who are wearing uncomfortable clothing and would rather be somewhere else. The major difference is that most funerals have a definite purpose. Also, nothing is really ever buried in a meeting.

30 [9] An idea may look dead, but it will always reappear at another meeting later on. If you have ever seen the movie, *Night of the Living Dead*, you have a rough idea of how modern meetings operate, with projects and proposals that everyone thought were killed rising up constantly from their graves to stagger back into meetings and eat the brains of the living.

10 There are two major kinds of meetings:

11 A. Meetings that are held for basically the same reason that Arbor Day is observed —
35 namely, tradition. For example, a lot of managerial people like to meet on Monday, because
it's Monday. You'll get used to it. You'd better, because this kind accounts for 83% of all
meetings. This type of meeting operates the way "Show and Tell" does in nursery school, with
everyone getting to say something, the difference being that in nursery school, the kids actually
have something to say.

40 12 When it's your turn, you should say that you're still working on whatever it is you're
supposed to be working on. This may seem pretty dumb, since obviously you'd be working on
whatever you're supposed to be working on, and even if you weren't, you'd claim you were, but
that's the traditional thing for everyone to say. It would be a lot faster if the person running the
meeting would just say, "Everyone who is still working on what he or she is supposed to be
45 working on, raise your hand." You'd be out of there in five minutes, even allowing for jokes.
But this is not how we do it in America. My guess is, it's how they do it in Japan.

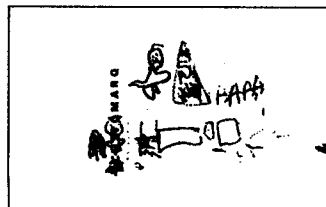
13 B. Meetings where there is some alleged purpose. These are trickier, because what you do
depends on what the purpose is. Sometimes the purpose is harmless, like someone wants to
show slides of pie charts and give everyone a big, fat report. All you have to do in this kind of
50 meeting is sit there and have elaborate fantasies, then take the report back to your office and
throw it away, unless, of course, you're vice president, in which case you write the name of a
subordinate in the upper right hand corner, followed by a question mark, like this: "Norm?"
then you send it to Norm and forget all about it.

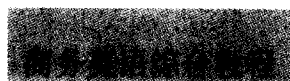
14 But sometimes you got to meetings where the purpose is to get your "input" on something.
55 This is very serious because what it means is, they want to make sure that in case whatever it is
turns out to be stupid or fatal, you'll get some of the blame, so you have to escape from the
meeting before they get round to asking you anything. One way is to set fire to your tie.

15 Another is to have an accomplice interrupt the meeting and announce that you have a
phone call from someone very important, such as the president of the company or the Pope. It
60 should be one or the other. It would sound fishy if the accomplice said, "You have a call from
the president of the company, or the Pope."

16 You should know how to take notes at a meeting. Use a yellow legal pad. At the top, write
the date and underline it twice. Now wait until an important person, such as your boss, starts
talking; when he does, look at him with an expression of enraptured interest, as though he is
65 revealing the secrets of life itself. Then
write interlocking rectangles like this:

17 If it is an especially lengthy meeting,
you can try something like this:





- 18 If somebody falls asleep in a meeting, have everyone else leave the room. Then collect a group of total strangers, right off the street, and have them sit around the sleeping person until he wakes up. Then have one of them say to him, "Bob, your plan is very, very risky. However, you've given us no choice but to try it. I only hope, for your sake, that you know what you're getting yourself into." Then they should file quietly out of the room.



