

Student's Name : Yvonne Tagoe

School : Nyack college

Date: October 29 ,2021

Extra credit wk 8

**Q 1) Based on these regulations, what was the function of the guild merchant?**

The guilds were typical between the 11th and 16th centuries in Europe, where they were involved in conducting businesses for their social organizations. Therefore, guilds imply the association of merchants and various craftsmen who aimed at promoting economic interests for their members through the provision of mutual aid and protection. The merchants would allow guild members to form their businesses and operate, thus becoming their apprentices. Similarly, the regulations allowed the guild to ensure that the trading skills were passed to other generations, thus helping to continue and sustain the business for a more extended period. For instance, the eldest son of the guildsman would succeed his father once he dies; hence no one shall inherit the position based on the wife's ancestors. Therefore, based on the regulations, the guild merchant was responsible for the welfare of their allies and business people and the well-being of their guilds and their future. They could uphold the rules and ensure that they are not broken for ages.

**Q2)What screen image of themselves do the merchants of Southampton project to**

**themselves through these regulations? What underlying frame values do the regulations express?**

The merchants of Southampton had the rules that helped guide their operations and ensure that they worked towards upholding the city's regulations. For instance, no individual in Southampton is allowed to buy and sell anything within the town, not unless the gild merchant has permitted them to fail to which shall be convicted and all the goods forfeited. These rules projected the merchants of Southampton as the ones in charge of businesses and had the power to decide who and how to conduct business within their city. The regulations express the underlying framework that showcases a city guided by rules that restrict foreigners from operating business in the guilds without the permission of the merchants.