

MAIN IDEAS – SUPPORTING DETAILS

Main ideas	Supporting details
<p>1. Committing to CSR can help companies attract quality employees.</p> <p>2. Engaging workers is essential to running a successful business.</p> <p>3. There is also evidence that being socially responsible drives profitability.</p> <p>4. Speakers of two languages or dialects may alternate the way they talk to be accepted in a larger group that includes speakers of a majority language or dialect.</p> <p>5. People may also choose a particular language because a phrase in one language is more suitable to the speaker for personal reasons.</p> <p>6. Similarly, a person may switch into one language when discussing certain topics, such as family life, and another language when discussing another topic, such as school.</p>	<p>A. Research suggests that words considered taboo in some languages may be code-switched to more comfortably discuss a forbidden topic such as “sex”.</p> <p>Type of SD:</p> <p>B. Research conducted in New Zealand, for example, shows that Maori New Zealanders often code-switch between the Maori language and English in the workplace.</p> <p>Type of SD:</p> <p>C. A survey of 13- to 25-year-olds conducted by the Cone Millennial Cause group found that 80 percent want to work for a company that cares about how it impacts and contributes to society.</p> <p>Type of SD:</p> <p>D. Research shows that consumers are increasingly motivated to buy products from socially responsible companies.</p> <p>Type of SD:</p> <p>E. For example, in the former Soviet republics of Central Asia (Kazakhstan, Uzbekistan, and so on), many bilingual students study Russian in school and speak a different language at home. When speaking about school, these students often speak in Russian, but when a topic associated with family life is brought up, they often switch to their home language.</p> <p>Type of SD:</p> <p>A. A Gallup Organization study of 1.4 million employees found that companies with a high level of employee engagement, in which employees felt valued and connected to the organization, report higher productivity, as well as lower absenteeism, job turnover, and health and safety problems.</p>