



## AEUK Summary Writing \*\*\*\* [B2/C1]

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1. **Brexit:** *The path to Brexit*
2. **The Financial Crash:** *The cause of the 2008 Financial Crisis*
3. **Gig Economy:** *The Gig Economy*
4. **CSR:** *Corporate Social Responsibility*
5. **Globalisation:** *International Trade*

Levels: \*\*\*\* B2/C1 \*\*\*\* C1

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## Summary Writing

### Brexit: The path to Brexit

#### Summary

The text discusses the background history of the EU, its three key treaties and the economics of the EU. It then highlights the dissatisfaction of EU policy in the UK that led to the referendum and then explores the future policies of leaving the EU.

#### References:

The UK Government. (2016). *European Union Referendum 2016: Briefing Paper No:CBP 7639*. [online] House of Commons. Available at: <http://researchbriefings.files.parliament.uk/documents/CBP-7639/CBP-7639.pdf> [Accessed 10 Jan. 2017].

ONS, (2016). *The UK's EU membership fee*. [online] Office of National Statistics. Available at: <https://fullfact.org/economy/our-eu-membership-fee-55-million/> [Accessed 10 Jan. 2017].

Young, A and Gee, G, (2016). Regaining Sovereignty, Brexit, the UK Parliament and the Common Law. *European Public Law*, 22 (1), 131-147.

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# Student

## Two types of lesson

### **Lesson#1:** [Easy] \*\*\*\*\* [B2/C1]

1. Try to predict the content of text / write down key terms / ideas
2. Read text – check words and meanings with a dictionary
3. Use the outline to identify key points and support
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

### **Lesson #2:** [Hard] \*\*\*\*\* [C1]

1. Read text – no dictionary
2. Use the outline to identify key points and support / or take notes from text
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# Teacher

## Two types of lesson

### **Lesson#1:** [easy] \*\*\*\*\* [B2/C1]

1. Give out text a week /day before the test – students read, check vocabulary and meaning.
2. Test day – give out a new copy of text and summary question
3. Set 1 hour to read text and write the summary
4. The summary – only one paragraph (200-250 words)
5. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
6. Feedback<sup>2</sup>: give out key points & model answer
7. Answer Critical thinking questions – then group discussion (30 minutes)
8. Extra activity\*

Correction code\*: [www.academic-englishuk/error-correction](http://www.academic-englishuk/error-correction)

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5. Answer Critical thinking questions – then group discussion (30 minutes)
6. Extra activity\*

### **Reading Tests** [extra activity\*]

Link: [www.academic-englishuk/reading-tests](http://www.academic-englishuk/reading-tests)

Students do the reading test first and then write a summary (1 hour 30 minutes)

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## **The Path to Brexit**

C. Wilson (2017)

1) The European Union was formed in the 1950s, specifically under the 1957 Treaty of Rome that implemented the single market for goods, labour, services and capital with common policies on transport and agriculture and to incorporate the creation of the European Social fund and commission. In these early stages it was termed the European Economic Commission (EEC) and was derived of six member states; Germany, France, Italy, Belgium, the Netherlands and Luxembourg. The UK declined an invitation to join. Nevertheless, twenty-two years later the UK was granted accession in 1973 and forty-three years later the UK has voted to leave.

2) Since joining the EU back in 1973 there has been significant progress in terms of regulation and policy. The first being 'the Schengen Treaty' in 1985. This treaty ratified a borderless zone across member states to include common visa policies and the abolishment of passport controls. The UK refused to sign up to this agreement. The second was 'the Maastricht Treaty' in 1992. This changed the name from EEC to the EU and introduced the single currency of the Euro through the creation of the European Central Bank (ECB) to create a second reserve currency in the world and solely control EU monetary policy to maintain stability. It also developed a better coordination of economic policies and the implementation of European Citizenship. The final development was the Lisbon Treaty in 2007. This improved past treaties but also extended powers of judicial matters and European Parliament.

3) At the moment in 2017, the EU consists of 28 states who operate through a single market with standardised laws and EU policies aimed at ensuring the four freedoms of the free movement of goods, services, capital and people with common policies on trade, agriculture, fisheries and regional development. The EU is the second largest economy in the world with a combined GDP of \$20.75 trillion, 20% of the global gross domestic product and 30% of the net global wealth of \$223 trillion. The EU is the largest exporter in the world and since 2008 is the largest importer of goods and services. Internal trade is aided by the removal of tariffs and reduced border control. According to the Office of National Statistics (2016), the UK pays on average £18bn a year for membership, this equates to £350million a week. In 2016, the UK received a rebate of £5bn and the EU spent £4.5bn on the UK, therefore the UK's net contribution is about £8.5bn a year. These costs seem exuberant and the true benefits are difficult to calculate against investment. On the one hand, the UK Government (2016) claims that EU benefits provide 4-5% of UK GDP or £62-78bn a year with the single market increasing flows of investment and the free movement of people benefits recruitment and knowledge transfer skills. On the other hand, without EU membership the future is unclear but not necessarily negative due to the fact that this could be a new horizon opening better trade markets outside a controlled single market and investing solely in the UK.

4) The UK and its relationship with the EU has been a turbulent affair (Young & Gee, 2016) from the start and there have been numerous calls for referendums. These began just after the accession in 1975 when a referendum to leave was called on the disagreement with the EEC's agricultural policies and budget financing, then again in 1983 when Margaret Thatcher famously negotiated a rebate from being the net contributor to the EU funds. Following that in 1992, the UK suspended its membership over the introduction of the Euro and the exchange rate mechanism. In 2011, the UK prevented the EU Government plans to levy banks and restrict London's financial sector. In 2013, David Cameron tried to renegotiate the UK's membership and have greater power of immigration, exclusion from Eurozone bailouts and prevent the EU's commitment of 'an ever closer union', which the UK sees as a creation of a super-state Europe controlled by one type of political union. However, the negotiations were not fully met and a referendum was proposed. Finally, in 2016, trouble in the

Eurozone and the ongoing migrant crisis led to the referendum being called for the 23th June 2016. The controlling government 'the conservatives' were divided with the Prime Minister 'David Cameron' supporting remain and two of his leading politicians supporting leave.

5) On Thursday 23<sup>rd</sup> June Britain voted to leave the EU with 51.9% leave and 48.1% remain overall. However, Scotland and Northern Ireland had a majority vote of remain with 62/38 and 55/44 respectively. According to Official Government figures (2016), 34 million people voted equating to a 72% turnout, which was the highest ever turnout in the history of voting. The referendum results suggest the UK is split down the middle in its opinion on the EU. The main arguments for the leave campaign were to regain sovereignty, to cut immigration, to remove restrictions of the single market to access global markets and to spend £350 million a week on the UK economy. Economists have analysed the results and found a correlation between the people who voted to leave being a specific social grade (manual, casual workers), non-graduate level of education and the over 60s (pensioners). Also, the main areas that voted leave were places with high numbers of immigrants, high unemployment and deprivation from lack of Government funding (mainly the North of England). London on the other hand voted overwhelmingly to remain in the EU (59.9%), which some Economists suggest is because of multicultural areas, a younger population and highly educated residents.

6) The referendum vote was to leave so 'Brexit means Brexit'. Since the vote there has been a change in Prime Minister and a complete pro-Brexit cabinet reshuffle to accommodate the new changes. The Government will trigger 'Article 50' of the treaty of Lisbon in March/April 2017. Triggering Article 50, is the formal notification of the intention to withdraw the UK from the EU and will the UK has two years to leave from that date. At the same time, all the treaties that govern membership no longer apply to Britain. The terms of exit will be negotiated between Britain's 27 counterparts. The Government has two main choices a 'hard' or 'soft' Brexit. A hard Brexit means to give up full access to the single market, go back to WTO rules for trade and gain full control of borders and laws. And a soft Brexit means keep a similar close relationship with the EU similar to existing arrangements with free access to the Single market, bank passporting rights but no seat on EU commission, and this deal must include the four freedoms. Whatever the choice, it is now becoming increasingly evident that the short-term impact is likely to be negative with uncertainties over trade arrangements already affecting the pound sterling. The Bank of England has stated that Brexit is the biggest risk to financial stability in history. However, the main point is that no one actually knows exactly what will happen concerning the implications of Brexit on economic prosperity and the UK's role on the international stage.

