LESSONS 7 AND 8

Business

LESSON 7

Sumptus censum ne superet.
Let not your spending exceed your income
(i.e., Live within your means).—Martial.

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QUAERO, QUÆRERE, QUÆSIVI, QUÆSITUM <L. “to seek,”
"to search for”

1. acquisitive (a kwiz’ tiv)
   [ac = ad <L. "to," “toward”]
   adj. Eagerly seeking to obtain things, wealth, or information.

The astronomer Henrietta Leavitt, an acquisitive collector of data, discovered four novae and 2,400 variable stars and recognized the crucial relationship between stellar cycles and degrees of brightness.

acquire, v.; acquisition, n.; acquisitiveness, n.
2. inquisition (i'n'shən) [in < L. "in"]
   n. 1. A prolonged inquiry or questioning, especially a harsh investigation on religious or political issues.

   In 1952 when Lillian Hellman faced a government inquisition asking her to name people in the movie industry who might be Communists, she said, "I cannot and will not cut my conscience to fit this year's fashions."

   2. (capitalized) The special court of the Roman Catholic church in the Middle Ages to combat, suppress, and punish heresy, i.e., any belief varying from orthodox doctrine.

   In the belief that all scientific truth was contained in the Bible and the works of ancient Greek philosophers, the Inquisition suppressed all medical experimentation as heresy.

   inquisitive, adj.; inquisitor, n.; inquisitorial, adj.

   NOTA BENE: Although the Catholic church was the chief inquisitorial agency, a Protestant inquisition developed in the fifteenth century to combat elements in Catholic dogma. John Calvin in Geneva was especially harsh in persecuting those who questioned Protestant orthodoxy.

3. querulous (kwer' yoo ləs)
   adj. Complaining; irritable; peevish.

   David Copperfield encounters Mrs. Gummidge, a querulous widow given to whimpering, "How could I expect to be wanted, being so lone and lorn, and so contrary!"

   querulousness, n.

DUNAMIS <G. "power"
DUNASTHAI <G. "to be able," "to have strength"

4. dynamo (dī' nə mō)
   n. 1. An electric generator.

   In his autobiography, The Education of Henry Adams, the author cites two forces that epitomize the spiritual energy of their respective eras: the Virgin Mary in the Middle Ages and the dynamo in modern times.

   2. An extremely forceful, energetic, or hardworking person.

   A dynamo throughout his life, Thomas Edison experimented ceaselessly and collected patents for 1,093 inventions, among them the electric light, the phonograph, and the motion picture.
5. dynasty (di' nás tē)
   n. 1. A succession of rulers from the same family group or line.
   The establishment of the Ming dynasty in 1368 brought a return to native hegemony in China after nearly a century of rule by Mongols.
   2. A succession of influential people linked by familial, political, social, or cultural association.
   The Redgrave theatrical dynasty comprises Michael Redgrave and Rachel Kempson, their offspring Vanessa, Corin, and Lynn, and their grandchildren.

dynastic, adj.; dynastical, adj.

MITTO, MITTERE, MISI, MISSUM <L. “to send”

6. demise (dī miz') [de <L. “away from”]
   n. Death, or the end of existence or operation of something.
   The practice of bloodletting with leeches, thought to be a cure-all, finally came to its demise in the 1850s when it proved to be either harmful or useless.

7. emissary (ěm' ĕ sēr' ē)
   [e = ex <L. “from,” “out of”]
   n. A person sent on a special mission.
   When John Alden, acting as an emissary, relays Miles Standish’s marriage proposal to Priscilla Mullins, she asks, “Why don’t you speak for yourself, John?”

8. premise (prēm’ ē is) [pre <L. “before”]
   n. 1. A proposition offered as a basis for argument.
   In Tony Hillerman’s mystery stories the police officers Joe Leaphorn and Jim Chee base their premises of guilt or innocence on a deep understanding of Navajo culture.
   2. In logic, each of the first two propositions in a syllogism.
   In the syllogism, “All human beings die; I am a human being; therefore I shall die,” the first two sentences are the major and the minor premises.

commissar
demit
emissivity
intromit
manumit
missal
missive
mittimus
pretermit

NOTA BENE: The word premises can also mean “a building and its grounds”: for example, A visitor to San Simeon, the Hearst estate designed by Julia Morgan, may wander about the premises—the “castle,” the terraces, and the extensive grounds overlooking the Pacific Ocean.
MEROE, MERERE, MERUI, MERITUM <L. "to earn,"
"to deserve," "to merit"

9. meretricious (mërˈ trishˈ as)
   adj. 1. Attention-getting in a vulgar way; tawdry
   or tacky.

   When James Gatz in The Great Gatsby transforms
   himself to Jay Gatsby by age seventeen, he becomes
   committed to "the service of a vast, vulgar, and
   meretricious beauty."

2. Insincere; based on pretense or deception.

   The Better Business Bureau accepts complaints about meretricious car
   repair: shoddy work, unnecessary repairs, or billing for repairs that
   have not been made.

10. meritorious (mërˈ törˈ ē as, mërˈ törˈ ē as)
   adj. Praiseworthy; deserving reward or esteem.