Word List

1. long-range /ˌlɒŋ'reɪndʒ/
 - a. about or covering a long distance or time 远程的; 长期的
2. lieutenant /lef'tenənt/
 - n. (in comb. 用于复合词) an officer or official with the rank next below the one stated 副职官员
3. crossword puzzle

/ˈkrɒswɜːdɪplʌz(ə)l/

 - n. a printed game in which words are fitted into a pattern of numbered squares in answer to numbered clues (= questions or information about the necessary word) in such a way that words can be read across as well as down when the pattern is completed 纵横填字谜
4. prestige /pre'stiːʒ/
 - n. general respect or admiration felt for someone or something because they have (or are connected with) high quality, social influence, success, etc. 威信, 威望, 声望
5. bonehead /'bəʊnhed/
 - n. a stupid person 笨蛋, 傻瓜
6. prey /preɪ/
 - n. an animal that is hunted and eaten by another animal 猎物
7. basically /'beɪsɪkəlɪ/
 - ad. with regard to what is most important and basic 基本上
8. naked /'neɪkɪd/
 - a. (of a person's body, or part of it) not covered by clothes 裸体的
9. antelope /'æntɪləʊp/
 - n. a graceful grass-eating animal that has horns and is able to run very fast 羚羊
10. plus /plʌs/
 - prep. and also 加上
11. primitive /'prɪmɪtɪv/
 - a. simple 简单的
12. funeral /'fjuːnərə(ə)l/
 - n. a ceremony, usu. religious, of burying or burning a dead person (一般为宗教的) 葬礼

13. grave /greɪv/
 14. stagger /'stæɡə(r)/
 15. observe /əb'zɜ:v/
 16. namely /'neɪmlɪ/
 17. nursery school /'nɜ:sərɪsku:l/
 18. dumb /dʌm/
 19. alleged /ə'ledʒd/
 20. tricky /'trɪkɪ/
 21. input /'ɪnpuːt/
 22. fatal /'feɪt(ə)l/
 23. accomplice /ə'kʌmplɪs/
 24. fishy /'fɪʃɪ/
 25. pad /pæd/
 26. enrapture /ɪn'ræptʃə(r)/
 27. reveal /rɪ'vi:l/
 28. interlock /ɪntə'lɒk/
 29. rectangle /'rektæŋɡ(ə)l/
 n. the place in the ground where a dead person is buried 坟墓
 vi. to walk or move unsteadily and with great difficulty, almost falling 蹒跚;摇摇晃晃地行走
 vt. to accept and perform the customs connected with a particular day, festival, or event 庆祝,过(节日、生日、周年等)
 ad. (and) that is (to say) 即,也就是(说)
 n. a school for young children of two to five years of age 幼儿园(收二至五岁的幼儿)
 a. stupid 笨的,傻乎乎的
 a. stated without being proved (未经证实而)陈述的
 a. (of a situation, piece of work, etc.) difficult to handle or deal with(形势、工作等)复杂的
 n. something, such as advice, information, or effort, that is provided in order to help something succeed or develop(为帮助某事成功或发展而付出的)投入(如建议、情报或努力)
 a. causing or resulting in death 致命的
 n. a person who helps another person to do wrong 同伙,同谋者
 a. making one doubtful 可疑的
 n. a number of sheets of paper fastened together, used for writing letters, drawing pictures, etc. 便笺簿
 vt. to fill with great joy or delight 使兴高采烈
 vt. to show or allow (something previously hidden) to be seen 展现,显露(出)
 vi. to lock or join with each other 连锁;联结;相互扣住
 n. a flat shape with four straight sides forming four right angles 长方形

Idioms & Expressions

1. lounge around to spend time in a lazy way, doing nothing 闲逛
2. point out to draw attention to the fact 指出,指明
3. at this point in this state 到了这种地步
4. would rather more willingly 宁愿,宁可
5. rise up to come back to life after being dead 死而复生



- | | |
|------------------|---|
| 6. get to | to arrive at, reach 到达, 抵达 |
| 7. get around to | to find time for; do at last 找时间做; 终于去做 |
| 8. set fire to | to cause the start of fire on 纵火, 点燃 |

