Business Textbook

Business Text

The following passage has been adapted from a business textbook. Read the passage and answer the questions that follow.

Entrepreneurs typically are not afraid to shake things up or change the way they do business if it means there is a better path to success. John Fischer of Longmont, Colorado, fits the profile. The drawn-out U.S. presidential election in 2000 between Bush and Gore inspired Fischer to create a bumper sticker that claimed, "He's Not My President," which became a top seller. As a result of this venture, Fischer got the ball rolling on an online retail sticker store, which he viewed as possibly the "Amazon of stickers."
Adapted from The Nature of Business

Questions:

1. Is there any cultural background knowledge needed to understand this passage?
2. Are there any references that would not be easily accessible to all learners?
3 Are there any phrases or idioms that would impede comprehension for an English Language Learner?

Brainstorm:

Brainstorm some ways that this text could be modified or delivered to support greater inclusivity and accessibility. Write your answers below.

Textbook Analysis Business

Answers:
1. The passage assumes a Western (American) viewpoint.
2. Knowledge of the 2000 American election is helpful to understanding this passage.
3. The passage uses the idiomatic expressions "shake things up" and "get the ball rolling."The meaning of these phrases may not be obvious to an English Language Learner.

Possible Modifications to the text:
1. If a passage assumes cultural background knowledge, provide this information inadvance of reading.
2. Create a glossary for vocabulary and include idiomatic expressions.

Possible Delivery Modifications
1. Whenever possible, provide students with a choice of materials. Give students theopportunity to contribute materials that reflect their worldviews and experiences.
2. When discussing materials, give students a chance to critically reflect on theworldviews presented and consider other perspectives.