### **References:**

The UK Government. (2016). *European Union Referendum 2016: Briefing Paper No:CBP 7639*. [online] House of Commons. Available at: <http://researchbriefings.files.parliament.uk/documents/CBP-7639/CBP-7639.pdf> [Accessed 10 Jan. 2017].

ONS, (2016). *The UK's EU membership fee*. [online] Office of National Statistics. Available at: <https://fullfact.org/economy/our-eu-membership-fee-55-million/> [Accessed 10 Jan. 2017].

Young, A and Gee, G, (2016). Regaining Sovereignty, Brexit, the UK Parliament and the Common Law. *European Public Law*, 22 (1), 131-147.

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**Summary note-taking** – take notes on the key points of the article

1) main idea:
Support:
2) main idea:
Support:
3) main idea:
Support:
4) main idea:
Support:
5) main idea:
Support:
6) main idea:
Support:

## **Summary note-taking** – take notes on the key points of the article

<b>1) main idea: EU History</b>
<p>Support:</p> <ul style="list-style-type: none"> <li>a) 1950's formed – 1957 Treaty of Rome</li> <li>b) 6 countries (Ger, Fr, It, Bel, Neth, Lux)</li> <li>c) UK 1973</li> </ul>
<b>2) main idea: Three Key Treaties</b>
<p>Support:</p> <ul style="list-style-type: none"> <li>a) Schengen Treaty 1985. borderless zone / no passport controls. UK refused to sign</li> <li>b) Maastricht Treaty 1992. EEC to EU /single currency /ECB/ European Citizenship.</li> <li>c) Lisbon Treaty 2007. <b>judicial matters</b> and European Parliament.</li> </ul>
<b>3) main idea: The economics of the EU</b>
<p>Support:</p> <ul style="list-style-type: none"> <li>a) 28 MS / single market /4 freedoms (movement): goods, services, capital, people)</li> <li>b) standardised laws and EU policies</li> <li>c) 2<sup>nd</sup> largest economy, importer &amp; exporter / 20% Global GDP</li> <li>d) UK costs = £18Bn (£350m a week) / rebate £5bn, payment £4.5bn, net £8.5bn</li> <li>e) EU membership = 4-5% GDP / approx. £70Bn</li> <li>f) NO EU membership unknown horizon??</li> </ul>
<b>4) main idea: UK &amp; EU historical disagreements</b>
<p>Support:</p> <ul style="list-style-type: none"> <li>a) from 1975 disagreements on agriculture, budgeting, net contributions, rebates, the Euro, immigration, EU bailouts, super-state Europe, troubles in the Eurozone and on-going migrant crisis.</li> </ul>
<b>5) main idea: Referendum analysis</b>
<p>Support:</p> <ul style="list-style-type: none"> <li>a) 23<sup>rd</sup> June 2017 / 51.9 leave 48.1 remain /</li> <li>b) leave arguments: sovereignty, immigration, single market restricting global trade, membership fees to UK economy</li> <li>c) Leave voters = working class, non-graduate level, pensioners,</li> <li>d) Leave areas = high immigration, unemployment, deprivation</li> <li>e) Remain = London – (multi-cultural, younger, educated)</li> </ul>
<b>6) main idea: The way forward</b>
<p>Support:</p> <ul style="list-style-type: none"> <li>a) Article 50 – March/April = 2 years / Membership &amp; treaties not applicable</li> <li>b) Hard Brexit = no single market / WTO rules / control borders and customs</li> <li>c) Soft Brexit = EU close relationship –access to single market = include 4 freedoms</li> <li>d) Future is unknown?? BoE financial risk</li> </ul>

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## **Summary Model**

**Task:** Write a 200-250-word summary on the key elements of Brexit.

Word count: \_\_\_\_\_



## **Summary Model**

**Task:** Write a 250-word summary on the key elements of Brexit.

According to Wilson (2017), the relationship between the UK and the EU has been a transitional process of progress and conflict resulting in 'Britain exiting' the EU (Brexit). The UK joined the EU in 1973 and 43 years later, after decades of pragmatic accomplishments (Treaties) and disagreements, is leaving from the results of a public referendum. The key elements to the EU and its twenty-eight members is the access to one single market through the four freedoms of goods, people, services and capital with all members following standardised laws and policies. The EU is the 2<sup>nd</sup> biggest economy, importer and exporter with a 20% of Global GDP. The UK membership cost is £18bn a year with a net contribution of £8.5bn with an estimated return of £70bn in economic benefit (The UK Government, 2016). The June 2016 referendum resulted in a marginal win of 52% leave with the UK voting for greater sovereignty, reductions in immigration, opportunities to trade globally without EU restrictions and investment of EU membership money into the UK economy instead. The future is full of financial risk (Bank of England, 2016) and the UK government has to decide which direction to take; a hard Brexit, which leaves the EU completely or a soft Brexit that keeps a close relationship with EU, access to its Single market but has no control. Wilson (2016) suggests that this is unfamiliar territory for the UK and there are uncertainties how it will perform globally on its own.

Word count: 248

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### Critical thinking Questions

1) Check you understand all key vocabulary (**in bold** in the text)

2) What's the stance of the author – for/against? Why?

3) Is this a credible article? Yes /no – why?

3) Highlight key information in the text you would use for an essay on 'the UK should not leave the EU?'

4) Highlight two areas in the text that you question, disagree with or lack evidence

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## **Critical thinking Questions ANSWERS**

1) What's the stance of the author – for/against? Why?

Possibly against – **P3** evidence the UK quadruple investment in EU of £18bn to £62-78bn.  
No evidence provided for counter argument 'future is unclear'  
**P6** – uncertainties and Bank of England statements of financial risk.

2) Is this a credible article? Yes /no – why?

Generally, yes with title, author, date and credible reference list. Includes in-text references to evidence.

**BUT** who is the author? Who are they writing for? No publication, no publisher, no journal name, no institution. **Therefore**, it would be good to use for background and any information used should be followed up using the reference list and quoting the reference list authors directly.

3) Highlight key information in the text you would use for an essay on 'the UK should not leave the EU?'

- **P3** – four freedoms have developed trade, reduced tariffs and customs
- 2<sup>nd</sup> largest economy / exporter / importer
- net contribution = £8.5bn per year – return of £62-78bn
- Knowledge transfer skills / Future is unclear.
- **P5** – vote was too close – not over-whelming
- Sovereignty is having a voice in the EU / Is immigration really bad? / UK will have to pay to use the single market so won't save £350m
- **P6** – Hard Brexit = leaving the single market will affect hundreds of business / financial risk / nobody knows?

4) Highlight two areas in the text that you question, disagree with or lack evidence

- **P3** – Government claims £62 – 78bn = prediction?
- **P5** – are the campaign arguments accurate? Exaggerations?
- Economists have analysed (who are they? No reference??)
- The correlation seems untrue looking at the map of how everyone voted??
- Could lack of government funding be the main reason for the leave vote?
- People in London are better educated? and younger?
- **P6** Is the fall in pound because of Brexit?
- The Bank of England (19<sup>th</sup> Jan 2017) now claims EU not UK will suffer financial risks?
- Do the Government know what they are doing and has this been planned for years??



## Summary Writing

### The Causes of the 2008 Financial Crisis

#### Summary

The text discusses the background history of the financial crash through focusing on prime and sub-prime mortgage lending. It then explores the key reasons behind the profitable trading systems of that time, highlighting the collapse and then the following banking regulations that were introduced in 2009/2010.

#### Reference List

Krugman, P. (2009). *The Return of Depression Economics and the Crisis of 2008*. W.W. Norton Company Limited.

Morris, S. and Song H, S. (2009). Financial Regulation in a System Context. *Brookings Papers on Economic Activity*, 2008(2), pp.229-274. Available at: <http://www.princeton.edu/~smorris/pdfs/Morris-FinancialRegulationinaSystemContext.pdf> [Accessed 24 Dec. 2016].

The Financial Crisis Inquiry Report [FCIR] (2011). Final report of the National Commission on the Causes of the Financial and Economic Crisis in the United States. *Choice Reviews Online*, [online] 48(12), pp.48-7034. Available at: [http://fcic-static.law.stanford.edu/cdn\\_media/fcic-reports/fcic\\_final\\_report\\_full.pdf](http://fcic-static.law.stanford.edu/cdn_media/fcic-reports/fcic_final_report_full.pdf). [Accessed 24 Dec. 2016].

