## Advertise Your Business - Phineas T. Barnum



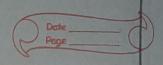
## Understanding

- 1. Why should one be polite and kind to their customers?

  3) One should be polite and kind to their customers because customers are Goal and business annot run without them.
- 2. How can charity be a duty and a pleasure?

  According to the writer, charity can be a duty and a pleasure because it we give charity, we will earn more. Uncharitable miser man becomes poor in heart. When we give charity to the poor people, we will get pleasure viewing poor people's happiness.
- 3. What is the meaning of "Never write a letter nor destroy one"?
- The phrase "Never write a letter nor destroy one"
  means that we should be careful about whate we put in writing and how we handle written communication It advises against writing any thing that we wouldn't want others to see or that could be used against us later.

According to the writer, Businessmen must write letters, but they should be careful what they put in them. It we are losing money, he specially cautious and not tell of it otherwise, we will love our reputation.



- 4. What does the writer mean by "there are many rich poor men".
- The writer who says "there are many rich poor men"

  may mean that there are people who are financially

  well-off but lack two wealth and happiness in other

  aspects of their lives, such as relationships or personal

  fulfillment.

5. What's the value of having money?

The existence of money allows us to trade our labor for things that we value. There are many major benefits of money including the Money gives us freedom. When we have enough money, we can like where we want, take care of our needs and indulge in our habbies.

## Discussion

- Barnum's prescriptions, and which parts of his advice make sense to you while others seem wrong or inappropriate?

  why?
- > It people tollow Barnum's prescription, they would be honest, charitable, intelligent and an maintain secrecy.

Personally, barnum's advice of not sharing secrecy is truly heart touching. Business is run to make profit. If businessman shares secrecy, company will be collapsed and staffs become jobless. For me, his idea of sharing for earning is not trust worthy. It we share our wealth

to beggar, it is really waste of money. To earn, we have to work day in and out, then why to share out toil to other? So, this idea is not fit forme. In the world, there are many beggars. If we share generously our wealth, we can be like them in future. So, people must be miser because, wealth is exential to care for health, run home and family, pay fee to our children and so one. If we lose money, we also lose prestige in the society. Today, people count anybody with money. Money has become standard to overlook the person's personality, background and so on.

## Rhetoric language writing

1. Analyse the way Barnum blends moral advice ("be honest") and business advice ("don't blab"). Examine how he blends the two and uses each type.

In his advice to young businessmen, Phineas T. Barnum blands moral advice with business advice to encourage success. He emphasizes honesty and integrity as the foundation of a successful business, saying "be honest, truthful and industrious in all our dealings with mankind.

Barnum also advises against blabbing, or talking too much, because it can ruin a businesse's reputation. He takes an ethical stance on the subject, claiming "gossip and scandal should always be shunned



as many an honorable, character has been blasted by the tongue of the slanderer."

By blending moral advice with business advice, barnum conveys to businessmen the importance of being honest and discreet in their dealings. He encourages them to use their moral compass as a guide for their decisions, and to be aware of the consequences of their words.

2. Write an advertisement for any product you would like to sell in your locality.

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