   Barbara McClintock's meritorious contribution
   to the understanding of DNA and "jumping" genes
   earned her the Nobel Prize in physiology or
   medicine in 1983.

PORTUS <L. "harbor," "gate"

11. importune (ɪmˈ pɔːr tʊnˈ , ɪm pɔːr tʊʊˈ n ,
   ɪm pɔːrˈ chәn) [ɪm = in <L. "in"]
   tr. v. To make repeated and insistent
   demands or requests.

   Describing to her father how Prince Hamlet
   has been courting her, Ophelia declares,
   "My lord, he hath importuned me with
   love / In honourable fashion."

   importunate, adj.; importunity, n.

12. opportunist (ɔpˈ әr tʊʊˈ nɪst, ɔpˈ әr tʊʊˈ nɪst)
   [ɔp = ob <L. "off," "against"]

   n. A person (or animal) taking advantage of any chance to achieve
   an end in a forceful or self-serving way.

   When trained dolphins are on display, they appear playful and gentle,
   but in the wild they can become opportunists, attacking ruthlessly in
   groups to test the power of potential mates or rivals.

   opportunistic, adj.; opportunistically, adv.; opportunism, n.
SUMO, SUMERE, SUMPSI, SUMPTUM <L. “to take,”
“to obtain”

13. presumption (prī zūm’ shān) [pre <L. “before”]
n. 1. Arrogance; excessive self-assurance; unbecoming boldness.
The Queen of Hearts intimidates the denizens of Wonderland by threatening to behead anyone who has the presumption to contradict her.

2. Grounds for belief; assumption or supposition.
The European presumption that Native Americans lacked “advanced culture” ignored their skill at resolving conflict by consensus of the whole community.

presume, v.; presumptive, adj.; presumptuous, adj.; presumptuousness, n.

Nota Bene: Keep in mind that a presumption is not necessarily based on logical reasoning; it can be a whim and be entirely wrong. A premise is expected to undergo the test of logic or scientific evidence to determine its accuracy or truth.

14. subsume (səb sōm′, sab syōm′) [sub <L. “under”]
tr. v. To place in a larger category or under a general heading or principle.

“Political buttons are subsumed under the larger collectors’ category of ephemera, along with old theatre programs, menu cards from long-defunct ocean liners, and lobby posters advertising Bulldog Drummond Returns.”—Gretchen Ackerman.*

subsumption, n.

15. sumptuary (súmp′ chō ēr′ ē)
 adj. Pertaining to or regulating expenditure, often for religious or moral reasons, usually relating to clothing or food.
The letter A that Hester Prynne wears, “in fine red cloth, surrounded with an elaborate embroidery . . . was of a splendor in accordance with the taste of the age, but greatly beyond what was allowed by the sumptuary regulations of the colony.”—Nathaniel Hawthorne

Nota Bene: The word sumptuous, although a relative of sumptuary, has an opposite meaning; “lavish; suggesting great expense or splendor.”

EXERCISE 7A

Circle the letter of the best SYNONYM for the word in bold-faced type.

1. a diplomatic emissary a. businessperson b. chaplain
c. merchant d. lecturer e. go-between
2. to subsume book titles a. list b. hypothesize c. debase
d. classify e. renounce
3. the demise of the U.S.S.R. a. founding b. end c. descent
d. ascent e. failure
4. a(n) acquisitive coin collector a. curious b. querulous
c. clever d. knowledgeable e. grasping
5. seizing the opportune moment a. timely b. ephemeral
c. propinquitous d. subjective e. meritorious
6. egregious inquisitors a. annunciators b. test makers
c. demagogues d. interrogators e. respondents
7. beginning with the premise a. assumption b. syllogism
c. boldness d. antithesis e. archetype
8. a powerful dynamo a. fanatic b. succession of rulers
c. genius d. engine e. opportunist
9. a(n) importunate class treasurer a. impatient b. meretricious
c. opportunistic d. hesitant e. insistent
10. a meretricious style of decoration a. phony b. quiescent
c. garish d. dignified e. popular

Circle the letter of the best ANTONYM for the word in bold-faced type.

11. unceasing querulousness a. acquiescence b. fretfulness
c. cheerfulness d. inquisitiveness e. spitefulness
12. a(n) meritorious performance a. insincere b. costly
c. admirable d. egregious e. charitable
13. an interloper’s presumptuousness a. timidity b. gregariousness
c. pomposity d. slyness e. smoothness

EXERCISE 7B

Circle the letter of the sentence in which the word in bold-faced type is used incorrectly.

1. a. The death in 1991 of Rajiv Gandhi, the grandson of Jawaharlal Nehru and the son of Indira Gandhi, ended forty years of dynastic Nehru-Gandhi rule.
c. With the exception of two years when they lost the pennant, the New York Yankees' World Series dynasty lasted from 1949 to 1964.

d. The noted Presbyterian minister Lyman Beecher dynastied thirteen children, one of whom was Harriet Beecher Stowe.