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### **Reading Tests** [extra activity\*]

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Students do the reading test first and then write a summary (1 hour 30 minutes)

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## **The Causes of the 2008 Financial Crisis**

C. Wilson [2017]

1) In 2008 the world experienced the worst financial crisis since the Great Depression (1930s). The severe magnitude of the financial disaster became fully evident towards the end of 2007, it had, however begun years earlier through what many claim was the main factor in the crash; sub-prime mortgage lending. The financial crisis of 2007-08 and the aftershocks of the US subprime mortgage crisis of 2007-09 is now considered to be 'The Great Recession'. The US Financial Crisis Inquiry Commission [FCIC] (2011) reported the crisis was avoidable and was caused from widespread failures in regulation of financial institutions and the reckless actions in risk and borrowing. It concluded that key governmental policy makers were ill-prepared, lacked understanding and accountability in the financial systems they oversaw. This article will examine how subprime mortgage lending led to the Great Recession.

2) Towards the end of the 1990s property purchases began to rise. With such growth, lending money for house buying became a profitable business in both mortgages and remortgaging. Traditionally, the house buyer saves up a deposit (down payment – usually between 10% of the house cost), and contacts a bank or mortgage broker, who connects them to a lender, who in turn provides a mortgage based on the grounds of specific criteria (permanent employment, no previous financial defaults (a positive credit-score), and the repayment plan is achievable). This is characterized as a 'Prime-mortgage' and the level of risk in lending is extremely low.

3) Throughout 2000 as home ownership became more popular and house prices rose significantly (1997 – 2006 house price rose by 124% in the US and 186% in the UK (US Spindices, 2016)), lenders began to securitise these mortgages into mortgage-backed securities (MBS) and Collateralized Debt Obligations (CDOs) and then sold them to the investment banking sector. These mortgages were rated by credit agencies into three areas, 'safe', 'ok' and 'risky', and then sold on to the Shadow Banking Sector or investors, non- depository bankers, and hedge funds respectively. However, the 'Prime mortgage market began to become saturated due to those who qualified had one.

4) Therefore, sub-prime mortgage lending was introduced in 2002/3 based on the presumption that as house prices continue to rise, if a borrower defaults on payment the lender reprocesses the house as equity. Lenders begin to add risk to these new mortgages in that no deposit, no proof of income, or no documents were required to obtain a mortgage. An estimated \$3.2 trillion loans were issued to homeowners with bad credit and undocumented incomes between 2002-2007 (FCIC, 2011), and with such a rise deregulation of banking policy occurred to include fraudulent automated underwriting processes and credit agencies' standards falling. At the same time 'predatory lending' offered loans at low interest rates or Adjustable Rate Mortgage (ARM) rates, where the consumer was unaware of the contract and associated rates (Krugman, 2009). The sub-prime mortgage process actively encouraged a rise in house price and a phenomenon known as the 'housing bubble', where house price rises much faster than wages making housing unaffordable or people borrowing more than they can repay.

5) The shadow banking sector of Investment bankers, hedge funds and insurance firms all bought into the highly profitable world of sub-prime mortgage backed securities. These highly profitable credit instruments (CDOs), were traded internationally through derivatives and foreign exchange trading and spread across the global financial community. By 2006, 80% of U.S mortgages were subprime loans with an estimated value of \$1.4 trillion (FCIC, 2011) Shadow banking often referred to as parallel banking, were not subject to the same banking regulatory controls, these institutions were vulnerable as they borrowed short-term in liquid markets to purchase long term, illiquid and

risky assets. This meant disruptions in credit markets would create rapid deleveraging, selling long term assets at depressed prices.

6) Interest rates began to rise in 2007, and this was the beginning of the end. The default rates began to increase with many borrowers unable to meet the monthly payments, this in turn meant that MBS and CDOs began to lose value with higher default rates. Concurrently, the housing bubble burst and house prices fell 40% (FCIC, 2011), leaving many people in negative equity. However, the most serious effect was a crisis of liquidity and trust that occurred across banks. Lehman Brothers went bankrupt and many more (Merrill Lynch, AIG, Freddie Mac, Fannie Mae, HBOS, Royal Bank of Scotland, Bradford & Bingley, Fortis, Hypo and Alliance & Leicester) were on the verge of bankruptcy and needed to be bailed out by Governments. In fact, 21 Banks and 61 hedge funds had been forced to declare bankruptcy in the US alone (Morris & Song, 2008). The remaining banks rose interest rates and stopped lending money, this became known as the 'Credit Crunch'.

7) Since 2008, a number of measures have been created in response to rectify the problems. These include financial rescue plans, central bank's monetary policies of lowering interest rates, and Governmental public stimulus packages. There are calls for improved market regulation and supervision, which has been met through the Dodd Frank Act (Krugman, 2009). This was the largest reform of the U.S banking sector since WW2. In addition, a new global financial system regulated by the IMF is being implemented, who should have a broader role in the regulatory system of the world economy.

8) Overall, the financial crisis of 2008 was not just the sub-prime mortgage lending sector. There are a number of other contributing factors that this article has not discussed, but primarily fraudulent greedy banking practice seems to lie at the heart of it. To identify who is exactly to blame is incredibly difficult because the results of toxic assets from fraudulent underwriting processes, easy credit conditions, predatory lending, deregulation and over-leveraging all had a significant effect on creating one of the biggest crashes of all time. It seems that everyone was responsible, from government's inability to regulate innovative banking practice, Economists unable to forecast economic collapse, financial institutions exploiting the complexity of MBS and CDOs and even homeowners taking on loans they were unable to pay back. The questions that exist, however, are whether it will happen again and are the measures in place sufficient to control and regulate banking practice.

[1003 words]

## **Reference List**

Krugman, P. (2009). *The Return of Depression Economics and the Crisis of 2008*. NY. Norton Company Limited.

Morris, S. and Song H, S. (2009). Financial Regulation in a System Context. *Brookings Papers on Economic Activity*, 2008(2), pp.229-274. Available at: <http://www.princeton.edu/~smorris/pdfs/Morris-FinancialRegulationinaSystemContext.pdf> [Accessed 21 Jan. 2017].

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US Spindices.com. (2016). *S&P Core Logic Case-Shiller U.S. National Home Price NSA Index - S&P Dow Jones Indices*. [online] Available at: <https://us.spindices.com/indices/real-estate/sp-corelogic-case-shiller-us-national-home-price-nsa-index> [Accessed 22 Jan. 2017]

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**Summary note-taking** – take notes on the key points of the article

1) main idea:

Support:

2) main idea:

Support:

3) main idea:

Support:

4) main idea:

Support:

5) main idea:

Support:



6) main idea:

Support:

7) main idea:

Support:

8) main idea:

Support:

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**Summary note-taking** – take notes on the key points of the article

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1) main idea: <b>Financial Crisis Background</b>
Support: <ul style="list-style-type: none"><li>• 2008 = Great Depression (1930s). 'The Great Recession'.</li><li>• Sub-prime mortgage lending.</li><li>• [FCIC] (2011) avoidable / failures in regulation of fin. institutions / risk borrowing.</li><li>• Gov. policy no understanding and accountability in the financial systems.</li></ul>
2) main idea: <b>The Prime mortgage</b>
Support: <ul style="list-style-type: none"><li>• Lending money = profitable business 2000.</li><li>• Process deposit &amp; specific criteria (permanent employment, a positive credit-score, achievable repayment).</li><li>• Risk in lending is extremely low.</li></ul>
3) main idea: <b>Mortgage securitization</b>
Support: <ul style="list-style-type: none"><li>• 1997 – 2006 house price &gt;186% UK (US Spindices, 2016).</li><li>• Mortgage-backed securities (MBS) &amp; Collateralized Debt Obligations (CDOs).</li><li>• Sold to investment banking / Shadow Banking / investors, non-depository bankers, and hedge funds.</li><li>• Prime mortgage saturated market</li></ul>
4) main idea: <b>Sub-prime mortgage</b>
Support: <ul style="list-style-type: none"><li>• Introduced in 2002/3 = house prices rise.</li><li>• Fraudulent banking practice no deposit, no proof of income, no documents.</li><li>• Automated credit agency underwriting / predatory lending.</li><li>• SPM lending = housing bubble.</li></ul>
5) main idea: <b>Profitable trading</b>
Support: <ul style="list-style-type: none"><li>• Shadow banking sector of Investment bankers, hedge funds, insurance firms</li><li>• Traded internationally - derivatives and foreign exchange trading</li><li>• Shadow banking (<b>parallel</b> banking), dif. banking regulatory controls,</li><li>• Vulnerable short-term borrowing in liquid markets</li><li>• Rapid deleveraging, selling long term assets at depressed prices.</li></ul>

6) main idea: **The Collapse**

Support:

- Interest rates >2007, = >default rates.
- MBS and CDOs lose value.
- Housing bubble burst =house prices fell <40% (FCIC, 2011).
- A crisis of liquidity and trust that occurred across banks.
- Bank bankruptcy / Government bail outs / credit crunch.