J Proper Nouns

- | | |
|------------------------------------|---------|
| 1. Mezzanine Era /'mezəni:n'ɪərə/ | 夹生代 |
| 2. <i>Night of the Living Dead</i> | 《活死人之夜》 |
| 3. Arbor Day /'ɑ:bə(r)deɪ/ | 植树节 |
| 4. Pope /pəʊp/ | 教皇 |

J Notes to the Text

1. Your ultimate career strategy will be to get a job involving primarily No. 2, going to meetings, as soon as possible, because that's where the real prestige is; Your basic occupational strategy should be to get, as soon as possible, a job whose main duty is to attend meetings, the second kind of work in modern organization, because your real reputation relies on meetings.
2. Mezzanine Era: A playful coinage by the writer on the pattern of the term Mesozoic Era (中生代). "Mezzanine" means "a partial story between two main stories of a building (夹层)", so the coinage means in Chinese "夹生代".
3. The modern business meeting, however, might better be compared with a funeral, in the sense that you have a gathering of people who are wearing uncomfortable clothing and would rather be somewhere else; It might be better to compare the modern business meeting with a funeral for the reason that in both cases there is a gathering of people who are wearing uncomfortable clothing and who would prefer to be in some other place.
4. *Night of the Living Dead*: A horror film directed by George A. Romero in 1968. A wide investigation of reports from funeral homes, morgues and hospitals has concluded that the unburied dead are coming back to life and seeking human victims. The entire story takes place over the course of one night. It follows the plight of a group of seven people who take refuge in a farm house as the horrifying phenomenon of the living dead begins. As they battle against the increasing number of the walking dead outside their situation slowly becomes direr. Finally they even begin turning on themselves.
5. with projects and proposals that everyone thought were killed rising up constantly from their graves to stagger back into meetings and eat the brains of the living; with projects and proposals that everyone thought were turned down at previous meetings put forward again and again at new meetings only to waste a lot of energy of the people.
6. Arbor Day: A day set apart for planting trees. Most states in the United States and most provinces of Canada celebrate Arbor Day. Arbor Day is a legal holiday in some states and provinces. Many

other countries also celebrate Arbor Day by planting trees, or they have other special days or weeks for tree planting.

7. “Show and Tell”: Methods used in child education when children are encouraged to bring to school their toys or works and tell about them to their pals, thus their ability to express gets trained and their desire to project themselves gets enforced.
8. You’d be out of there in five minutes, even allowing for jokes: You would be able to conclude the meeting very quickly, even having some time for jokes.
9. Meetings where there is some alleged purpose: Meetings that are alleged to have certain purpose.
10. pie chart: a graph in the form of a circle divided into sectors that resemble pieces of a pie, drawn to show the percentages into which any total sum is divided.
11. Pope: the supreme head of the Roman Catholic Church.

Exercises

Comprehension

1. Questions for comprehension

- 1) What are the two major kinds of work in modern organizations?
- 2) How was modern agriculture born according to the text?
- 3) There are two major kinds of meetings. What are they?
- 4) Why are the meetings where there is some alleged purpose trickier?
- 5) What does the author imply in stating the two major kinds of meetings?
- 6) To escape meetings where the purpose is to get your “input” on something, what knacks are suggested by the author?
- 7) Why should “you” write interlocking rectangles when taking notes at a meeting?
- 8) What does the author think of Americans and Japanese at meetings?
- 9) What is the author’s real purpose of writing this essay?
- 10) What is the tone of the essay?

2. Text Analysis

The author in this text appears to be giving meeting-attending techniques but actually he satirizes the ridiculousness and ineffectiveness of a meeting. Read the text carefully and you’ll find it falls into five major parts. Write out the paragraph number and the main idea of each part, and then name one or two examples of the use of humor in each part.

Part One (paras 1 – 4)

Main Idea: Attending meetings seems to be the way to prestige and power.

Example(s) of Humor: Just like going to meetings, taking phone messages for people who are in meetings is one of the two major kinds of work.

Part Two (paras _____)