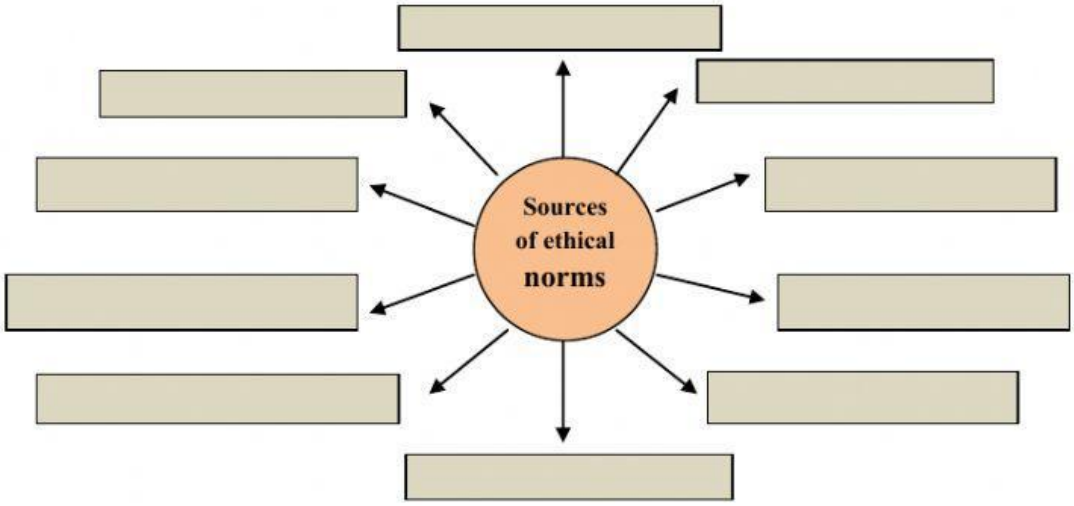
ETHICAL VALUES AND SOCIAL RESPONSIBILITIES

I. Evocation.

1. Task: perform your personal understanding of the given quotation.

"To educate the mind without the morals is to educate a menace to society".

2. Making a spidergram. Task: name the sources of ethical norms.



3. Matching the terms and their definitions. There are 6 principal ethical values that should be made to uphold on any level of human relationships. Define them by matching.

1. Honesty	**a.** Accept consequences of marketing practices and serve the needs of customers of all types, while being good stewards of the environment.
2. Responsibility	**b.** Fulfill all legal, economic, and societal responsibilities to all stakeholders as well as giveback to the community and protect the ecological environment.
3. Fairness	**c.** Be forthright in dealings and offer value and integrity.
4. Respect	**d.** Create a spirit of openness in the practice of marketing through communication and constructive criticism.
5. Transparency	**e.** Balance buyer needs and seller interest fairly, and avoid manipulation in all forms while protecting the information of the consumers.
6. Citizenship	**f.** Acknowledge basic human dignity of all the people involved through efforts to communicate, understand, meet needs and value their contributions.

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II. Realization. Vocabulary practice. Reading Comprehension.

4. Task: explain the difference between ethic values and social responsibilities.

5. Task: read the text, fill in the gaps according to the meaning; use appropriate vocabulary from the box.

Honesty	fairly	discrimination	norms	ethical
the law	environmental	relations	responsibility	

BUSINESS AND SOCIETY

Business enterprises have the important role of providing goods and services that can be sold as a profit. However, business has a 1) _____to produce and distribute goods and services at a price consistent with their quality and purpose. These goods should be 2)_____ advertised and merchandized. To fulfill its role in a responsible manner, business must relate to the society of which it is a part. We expect people in business to conduct their activities in an 3) _____manner.

Ethics is a code of 4) _____ and values accepted by society as being right and proper. In general, business managers support a concept of business ethics based on 5)_____, fairness and adherence to 6) _____. However, there is always the possibility of divergence between what is considered to be ethical and what is actually practiced. From time to time incidents of expense account padding, bid rigging and price fixing come to light that contradict the consensus of what are ethical business practices.

Public 7) _____ at its best relate the business enterprise to the different groups constituting the public. Identifiable groups with which the enterprise needs to communicate include shareholders, customers, employees, suppliers, and governmental agencies.

Because of its influence on society, business can have an important role in dealing with the socioeconomic problems we face. The future is difficult to forecast. However, a number of issues face our present society that requires long-run solutions. Socially responsible business leaders can help in solving problems arising from 8) _____ in employment and income, poverty, 9) _____ pollution, increasing urbanization, and AIDS. Business enterprises contribute to a wide range of philanthropic projects both in money and employees' time.

Task: find the answers in the text.

1. Business enterprises have the important role of providing goods and services, don't they?
2. Should business produce and distribute goods and services at a price consistent with their quality and purpose?
3. What is ethics?
4. What principles is business ethics based on?
5. Who belongs to different groups of public which business enterprise relates to?
7. What problems can socially responsible business leaders help to solve?

III. Reflection. Speaking Comprehension.

6. Task: match synonyms in the first column to the synonyms in the second.

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1. high speeds	**a. to eliminate**
2. to drive fast	**b. to follow**
3. to pay attention to	**c. yellow**
4. dangerous	**d. top speeds**
5. to control	**e. to keep the tracks**
6. to reduce the speed	**f. to decrease the speed**
7. to exclude	**g. to attach importance to**
8. to respect	**h. to move quickly**
9. to comply	**i. to adhere**
10. amber	**j unsafe**

7. Task: match the antonyms.

1. doubt	**a. disorder**
2. queue	**b. increase**
3. rude	**c. protect**
4. jeopardize	**d. trust**
5. decrease	**e. polite**

8. Sharing opinions. Do you think that road safety is a part of social responsibility? Give arguments.

9. Class Discussion. Task: read those 8 golden rules of road safety and discuss whether the proverb **'rules are made to be broken'** must be eliminated from our thoughts when we speak about drivers' and pedestrians' responsibility.

1. Plan your journey. For journeys beyond 2 hours a second driver is recommended. If you are tired, sleepy, drunk or in an emotional state, postpone your journey.
2. Always adhere to prescribed speed limits.
3. Give signals and observe all safety rules when changing lanes, by checking side mirrors and rearview mirrors before executing this potentially dangerous traffic maneuver.
4. Always comply with traffic rules at intersections especially stopping on red and amber warning signs and giving priority to pedestrians.
5. Avoid tailgating at all times as it is the main cause of many serious accidents.
6. Observe safety guidelines when overtaking. Never overtake when in doubt.
7. Don't jump queue or abuse the usage of emergency lanes as it is not only very rude but also very dangerous.
8. Avoid weaving through traffic as it can jeopardize your safety and that of other road users.

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10. Task: discuss in groups; argue.

1. Safety is determined by the condition of the track.

2. Road safety doesn't depend on automobile braking system.

3. Self-driving vehicles are generally safer than vehicles driven by humans.

IV. Extension. Free writing.

11. Task: imagine the situations; expect your personal reaction and behavior; give written answer to the question (choose variant):

"How ethical and responsible are you in the workplace (on the road)?"



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