7) main idea: **New regulatory system**

Support:

- Financial rescue plans, / <interest rates, / Governmental stimulus packages.
- Dodd Frank Act (Krugman, 2009).
- A new global financial system regulated by the IMF is being implemented.

8) main idea: **the future**

Support:

- Other contributing factors
- Fraudulent underwriting processes, easy credit conditions, predatory lending, deregulation and over-leveraging.
- Government's inability to regulate innovative banking practice,
- Economists unable to forecast economic collapse,
- Financial institutions exploiting the complexity of MBS and CDOs
- Homeowners taking on loans they were unable to pay back.
- Will it happen again?

---

## **Summary Model**

**Task:** Write a 200-250 word summary on the key elements of the 2008 Financial Crisis

Word count: \_\_\_\_\_

## **Financial Crisis: Model Summary**

**Task:** Write a 250-word summary on the key elements of the 2008 Financial Crisis

According to FCIC (as cited in Wilson, 2017), the financial crisis was primarily caused from fraudulent bank practice, economists being unable to forecast global emergencies, and Governmental policy lacking innovation in the regulation of financial systems. The crash and its consequences became known as ‘the Great Recession’, with many claiming that it was the high-risk sub-prime mortgage lending sector responsible for the collapse. Wilson (2017) highlights that in the beginning of the 2000, mortgage lending had become profitable business with many banks securitizing home loans into Mortgage Backed Securities (MBS) and Collateralized Debt Obligations (CDOs) and trading these on the global market. As the trade grew and with little regulation, the system began to be exploited with scrupulous lenders providing mortgages to high-risk clients. Fraudulent banking practice included creating mortgages without deposits, proof of income and official documentation, with credit agency underwriting services failing to meet global standard procedures. In addition, the rise of parallel banking, a form of shadow banking that included insurance firms and hedge funds taking risky securities and trading them on the world markets, meant tracking and regulating the banking practice was impossible. The rise of interest rates in 2007, created significant default rates, which in turn led to a banking crisis of liquidity. Many top banks were on the brink of bankruptcy, needing Government intervention and financial assistance. Governments have since implemented a series of stimulus packages that include lowering interest rates and regulating banking practice through the Dodd Frank Act and IMF Global Financial system.

[251]

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### **Critical thinking Questions**

i) What's the stance of the author? Does he think that the banking industry was responsible? Highlight where?

[2 points]

ii) Is this a credible article? Yes /no – why?

[2 points]

iii) Highlight four key parts of information in the text you would use for an essay on 'Sub-prime mortgage trading was the main cause of the financial crash'.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

[2 points]

## **Critical thinking Questions**

i) What's the stance of the author? Does he think that the banking industry was responsible? Highlight where?

**YES**, but primarily fraudulent greedy banking practice seems to lie at the heart of it (P8)

(This is a direct opinionated statement made by the author)

**YES**, fraudulent underwriting processes, easy credit conditions, predatory lending, deregulation and over-leveraging all had a significant effect on creating one of the biggest crashes of all time (P8) (all of these point towards banking) [2 points]

ii) Is this a credible article? Yes /no – why?

**Yes**, sources are generally academic / includes in-text sources to key data.

BUT who is the author? Not working with a publisher or institution. Therefore, best to use the sources in the reference list. [2 points – yes 1 point BUT 1 point]

iii) Highlight key information in the text you would use for an essay on 'sub-prime mortgage trading was the main cause of the financial crash?'

- Lenders began to securitise these mortgages into mortgage-backed securities (MBS) and Collateralized Debt Obligations (CDOs)
- Prime mortgage market began to become saturated
- Lenders asked for no deposit, no proof of income, or no documents
- \$3.2 trillion loans were issued to homeowners with bad credit and undocumented incomes between 2002-2007 (FCIC, 2011),
- 'Predatory' lending offered loans at low interest rates or Adjustable Rate Mortgage (ARM) rates, consumer unaware of the contract and associated rates.
- Profitable credit instruments (CDOs), were traded internationally through derivatives & foreign exchange trading & across the global financial community
- Shadow banking often referred to as parallel banking, were not subject to the same banking regulatory controls
- Financial institutions exploiting the complexity of MBS / CDOs [4 ideas = 4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

P1: what many claim was the main factor in the crash; sub-prime mortgage lending. Who?

P5: How much money were people making buying & selling CDOs?

P5: Why were parallel banking not subject to same regulatory controls

P6: Are people still in negative equity?

P7: Did policies of lowering interest rates work?

P7: Is the IMF regulation happening now in 2017?

P8: Why didn't the government keep up with banking technology?

P8: Why couldn't economists see the F.C coming?

P8: Have any of the financial institutions apologised or been fined?

P8: Are home owners to blame?

[These C.T ideas are based on needing more information]

[any 2 of these – obviously subjective: any credible student answer too]

[2 points]



## Summary Writing

# The Gig Economy

### Summary

The text discusses the rise of the gig economy and makes an attempt to define exactly what it is. It then highlights key gig companies investigating the importance and limitations of this new contemporary employment platform. Finally, it puts forward the future challenges of the gig economy for employees, employers and society.

### References

Oxford University (2016) *Rise of Online Work Captured in the First Online Labour Index*. Available at: <http://www.ox.ac.uk/news/2016-09-21-rise-online-work-captured-first-online-labour-index>  
[Accessed 03 February 2016]

Mckinsey Report (2016) *Independent Work: choice, necessity and the gig economy* (October 2016).  
*Mckinsey Global Institute Publications*.

The Recruitment & Employment Confederation (REC) (2016) *Gig Economy: The Uberisation of Work*.  
*Institute of Recruitment Professionals publishing*.

Vaughan, R. & Daverio, R. (2016) *Assessing the Size and Presence of the Collaborative Economy in Europe*. PWC- European Commission Paper (DG GROW).

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# Student

## Two types of lesson

### **Lesson#1:** [Easy] \*\*\*\*\* [B2/C1]

1. Try to predict the content of text / write down key terms / ideas
2. Read text – check words and meanings with a dictionary
3. Use the outline to identify key points and support
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

### **Lesson #2:** [Hard] \*\*\*\*\* [C1]

1. Read text – no dictionary
2. Use the outline to identify key points and support / or take notes from text
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

# Teacher

## Two types of lesson

### **Lesson#1:** [easy] \*\*\*\*\* [B2/C1]

1. Give out text a week /day before the test – students read, check vocabulary and meaning.
2. Test day – give out a new copy of text and summary question
3. Set 1 hour to read text and write the summary
4. The summary – only one paragraph (200-250 words)
5. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
6. Feedback<sup>2</sup>: give out key points & model answer
7. Answer Critical thinking questions – then group discussion (30 minutes)
8. Extra activity\*

Correction code\*: [www.academic-englishuk/error-correction](http://www.academic-englishuk/error-correction)

### **Lesson #2:** [hard] \*\*\*\*\* [C1]

1. Set 1 hour to read text and write the summary
2. The summary – only one paragraph (200-250 words)
3. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
4. Feedback<sup>2</sup>: give out key points & model answer
5. Answer Critical thinking questions – then group discussion (30 minutes)
6. Extra activity\*

### **Reading Tests** [extra activity\*]

Link: [www.academic-englishuk/reading-tests](http://www.academic-englishuk/reading-tests)

Students do the reading test first and then write a summary (1 hour 30 minutes)

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## **The Gig Economy**

C. Wilson (2017)

1) The working world is changing. In our increasing flexible labour market, the notion a 'job for life' and the concept of 9-5 workday is diminishing. In its place is the gig economy, which are collaborative working platforms where people work on temporary contracts (gigs), often as freelancers and self-employed. Recent research from Oxford University (2016) suggests that this labour market has grown 25%, with predicted growth of up to 40% by 2020, and is occupied by 30% of the UK's population working on short-term temporary projects. This significant growth is attributed to digitalization, increased financial pressures and the increased frequency people are changing jobs (The Recruitment & Employment Confederation (REC), 2016).

