**The Text of the Power of a Good Name**

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How to earn a good reputation?

a. keep one's promise

b. be honest and truthful

c. be faithful to your work and the people in your life

d. pursue a high quality of work and try to develop a sense of professionalism

e. keep your mind open to suggestions, ideas and even criticisms from others

How to maintain a good reputation?

a. be sympathetic by putting oneself in some else's shoes

b. be aware of details of work and everyday life

c. be persistent in work even when confronted with difficulties

d. be honest and brave enough to admit your incompetence when you cannot do what is expected

e. keep mottos to warn oneself of selfishness, greediness, and other evils

We children--eight brothers and two sisters--could enjoy that good name, unearned, unless and until we did something to lose it. Compromising it would hurt not only the transgressor but also those we loved and those who loved us. We had a stake in one another--and in ourselves.

作为孩子，我们八个弟兄和两个姊妹，也能够享有父母赢来的好声誉，除非直到有一天，我们做错什么而失去它。破坏这个好声誉不仅会伤害破坏者自己，而且会伤害到那些我们爱着的和爱着我们的人。我们彼此息息相关。

Today, when I'm back home, I receive respect because of the good name passed on as my father's patrimony and upheld to this day by me and my siblings. People like Buck Davis came to know of my success in the world. But it was my family's good name that paved the way.

今天，我回到家中，我赢得了尊重因为由父亲相传、我和兄弟姐妹共同维护到了今天的好名声。像巴克·戴维斯那样的人开始逐渐明白我在这个世界上的成功，但那是家庭的好声誉为我铺就的路。

My daddy had never been rich or powerful. But in his dying, he gave me a last gift: his faith that I was the man he had wanted me to be. By trusting me to care for him at the moment of his passing, he showed not only his love, but his pride and confidence in me.

父亲从来不是很富有或很有权威，但是在他将要离开的日子里，他给我留下了最后一份礼物：他坚信我可以如他所愿的那般成功。是的，在他即将离开这个世界的日子里，他信任地让我去照看他。这样，他不仅仅表示了他对我的爱，还有他以我为骄傲。对我满怀信心。

The point the writer wants to make is that many of the social problems today result from the lack of a sense of pride in having good reputation and no sense of shame for bad reputations. Parents who don't care about keeping a good reputation have no sense of shame when they fail to set good examples for their children; nor can they provide children with the kind of security and guidance they need. Consequently, many of these children grow up without a sense of shame either. They worship violence, which is respectfully portrayed on TV and in movies. As families disintegrate, communities fall apart and crime rises.