

UNIVERSIDAD DEL VALLE
FACULTAD DE HUMANIDADES
ESCUELA DE CIENCIAS DEL LENGUAJE
LECTURA DE TEXTOS ACADÉMICOS EN INGLÉS

Name: _____

Code: _____ **Date:** _____

CONTESTAR EN ESPAÑOL DE ACUERDO CON EL TEXTO
“Enron: Widespread myopia”

I. NOUN PHRASES

- A. Give the Spanish equivalents of the underlined noun phrases.
- B. Identify at least ten more of them and give their Spanish equivalents. Each one must be composed by at least four words.

II. CONNECTIVES

Identify them in the reading and tell the two linked ideas.

III. REFERENTS

Identify them in the reading and tell what each expression refers to.

IV. RHETORICAL FUNCTIONS

From the reading give a sample of each one and tell the page and line where it begins:

- A. ARGUMENTATION (page __, line __)
- B. CAUSE-AND-EFFECT RELATIONSHIPS (page __, line __)
- C. CLASSIFICATION (page __, line __)
- D. COMPARISON (page __, line __). Suggestion: draw a comparative table.
- E. DEFINITION (page __, line __)
- F. DESCRIPTION (page __, line __)
- G. GENERALIZATIONS (page __, line __)
- H. INSTRUCTIONS (page __, line __). Probably you're not going to find a specific set of instructions in this text but you can write down some in order to avoid new cases like this happen again.
- I. METAPHOR (page __, line __)

V. READING COMPREHENSION

Explain the following expressions in the text:

- A. “The savage and unrestrained diversification adopted by Enron” (page 1, line 16)
- B. “Media and experts endorsed Enron success in plunging in uncertainty” (page 1, line 27).
- C. “Enron was the sleepy pipe line company that had reinvented itself” (page 1, line 28).
- D. “The first national spot market for gas in which commodity swaps, future contracts and other complex derivatives effectively stripped the risk and volatility out of gas prices” (page 1, line 33).
- E. “This innovative success was endlessly recycled by business press” (page 1, line 38).
- F. “They are hard to access and imitate” (page 2, line 10).
- G. “They must be hard to imitate in order to create a lasting advantage” (page 2, line 14).
- H. “Its failure can be put down to its bulimia” (page 3, line 1).
- I. “A technical failure susceptible to a technical fix” (page 3, line 7).

- J. “The deception in the case of Enron was made possible solely by *window dressing* or *cooking the books*” (page 3, line 12).
- K. “Accounting image was used in the case of Enron to legitimate what people wanted Enron to be” (page 3, line 27).
- L. “Everyone had a desire to believe that the company was too good” (page 3, line 33).
- M. “Enron set up a kind of opacity at all levels of control” (page 3, line 34).
- N. “Its directors, who were seen as *the messiahs of the new economy*, are dismissed as crooks” (page 3, line 45).
- O. “People were blinded by their greed” (page 3, line 48).
- P. “Instead of restraining them, Market professionals and corporate executives chose to feed the frenzy” (page 3, line 52).
- Q. “This was the chronicle of an announced death” (page 3, line 53).

VI. SCANNING

- A. When and why did Enron’s problems begin?
- B. Can accounting be blamed for Enron’s failure? Explain
- C. Can Enron affair be considered just a case of “window dressing”? Justify your answer
- D. When and how did people finally notice Enron’s reality?
- E. Is there any lesson that can be drawn from this case? Justify your answer

Please help to save a tree. For your answers use the back side of this worksheet!

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