2) Defining the Gig Economy is incredibly difficult because of how diverse the market is. World leading research from the McKinsey Report (2016) define it as 'independent work that encapsulates autonomy, payment for the task or assignment or sales and a short-term relationship between the worker'. This includes people who provide labour services as well as those who trade in goods or rent assets. The McKinsey Report also defines workers into four bands: Free Agents, Casual Earners, Reluctants and Financially Strapped. Vaughan and Daverio (2016) separate the gig economy into five key sectors: peer to peer accommodation, peer-to-peer transportation, on demand household services, on demand professional services and collaborative finance. Overall, the key terms are independent temporary short-term positions that include a form of collaborative consumption and are often operated through a digital platform. This article will use the 'gig economy' as an umbrella term to include all the above.

3) There are 275 collaborative economy platforms in the EU creating an estimated €25bn annually (Vaughan and Daverio (2016)). Key leaders in peer-to-peer accommodation are companies like Airbnb. This platform allows individuals to rent a spare room or an entire house to travellers. The main driver is the creation of extra income for the supplier but also creating authentic experience and cheaper accommodation for the traveller. Peer-to-peer transportation is Uber who provide 'a taxi style' service through their Uber app. Clients submit a trip request and the app links them to the nearest Uber 'gig' driver. A popular on-demand household service is the company Deliveroo, who are an online food delivery service company, whereby customers order food from local restaurants advertised on the Deliveroo platform. The food is then collected and delivered by gig employees within 30 minutes. On demand professional services are companies like peopleperhour.com or freelancer.com. These platforms advertise and organize top professionals. Workers showcase their portfolios, recent work and trusted reviews so that employers can choose appropriately. Finally, Collaborative finance is commonly termed as 'crowd-funding' these offer individuals and businesses opportunities to invest, lend and borrow directly between each other. The gig economy is quickly becoming a vital component of the UK labour market for a range of sectors and industries (REC, 2016).

4) The transformative impact of the gig economy is having veritable economic benefits by raising labour force participation, stimulating consumption, and boasting productivity

(McKinsey Report 2016). It is meeting the growing demand for services from consumers and organisations and has the potential for excessive growth and development over the next 20 years (REC, 2016). Research seems to suggest that workers are more satisfied with a better work-life balance through autonomy and flexibility. In addition, businesses are benefitting from having access to a global talent pool, reduction in operational costs and lowering the risks of long-term employment contracts (ibid).

5) Such a rapid growth of the gig economy is posing profound challenges for policy makers and regulators. There are already significant differences in regulatory frameworks in tax policies, applications and enforcement across Europe (Vaughan and Daverio, 2016: 3). REC (2016) claims that workers are not protected by common workers' rights laws, do not qualify for sick, holiday or pension entitlements, and they can be forced to work at lower rates with no job security or continuity. With regards to employers, REC (op cite) states that gig workers may not be loyal to the brand, there is the possibility that crowd sourcing profiles are deceptive or exaggerated, and with little regulatory control on gig employees, companies may become embroiled in legal disputes over worker's rights. Overall, it seems that the gig economy has a number of challenges to be addressed.

6) The commodisation of the labour market has created short fixed working contracts, and limited job security, and lifetime employment with one company is now a relic of the past. Digital technologies are changing work patterns and advocating greater opportunities. It seems no surprise that participation in the collaborative economy is highest among the under 35 well-educated age range (Vaughan and Daverio, 2016), thus suggesting this is going to be the future of employment. The biggest challenge for the gig economy is regulation and control. Research is key to enable policy-makers to modernize classifications of work patterns, tax filing and compliance requirements. It is imperative that regulation offers protection for low-skilled, low-paid gig workers with better working rights, acknowledgement of disability and discrimination laws and also controls on minimum wage earned. Overall, 'regulating the gig economy is about allowing innovation to flourish but making sure the advantages are well-distributed' (REC, 2016:56).

[Words: 860]

## References

Oxford University (2016) *Rise of Online Work Captured in the First Online Labour Index*. Available at: <http://www.ox.ac.uk/news/2016-09-21-rise-online-work-captured-first-online-labour-index> [Accessed 03 February 2016]

McKinsey Report (2016) *Independent Work: choice, necessity and the gig economy* (October 2016). *McKinsey Global Institute Publications*.

The Recruitment & Employment Confederation (REC) (2016) *Gig Economy: The Uberisation of Work*. *Institute of Recruitment Professionals publishing*.

Vaughan, R. & Daverio, R. (2016) *Assessing the Size and Presence of the Collaborative Economy in Europe*. *PWC- European Commission Paper* (DG GROW).

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**Summary note-taking** – take notes on the key points of the article

1) main idea:

Support:

2) main idea:

Support:

3) main idea:

Support:

4) main idea:

Support:

5) main idea:

Support:

6) main idea:

Support:

## **Summary note-taking** – take notes on the key points of the article

1) main idea: <b>The rise of the gig economy</b>
Support: 1) <ul style="list-style-type: none"> <li>a) The working world is changing / flexible labour market.</li> <li>b) 'Job for life' and the concept of 9-5 workday.</li> <li>c) Collaborative working platforms / temporary contracts (gigs), freelancers self-employed.</li> <li>d) Oxford University (2016) grown 25% / predicted growth 40% 2020.</li> <li>e) 30% UK's population working on short-term temporary projects.</li> <li>f) Digitalization, increased financial pressures / changing jobs (REC, 2016).</li> </ul>
2) main idea: <b>Two definitions</b>
Support: 2) <ul style="list-style-type: none"> <li>a) Definition difficult = diverse market.</li> <li>b) Mckinsey Report (2016) independent work with autonomy, payment for the task or assignment or sales and short-term relationships.</li> <li>c) Labour services = trade in goods or rent assets.</li> <li>d) MR: Free Agents, Casual Earners, Reluctants and Financially Strapped.</li> <li>e) Peer to peer accommodation, peer-to-peer transportation, on demand household services, on demand prof. services &amp; collaborative finance (Vaughan &amp; Daverio, 2016).</li> </ul>
3) main idea: <b>Principal gig companies</b>
Support: 3) <ul style="list-style-type: none"> <li>a) 275 EU collaborative economy platforms [€25bn annually] (Vaughan &amp; Daverio, 2016).</li> <li>b) Peer-to-peer accommodation = Airbnb.</li> <li>c) Peer-to-peer transportation = Uber.</li> <li>d) On-demand household = Deliveroo.</li> <li>e) On demand professional services = peopleperhour.com or freelancer.com.</li> <li>f) Collaborative finance = as 'crowd-funding'.</li> </ul>
4) main idea: <b>The importance of the gig economy</b>
Support: 4) <ul style="list-style-type: none"> <li>a) Economic - labour force participation / stimulating consumption / boasting productivity (McKinsey Report, 2016).</li> <li>b) Excessive growth and development over the next 20 years (REC, 2016).</li> <li>c) Workers - satisfied better work-life balance / autonomy / flexibility.</li> <li>d) Businesses - global talent pool, reduction in operational costs and lowering long-term employment contracts.</li> </ul>
5) main idea: <b>The limitations of the gig economy</b>
Support: 5) <ul style="list-style-type: none"> <li>a) Profound challenges for policy makers and regulators.</li> <li>b) Differences in EU regulatory frameworks in tax policies/ applications/ enforcement (V&amp;D).</li> <li>c) Workers no workers' rights laws, No sick, holiday or pension entitlements / lower rates with no job security or continuity.</li> <li>d) Employees not loyal to the brand / crowd sourcing profiles are deceptive or exaggerated, and with little regulatory control = embroiled in legal disputes over worker's rights.(REC)</li> </ul>

6) main idea: **Future challenges**

Support: 6)

- a) Gig economy is highest under 35 well-educated age range (Vaughan & Daverio, 2016)
- b) The biggest challenge is regulation and control.
- c) Research modernize classifications of work patterns, tax filing and compliance requirements.
- d) Regulation offers protection for low-skilled, low-paid gig workers / better working rights / disability and discrimination laws/ minimum wage.

