

Learning objectives for this lesson

Reading for a number of key points to answer a question.
Reading for specific information. Guessing the meaning of words and expressions from context in a text.

- 1 Start a classroom discussion about companies doing good. You might need to clarify the term 'doing good' as one which we use to refer to giving money to charity or helping poorer parts of society. With the second question, ask students to give specific examples of products they have used which come from companies with good ethical reputations.
- 2 Before students begin reading, ask them if they have heard of Corporate Social Responsibility. If they aren't sure, ask them to guess what they think it probably refers to.
To answer the question, students will need to read the whole text as there is more than one change or development.

Answer

- It was only in the last thirty years that it gained an official name.
- Now there are policies, managers and annual reports specifically relating to CSR.
- Companies now have to convince us with advertising that they are socially responsible
- Customers look for products which have not adversely affected anything in its manufacture.
- Products may have certification marks from organizations such as Fairtrade to indicate they are ethical.
- How money is raised for good causes has changed.

- 3 Students read for more information and complete the sentences. Afterwards they can check their answers in pairs and say where they found the relevant information in the text.

Answers

1 b 2 a 3 c 4 b 5 c

- 4 Students match the definitions.

Answers

- | | |
|-------------------|---------------------------|
| 1 manned | 5 (jump on the) bandwagon |
| 2 parodies | 6 a bright spark |
| 3 philanthropy | 7 waffled |
| 4 out of the blue | |

Extension

If you have time, ask students to make their own sentences using some of the new words in 4. You could also ask these questions to the students (or write them on the board to discuss in pairs):

- 1 Have you ever manned something?
 - 2 Do you have any famous business philanthropists in your country?
 - 3 Has anything happened out of the blue this week at work?
 - 4 Are you a bright spark?
 - 5 Do you know anyone who waffles a lot?
- 5 Students find words they think might be helpful to them in their own work. If you have time afterwards, ask for a few students to tell the class which words they chose and explain why.
 - 6 Discuss the questions as a class. Students should express opinions as to whether they think companies are motivated for the right reasons to have CSR policies or maybe they don't think it matters. If any students work for companies with a CSR policy or the equivalent in their country then have them tell the class about it. If they have any written material in English on the subject for their company, they could bring it to the next lesson.