2. a. The Music Man, an opportunist with meretricious motives, convinces townspeople that buying his trombones will discourage their children from playing pool.

b. In order to appear meretricious and well-read, some people fill their bookshelves with leatherbound pieces of wood and cardboard that look like the real thing.

c. Proud and independent, Tatanka Iotanka, whom American settlers had the presumption to rename Sitting Bull, steadfastly refused to sign a treaty with agents of the U.S. government or to accept meretricious gifts he knew to be bribes.

d. Writers who indulge in inappropriately ornate passages that trivialize the text are guilty of meretriciousness known as "purple prose."

3. a. All young Americans from infancy to adulthood are at some point subsumed under the term "kid."

b. The genre of the mystery novel subsumes stories according to their protagonists, such as amateur sleuths, hard-boiled detectives, precinct police, spies, and historical figures.

c. The term folk art subsumes a variety of forms and materials: primitive painting and sculpture, decoys, weather vanes, carousel animals, household tools, and baskets.

d. In its fountains, gardens, and decorated archways, Segovia still subsumes the culture implanted during eight hundred years of Moorish presence in Spain.

4. a. Several Roman emperors attempted without success to enforce sumptuary control over the use of royal purple, which required costly dye from Tyre.

b. During the English Regency, Queen Charlotte, mother of the Prince Regent, entertained more than 2,000 guests at a sumptuary garden party.

c. When entering mosques or cemeteries in Muslim countries, visitors must adhere to sumptuary restrictions governing dress.

d. The Roman emperor Diocletian's sumptuary Edict on Maximum Prices listed more than 1,000 items, including food, clothing, tools, and salaries of workers, artisans, and teachers.

5. a. As the emperor parades in new "clothes" woven with invisible thread by a pair of swindlers, the stunned crowd remains silent until a child has the presumption to say, "He doesn't have anything on!"
b. By presuming that her destruction of Eilert Løvberg's manuscript is permanent, Hedda Gabler underestimates the power of Mrs. Elsted to assist in its reconstruction.

c. As heir presumptive to leadership of The Washington Post, Katharine Graham became president in 1963 and later publisher, encouraging aggressive investigative reporting of political and social issues.

d. Excessive presumption of sweets leads to tooth decay.

EXERCISE 7C

Fill in each blank with the most appropriate word from Lesson 7. Use a word or any of its forms only once.

1. Oliver Goldsmith's Vicar of Wakefield observes, "When Sunday came, it was indeed a day of finery, which all of my ______________ edicts could not restrain."

2. Contestants on television quiz programs must be intellectually ______________ in order to summon answers to questions on a wide range of subjects.

3. Encouraged by Queen Isabella and King Ferdinand, the Grand Inquisitor of the Spanish ______________, Tomás de Torquemada, had by 1492 accomplished the expulsion from Spain of 200,000 Jews who refused to convert to Catholicism.

4. Mary Wollstonecraft urged in her Vindication of the Rights of Women (1792) that girls and women be educated to become ______________, able to earn a living in medicine, nursing, and business.

5. Formed in the 1980s, the Coalition for Women's Economic Development in Bangladesh functions on the ______________ that small businesses can succeed with small loans if trust and cooperation are guaranteed.

6. In a sea battle against the Athenians, the Persian Artemisia ______________ rammed another Persian vessel in order to save her own trireme.

7. Viewers grow weary of repetitive advertising that ______________ them to acquire products and services.

8. While many American citizens of Japanese ancestry were egregiously incarcerated during World War II, Japanese-Americans were performing ______________ military service at the same time.
9. Weary of his wife Zeena's ___________________________ and nagging, Ethan Frome finds brief solace in the company of Mattie until a sledding accident makes invalids of them both.

10. For some stars of motion pictures the __________________ of silent films meant the end of a career, but not for Lillian Gish, who continued performing in movies into the 1980s.

11. Participants in the Peace Corps, sharing expertise in teaching, health care, business, and other enterprises, have served as American ______________________ to countries throughout the world.


EXERCISE 7D

Replace the word or phrase in italics with a key word (or any of its forms) from Lesson 7.

According to official archives—manuals, checklists, and trial notes—religious (1) interrogations, prolonged and harsh, flourished intermittently in Europe from the twelfth to the nineteenth century. The (2) reasoned basis of the interrogations was that any failure to adhere to Christian doctrine threatened social order. However, at the same time, the clergy acted on their (3) grounds for belief that Satan and his demons existed and that witchcraft and sorcery were at work in what we now consider natural phenomena. The inquisitors could charge a defendant with various forms of witchcraft (4) categorized as divination, harmful magic, incantations and charms, and even healing.

(5) Information-collecting spies and informers pursued subjects, and (6) insincere and deceptive evidence could condemn a person. Inquisitors traveled from place to place to (7) make insistent demands of the accused to prove their innocence, confess their guilt, or recant. Resistance led to torture; those convicted of heresy or witchcraft were anathematized and put to death, often by being burned at the stake. The (8) final days of these inquisitions occurred in Spain in 1834.

1. ____________________________ 5. ____________________________
2. ____________________________ 6. ____________________________
3. ____________________________ 7. ____________________________
4. ____________________________ 8. ____________________________