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## **Summary Model**

**Task:** Write a 200-250 word summary on the key elements of the Gig Economy.

Word count: \_\_\_\_\_



## **Gig Economy: Model Summary**

**Task:** Write a 250-word summary on the key elements of the Gig Economy

According to Wilson (2017), the gig economy is increasingly popular but needs better regulation and control to prevent discrimination and exploitation. Collaborative digital platforms that employ self-employed workers are becoming the new flexible labour market, with a predicted growth of nearly double in 4 years (Oxford University cited in Wilson, 2017). The gig economy crosses a variety of sectors thus making it complicated to offer a clear definition but generally it consists of short-term working relationships usually being independent and autonomous, with instant payment systems for sales, tasks, trade or rents. It can be divided into key sections of accommodation, transportation, household task, professional services and finance that all include peer-to-peer or collaborative elements (Vaughan & Daverio cited in Wilson, 2017). The beneficial aspects of the gig economy is that it offers more employments productivity and economic growth, for workers, it offers opportunities for better work-life balance and for businesses, it can improve operational costs by employing key staff at busy times. However, there are a number of limitations that need to be discussed such as the challenges of how different countries view gig companies with different tax policies and enforcements (ibid). There are worker rights issues and no traditional working entitlements. For employers there is the controversy of hiring staff from platforms that have not been completely vetted and may not be loyal. Overall, Wilson (2017) claims that the gig economy needs regulation and control which can only be achieved through better research.

[244]

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### **Critical thinking Questions**

i) What's the stance of the author? Does he think that the gig economy is good for the future of the labour market? Highlight where?

[2 points]

ii) Is this a credible article? Yes /no – why?

[2 points]

iii) Highlight four key parts of information in the text you would use for an essay on 'the gig economy will have a negative impact on the future labour market'.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

[2 points]

### **Critical thinking Questions**

i) What's the stance of the author? Does he think that the gig economy is good for the future of the labour market? Highlight where?

Yes, good for the future / economic benefits

1. Sees the economy as the future of the labour market

2. **But** believes more regulation & research is necessary to make it fairer.

[2 points]

ii) Is this a credible article? Yes /no – why?

Yes, good source choice.

But who is the author? Not published or supported by a journal publication. Probably a good idea to use the primary sources

[2 points]

iii) Highlight four key parts of information in the text you would use for an essay on 'the gig economy will have a positive impact on the future labour market'.

P1: Oxford University (2016) suggests that this labour market has grown 25%, with predicted growth of up to 40% by 2020.

P3: 275 EU collaborative economy platforms EU creating an estimated €25bn annually (Vaughan and Daverio (2016).

P3: The gig economy is quickly becoming a vital component of the UK labour market for a range of sectors and industries (REC, 2016).

P4: The gig economy is having **veritable** economic benefits by raising labour force participation, **stimulating** consumption, and boasting productivity (McKinsey Report 2016).

P4: Has the potential for excessive growth and development over the next 20 years (REC).

P4: Workers are more satisfied with a better work-life balance autonomy and flexibility.

P4: Businesses are benefitting from having access to a global talent pool, reduction in operational costs and lowering the risks of long-term employment contracts (ibid).

P6: Digital technologies are changing work patterns and advocating greater opportunities. highest among the under 35 well-educated age range (Vaughan and Daverio, 2016), thus suggesting this is going to be the future of employment.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

P1: Digitalization, increased financial pressures and the increased frequency people are changing jobs – **surely there's more reasons than this – employers are cutting costs.**

P3: The gig economy is quickly becoming a vital component of the UK labour market for a range of sectors and industries (REC, 2016) – **could be true but these companies are having legality problems with traditional companies. For example; Uber has been banned in some cities.**

P4: Research seems to suggest that workers are more satisfied with a better work-life balance through the autonomy and flexibility – **no data or source for this statement**

P4: Reduction in operational costs and lowering the risks of long-term employment contracts – **Is it what employers are really trying to achieve anyway?**

P5: There are already significant differences in regulatory frameworks in tax policies, applications and enforcement across Europe – **like what?**

P5: Do not qualify for sick, holiday or pension entitlements **(it's self-employment?)**

P5: Gig workers may not be loyal to the brand **(are traditional workers?)**

P6: The biggest challenge for the gig economy is regulation and control. **(what's being done?)**

P6 'Regulating the gig economy is about allowing innovation to flourish but making sure the advantages are well-distributed' **(is this achievable?)**

**[These C.T ideas are based on needing more information]**

**[any 2 of these – obviously subjective: any credible student answer too]**

[2 points]



### Summary Writing

## CSR: Corporate Social Responsibility

### Summary

The text discusses the popularity of CSR and its historical evolution from the 1950s. It highlights the key values associated with effective CSR policies and examines the key challenges of implementing it. Finally, the author points out that there are still a number of areas that need to be addressed regarding transparency and better legislation.

### References

Carroll, A.B. (2008) *A History of Corporate Social Responsibility: concepts and practices*, in Crane, A. et al (eds), *The Oxford Handbook of Corporate Social Responsibility*, Oxford University Press, pp. 19-46

Gov.uk. (2014). Corporate Responsibility: Good for business & society. *Department for Business Innovation & Skills*. Available at: <https://www.gov.uk/government/uploads> [Accessed 17 February 2017]

Hamidu, A. Haron, H. & Amran, A. (2015). CSR: A Review of Definitions, Core Characteristics and Theoretical Perspectives. *Journal of Social Sciences*. 6 (4) 83-95

Matten, D., & Moon, J. (2004) Implicit and Explicit CSR: A conceptual framework for understanding CSR in Europe. *ICCSR Research Paper Series* (29-2004), University of Nottingham

Park, J., Lee, H., & Kim, C. (2014). Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers' perspectives. *Journal of Business Research*, 67, 295-302.

Wang et al., (2016). Corporate Social Responsibility: an overview and new research directions. *Academy of Management Journal*. 59, (2) 534-544.

Weber, M. (2008). The Business Case for Corporate Social Responsibility: a company level measurement approach for CSR. *European Management Journal*, 26, 247-61.

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# Student

## Two types of lesson

### **Lesson#1:** [Easy] \*\*\*\*\* [B2/C1]

1. Try to predict the content of text / write down key terms / ideas
2. Read text – check words and meanings with a dictionary
3. Use the outline to identify key points and support
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

### **Lesson #2:** [Hard] \*\*\*\*\* [C1]

1. Read text – no dictionary
2. Use the outline to identify key points and support / or take notes from text
4. Write the summary – only one paragraph (200-250 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

# Teacher

## Two types of lesson

### **Lesson#1:** [easy] \*\*\*\*\* [B2/C1]

1. Give out text a week /day before the test – students read, check vocabulary and meaning.
2. Test day – give out a new copy of text and summary question
3. Set 1 hour to read text and write the summary
4. The summary – only one paragraph (200-250 words)
5. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
6. Feedback<sup>2</sup>: give out key points & model answer
7. Answer Critical thinking questions – then group discussion (30 minutes)
8. Extra activity\*

Correction code\*: [www.academic-englishuk/error-correction](http://www.academic-englishuk/error-correction)

### **Lesson #2:** [hard] \*\*\*\*\* [C1]

1. Set 1 hour to read text and write the summary
2. The summary – only one paragraph (200-250 words)
3. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
4. Feedback<sup>2</sup>: give out key points & model answer
5. Answer Critical thinking questions – then group discussion (30 minutes)
6. Extra activity\*

### **Reading Tests** [extra activity\*]

Link: [www.academic-englishuk/reading-tests](http://www.academic-englishuk/reading-tests)

Students do the reading test first and then write a summary (1 hour 30 minutes)

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## **Corporate Social Responsibility**

C. Wilson (2017)

1) Corporate Social Responsibility (CSR) has undergone profound transformation from an ideology of uncertainty into an indispensable component of business practice. Hamidu et al, (2015) acknowledge that it has become a mandatory tool in strategizing, complying with regulations and maintaining standards, building corporate reputation and obtaining customer loyalty which 'all culminates in increasing profitability and overall attainment of organisational objectives' (p.83). In fact, over 9,270 companies from 166 countries are signatories to the voluntary UN Global Compact which fulfils a companies' obligation to establish issues on human rights, labour standards, the environment and anti-corruption initiatives (Wang, 2016). Overall, CSR is an integrated strategic approach in responsibility to achieve shared value for the stakeholder and societal obligations.

