MAIN IDEAS – SUPPORTING DETAILS

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1. Committing to CSR can help companies attract quality employees. …….. 2. Engaging workers is essential to running a successful business. …….. 3. There is also evidence that being socially responsible drives profitability. …….. 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. …….. 5. People may also choose a particular language because a phrase in one language is more suitable to the speaker for personal reasons. …….. 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. ……..	A. Research suggests that words considered taboo in some languages may be code-switched to more comfortably discuss a forbidden topic such as “sex”. Type of SD: …… 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. Type of SD: …… 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. Type of SD: …… D. Research shows that consumers are increasingly motivated to buy products from socially responsible companies. Type of SD: …… 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. Type of SD: …… 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.

LIVEWORKSHEETS