Carlos Arbona

Carlee Kauffman

1/17/14

Paper 1

Entrepreneurship And It's Parts

Entrepreneurship is a daunting and scary community to come into and not know what you are doing, or are planning to do within it. Although that may scare some, it actually thrills me. I like a fun but serious challenge, and entrepreneurship offers that plus more. To really grasp what you can do with entrepreneurship, we can turn to the world's richest people. Not because they are rich, but because of the diversity within their ranks. Carlos Slim, telecommunications, Bill Gates, software, Warren Buffett, investing. I could go on for a while but just within these three individuals, you can understand what I mean by diversity. There is not one field that entrepreneurship is limited to. Also to encourage people after money, there are plenty of areas to pursue for it. Another reason is the constant challenge of running your own company. There is always something new to address within the context of a company. To help prove this we can also look into the diversity of the companies that these three individuals run. But I think the best example could be Warren Buffett's Berkshire Hathaway. Berkshire owns over fifty companies, all that are in different spectrums of the business world with Coca-Cola, Netjets, Geico, being few of the many. With this in mind, you can tell that Warren will have to deal with soda, private planes, and insurance maybe all within the same day!

Let me introduce you to my friend, Swales. He made a big impact in the ideas of discourse communities and, my friend, entrepreneurship is a big discourse community. Let me tell you about it according to Swales six characteristics of a discourse community. As I introduce the characteristics, I'll follow with examples of each in the discourse of entrepreneurship. The first characteristic is "A discourse community has a broadly agreed set of common public goals"(Swales 471). Entrepreneurs have that characteristic almost embedded in them. The most common public goal almost all entrepreneurs share is being able to make customers lives easier, whilst making a small profit. The next characteristic that Swales describes is "A discourse community has mechanisms of intercommunication among its members"(Swales 471). Now entrepreneurs aren't special people that use any other type of communication. We use what you probably use, e-mail, phones, texting, etc. The next characteristic that Swales describes is "A discourse community uses its participatory mechanisms primarily to provide information and feedback"(Swales 472). A great example of this is customer surveys. You know those annoying little pop ups that always come up after you order something online? Yeah those are important to entrepreneurs, because they give us all the feedback and information in your shopping experience, and if you agree for that info to be shared within the company, it can help you out even more in other shopping areas! The next characteristic "A discourse community utilizes and hence possess one or more genres in the communicative furtherance of its aims"(Swales 472). This can be easily described by a entrepreneurs (most big business entrepreneurs) shareholders meeting, which they discuss what is going on within its company to all of the people that have something to do with the company. The next characteristic is "A discourse community in a addition to owning genres, it has acquired some specific lexis"(Swales 473). Although there is some sort of lexis within entrepreneurship, it is mainly the ranking system such as CEO, COO, Chairman, etc. The last characteristic Swales describes is "A discourse community: has a threshold level of members with a suitable degree of relevant content and discoursal expertise"(Swales 473). This is when your big business CEO's and chairman's come in. These are the people that the world seeks for answers to hard questions and matters that some entrepreneurs haven't attained yet.

It's quite simple for me. My whole life I had been brainwashed into thinking I wanted to be a Doctor. There's nothing wrong with being a doctor, it's just the idea that I was being pushed to it had an effect of being controlled by others, which is what I did not want. With this in mind, I searched for a way to express my creativity, and find a limitless solution to my curiosity. With this I set off asking a lot of business owners I knew personally how did they enjoy the idea of entrepreneurship. I had no negative response from any of them. I asked them questions such as "Do you ever feel locked down to your specific business?", and "Do you enjoy the challenges of running your own business". I never really got a response that stated it was easy, but I definitely got a sense that they all experienced a sense of self accomplishment, and that was what I was seeking for at the time. I started surrounding myself around these business owners so I could ask more and more questions. For me, it was the career path I have been waiting for my whole life.

It's very intriguing to be actively in this community while I am in college. Mainly I am in the development side of entrepreneurship today. I am head developer of a mobile game coming out within the next two years. There is a lot of constantly evolving problems and challenges that are going through the development process all the time. If that's not challenging enough, I have to do a lot of reading, while being a fulltime student. It's challenges like these that I was searching for within entrepreneurship. Now how exactly can I say I am an entrepreneur with this developing game? Simple, I'm partial owner of the profit. Entrepreneurs seek profit, the way to make the best of it in this scenario at the time is developing this specific game. I can acquire an extremely good share of the profit this game will make, and probably a huge bonus along with that share.

To touch on more of a hard topic of entrepreneurship, you have to be able to take risks. Lots of big risks. One in three businesses fail within the first three years. So you have to be a shark, you have to be on top of the game. It can be very stressful, and very challenging. Why did we always see Bill Gates leaving for business "retreats"? In my humble opinion, I believe he was trying to get away so he wouldn't lose his sanity. I also think he did what was needed to keep Microsoft alive and at the top of the software industry, and we can get a lot of output out of him. The entrepreneurship discourse is very menacing and it can and does lead people to big bankrupts and big failures. But that's the challenge in the community, that's the adrenaline at first. Eventually if your product is successful it would be more along the lines of being able to maintain profit, while making competition harder for everybody else, so it is constantly evolving.

In Conclusion, Swales six constituents of a discourse community help to pinpoint what a community is all about. Entrepreneurship as a whole meets all six constituents and has plenty if not obvious examples for each. Entrepreneurship has challenged me in ways biology, chemistry, and health sciences have not been able to challenge me. It is for the risk takers, for the people that want a huge challenge but have to work hard for it. I find it a privilege to already be within the community of entrepreneurship today, as a young developer. I cannot wait to see what the future unfolds for me within this discourse community.

Works Cited

Swales, John. "The Concept of Discourse Community" Genre Analysis: English in Academic and Research Settings. Wardle, Elizabeth, and Doug Downs. *Writing about Writing: A College Reader*. Boston: Bedford/St. Martins, 2011. Print.

"Strategy Theory." *Business Failure Business Start up Business Studies and Business English*. N.p., n.d. Web. 21 Jan. 2014.