2) CSR's progression, since its introduction in 1950's, has been quite remarkable. In the beginning it was characterized as 'philanthropic' in seeking to promote the welfare of others. This focused on mainly religious and humane philosophies, community development and poverty alleviation (Carrol, 2008). In the 1970's, CSR became a symbol of commitment. It became more 'regulated' focusing on changing perspectives in stakeholder to manager relationships, encouraging a conscious awareness of corporate reputation and placing emphasis on legal and ethical issues (ibid). The 1990's instigated what is now commonly seen as 'instrumental / strategic' CSR. A prominence on environmental protection, sustainability and transparency with a clear guide on internationalization of CSR standards (ibid). In sum, Matten & Moon (2002) summarise this as a cluster concept of business ethics, corporate philanthropy, corporate citizenship, sustainability and environmental responsibility, all embedded in social, political, economic and institutional contexts.

3) Research by Weber (2008) highlights that the implementation of CSR has become a pre-eminent feature in building and maintaining corporate reputation, which has become regarded as an essential strategic resource factoring into a company's competitive advantage. Park, Lee, & Kim, (2014) claim that the key benefits behind being socially responsible include: improved financial performance, contribution to market value, a more general positive impact on societal stakeholders, a conscious connection with consumers, and improved product quality. The authors also note that internal reasons such as increased employee commitment and reduced employee turnover are important benefits. In addition, Carrol (2008) asserts that CSR activities generate resilience to negative company information and consumers' awareness, and this cultivates appreciation to the attitudes and attributions about why companies are engaging in CSR initiatives.

4) The effectiveness of CSR efforts is often difficult to observe. Companies often fail through short-run CSR investment policies. They may lack commitment and support at senior management level, and fail to take into consideration the issues that are salient to stakeholder groups in various markets. Long-term investment is the key but a lack of transparency and goal clarity often make it difficult to understand and manage the risks and boundaries of corporate social activities (Wang, 2016). How managers prioritize and balance aspects of CSR is often a challenge facing many corporations. Moreover, the

complexity in organizing and managing CSR is exacerbated for multinational corporations with global logistic chains and off-shore manufacturing industries. The values of CSR in one country are not necessarily in accordance to another country's governmental and environmental policies (Hamidu et al, 2015). A final challenge is the concept of 'shop dressing' or 'greenwashing'. This is companies who are promoting the perception of applying CSR principles through marketing and advertising, but in reality are not implementing the business practice and thereby misleading consumers. An example of it would be a company promoting recycled packaging but its factories are polluting local water courses.

5) Over the past sixty years, the issue for companies has become how to conduct CSR in a strategically and effectively planned manner that meets stakeholder's expectations, maximises profit and offers a clear and demonstrable narrative of its impact on the company and for the community (Wang et al. 2016). CSR is a constantly evolving integrated and disciplined field of business activity, which has moved on from the latest management fad into a significant professional body of policy and practice. Although CSR is formed on voluntary basis, there are a number of key areas that need to be addressed. The recognition of diversity is a necessity for a universal approach. This includes better collaborative and supportive mechanisms from source to supply chain to seller advancing the sustainability agenda (Gov.uk, 2014). In addition, Governments could play a greater role by changing existing legislation to the Companies Act and Social Services Act through the inclusion of enforcing ethical standards, the adoption of effective and transparent supply chain management practice and legal action against greenwashing / misleading marketing campaigns. Overall, sustainability, transparency and ethical standards are key drivers in responsible business practice and the values of the society.

## References

Carroll, A.B. (2008) *A History of Corporate Social Responsibility: concepts and practices*, in Crane, A. et al (eds), *The Oxford Handbook of Corporate Social Responsibility*, Oxford University Press, pp. 19-46

Gov.uk. (2014). Corporate Responsibility: Good for business & society. *Department for Business Innovation & Skills*. Available at: <https://www.gov.uk/government/uploads> [Accessed 17 February 2017]

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**Summary note-taking** – take notes on the key points of the article

1) main idea:

Support:

2) main idea:

Support:

3) main idea:

Support:

4) main idea:

Support:

5) main idea:

Support:



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**Summary note-taking** – take notes on the key points of the article

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**1) CSR popularity**

- (CSR) uncertainty of business practice.
- Tool = strategizing / regulations / standards / reputation / customer loyalty / profitability organisational objectives (Hamidu et al, 2015 p.83).
- UN Global Compact = human rights, labour standards, the environment and anti-corruption initiatives (Wang, 2016).
- CSR = integrated strategic approach in responsibility to achieve shared value for stakeholder and societal obligations.

**2) CSR historical evolution**

- 1950s 'philanthropic' = welfare of others / religious and humane philosophies / community development and poverty alleviation (Carrol, 2008).
- 1970's, 'regulated' = changing perspectives in stakeholder to manager relationships, / conscious awareness of corporate reputation / legal and ethical issues
- 1990's 'instrumental / strategic' = environmental protection, sustainability and transparency / internationalization of CSR standards (ibid).
- all embedded in social, political, economic and institutional contexts.

**3) The value of CSR**

- Weber (2008) corporate reputation, = competitive advantage.
- key benefits = financial performance / market value / societal stakeholders / connection with consumers / improved product quality.
- Internal = employee commitment & turnover. Park, Lee, & Kim, (2014)
- In addition, Carrol (2008) generate resilience to negative company information / consumers' awareness / cultivate appreciation

**4) Challenges**

- Difficult to observe.
- Fail in short-run investment / lack commitment / senior management support / the issues stakeholder groups / prioritize and balance (long term invest. is key)
- Complexity in "organizing and managing" multinational corporations with global logistic chains and off-shore manufacturing industries.
- Int. Values = governmental and environmental policies (Hamidu et al, 2015).
- 'greenwashing' = perception through marketing = misleading consumers..

**5) Future advancements**

- CSR = evolving = disciplined field of business activity
- Recognition of diversity / better collaborative & supportive mechanisms - source to supply chain to seller = sustainability agenda (Gov.uk, 2014).
- Governments = existing legislation 'Companies Act and Social Services Act' = ethical standards, transparent supply chain management & legal action against greenwashing / misleading marketing campaigns.
- Overall, sustainability, transparency ethical standards are key drivers in responsible business practice and the values of the society.

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## **Summary**

**Task:** Write a 250-word summary on the key elements of Corporate Social Responsibility.

Word count: \_\_\_\_\_

## **Corporate Social Responsibility: Model Summary**

**Task:** Write a 250-word summary on the key elements of CSR.

According to Wilson (2017), Corporate Social Responsibility (CSR) has developed into a reputable strategy and business practice. This has been evidenced through a substantial number of countries sanctioning the UN Global Compact initiative on key CSR commitments of human, environment and corruption standards in companies. Contemporary CSR principles encompass philanthropic ideology with social awareness of ethics, environment and transparency. This is all embedded in future sustainability and meeting perspectives of stakeholders and profitability. There are key benefits of implementing CSR into businesses which are improving corporate reputation and advantage (Weber cited in Wilson 2017) and providing a better connection with consumers. It is claimed that it increases employee commitments and reduces staff turnover. Nevertheless, the financial benefits are difficult to observe especially in short-run investment plans and many companies lack serious commitment. In addition, there are a number of issues implementing CSR across global networks and supply chains due to different perceptions of CSR internationally. Wilson (2017) highlights a worrying trend known as 'greenwashing', whereby companies are promoting CSR but in reality are not meeting the standards set and deceiving consumers. Overall, CSR is an important instrument for achieving sustainable and transparent business practice; however, it needs improvements in legislation for international CSR standards, better support mechanisms to help companies develop their CSR strategies and acknowledgement of company diversity in implementing CSR.

[235 words]

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### **Critical thinking Questions**

1) What's the stance of the author? Does he think that the CSR is good for the future business practice? Highlight where?

[2 points]

2) Is this a credible article? Yes /no – why?

[2 points]

3) Highlight **four** key parts of information in the text you would use for an essay on 'CSR is a positive strategy for business practice'.

[4 points]

4) Highlight two areas in the text that you question, disagree with or lack evidence

[2 points]

### **Critical thinking Questions**

i) What's the stance of the author? Does he think that the CSR is good for the future business practice? Highlight where?

Yes, an indispensable component of business practice (paragraph 1)  
Sustainability, transparency and ethical standards are key drivers in responsible business practice and the values of the society. (paragraph 5) [2 points]

ii) Is this a credible article? Yes /no – why?

Yes, good source choice.  
But who is the author? Not published or supported by a journal publication. Probably a good idea to use the key sources [2 points]

iii) Highlight **four** key parts of information in the text you would use for an essay on 'CSR is a positive strategy for business practice'.

P1) an indispensable component of business practice  
P1) In fact, over 9,270 companies from 166 countries are signatories to the voluntary UN Global Compact  
P2) Matten & Moon (2002) summarises this as a cluster concept of business ethics, corporate philanthropy, corporate citizenship, sustainability, and environmental responsibility, all embedded in social, political, economic and institutional contexts.  
P3) All of paragraph 3  
P5) Over the past sixty years, ... that meets stakeholder's expectations, maximises profit and offers a clear and demonstrable narrative of its impact on the company and for the community.  
P5) Overall, sustainability, transparency and ethical standards are key drivers in responsible business practice and the values of the society.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

P1) over 9,270 companies from 166 countries [not many companies??]  
P1) to achieve shared value for stakeholder and societal obligations. [does it?]  
P3) ...factoring into a company's competitive advantage [no data to support this?]  
P3) improved financial performance [no data]  
Overall, paragraph 3 = no data or stats = no evidence  
P4) short-run CSR investment policies [why do companies do this?]  
P4) the issues that are salient to stakeholder groups in various markets. [what are these?]  
P4) multinational corporations with global logistic chains and off-shore manufacturing industries [what are international CSR policies?]  
P4) No source for these terms 'shop dressing / greenwashing'? [who created these terms?]  
P4) 'Shop dressing' [what's an example of this?]  
P4) 'Greenwashing' [no data/ evidence – how bad is it?]  
P5) CSR is formed on voluntary basis [is this a problem? – should it be law?]  
P5) The recognition of diversity is a necessity for a universal approach [how can this be done?]  
P5) includes better collaborative and supportive mechanisms [how?]  
P5) Governments could play a greater role [but will they?]  
P5) legal action against greenwashing / misleading marketing campaigns [difficult to prove?]  
P5) responsible business practice and the values of the society [is it working?]  
[any 2 of these – obviously subjective: any credible student answer too] [2 points]



### Summary Writing

## Globalisation: International Trade

### Summary

The text defines the key points associated to globalization. It discusses the disparity of progression of trade between countries and highlights the integration of in-ward and out-ward looking policies. It finally points out that three key areas of international globalization are imperative for the economic growth of a country.

### Reference List

Harrison, T. and Cavendish, R, E. (2014). Why International Trade is the Key to Development. *The Journal of Modern Economics*. 3 (10), pp.178-183

IMF (2017). *Globalisation: Threat or opportunity* [online]. Available at:  
<https://www.imf.org/external/np/exr/ib/2000/041200to.htm> [Accessed 10 March 2017]

Kobayashi-Hillary, M. (2008). *Building a future with BRICs*. 1st Ed. Berlin: Springer

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# Student

## Two types of lesson

### **Lesson#1:** [Easy] \*\*\*\*\* [B2/C1]

1. Try to predict the content of text / write down key terms / ideas
2. Read text – check words and meanings with a dictionary
3. Use the outline to identify key points and support
4. Write the summary – only one paragraph (150-200 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

### **Lesson #2:** [Hard] \*\*\*\*\* [C1]

1. Read text – no dictionary
2. Use the outline to identify key points and support / or take notes from text
4. Write the summary – only one paragraph (150-200 words)
5. Check key points & model answer (must achieve 4 key points and 4 support points)
6. Answer Critical thinking questions & check answers

# Teacher

## Two types of lesson

### **Lesson#1:** [easy] \*\*\*\*\* [B2/C1]

1. Give out text a week /day before the test – students read, check vocabulary and meaning.
2. Test day – give out a new copy of text and summary question
3. Set 1 hour to read text and write the summary
4. The summary – only one paragraph (150-200 words)
5. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
6. Feedback<sup>2</sup>: give out key points & model answer
7. Answer Critical thinking questions – then group discussion (30 minutes)
8. Extra activity\*

Correction code\*: [www.academic-englishuk/error-correction](http://www.academic-englishuk/error-correction)

### **Lesson #2:** [hard] \*\*\*\*\* [C1]

1. Set 1 hour to read text and write the summary
2. The summary – only one paragraph (150-200 words)
3. Feedback<sup>1</sup>: take in and mark (must achieve 4 key points and 4 support points)- [use correction code\*]
4. Feedback<sup>2</sup>: give out key points & model answer
5. Answer Critical thinking questions – then group discussion (30 minutes)
6. Extra activity\*

### **Reading Tests** [extra activity\*]

Link: [www.academic-englishuk/reading-tests](http://www.academic-englishuk/reading-tests)

Students do the reading test first and then write a summary (1 hour 30 minutes)

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## **Globalisation: International Trade**

(Wilson et al. 2017)

1. Globalisation is an economic process that increases the assimilation of economies around the world, particularly through trade and finance. The term also refers to the movement of people (labour) and knowledge (technology) across international borders. It is an extension of the same market forces that have operated for centuries at all levels of human economic activity – village markets, urban industries, or financial centres beyond national borders (IMF, 2017). Today's global markets offer greater opportunity for people to tap into more and larger markets around the world, which means they can have access to more capital, technology, cheaper imports, and larger export markets. Globalisation, however is not just a recent phenomenon. Some analysts have argued that the world economy was just as globalised 100 years ago as it is today (Kobayashi-Hillary, 2008).

2. Globalisation offers extensive opportunities for truly worldwide development but it is not progressing evenly. The growing gaps between rich and poor countries, and rich and poor people within countries, are increasing. The richest quarter of the world's population saw its per capita income increase nearly six-fold during the last century, whereas the poorest quarter experienced less than a three-fold increase (Harrison and Cavendish, 2014). However, in some countries, especially in Asia, per capita incomes have been moving swiftly towards levels in the industrial countries since 1970. Having said this, a larger number of developing countries have made only slow progress or have lost ground. In particular, per capita incomes in Africa have declined relative to the industrial countries and in some countries have declined in absolute terms (IMF, 2017).

3. It is clear that some countries are amalgamating into the global economy more quickly than others. Countries that have been able to integrate are seeing faster growth and lower poverty. Outward-looking policies like low taxes and low trade barriers brought greater prosperity to much of East Asia, transforming it from one of the poorest areas of the world 40 years ago (IMF, 2017). Due to these policies, living standards have risen, and it has been possible to make progress on democracy and issues such as the environment and work standards. By contrast, in the 1970s and 1980s when many countries in Latin America and Africa pursued inward-looking policies (such as protectionism and state-owned companies), their economies stagnated or declined, poverty increased and high inflation became the norm (Kobayashi-Hillary, 2008). In many cases, especially in Africa, there were external developments such as war and natural disasters, which made the problems worse. Encouraging this trend towards outward-looking policies, not reversing it, is the best course for promoting growth, development and poverty reduction (IMF, 2017).

4. The effects of globalisation can be seen in three main areas: trade, movement of people and shared knowledge. First of all, trade. Developing countries as a whole have increased their share of world trade from 19% in 1971 to 29% in 1999 (IMF, 2017). As mentioned, Asia's newly industrialised economies have done well, while Africa as a whole has done poorly. What countries export is also important. The most profound rise by far has been in the export of manufactured goods. The share of primary goods in world exports such as food and raw materials, most of which are often produced by the poorest countries has



declined (Kobayashi-Hillary, 2008). Secondly, movement of people. Workers who move from one country to another to find better employment opportunities in advanced economies provide a way for global wage convergence. Harrison & Cavendish (2014) claim there is also the potential for skills to be transferred back to the developing countries and for wages in those countries to rise. Thirdly, information exchange is an important, often overlooked, aspect of globalisation. Direct foreign investment, which is private capital from outside the country, brings not only an increase in the amount of a country's capital, but also technical innovation (ibid). More generally, knowledge about production methods, management techniques, export markets and economic policies is available at very low cost, and it represents a highly valuable resource for the developing countries (IMF, 2017).

5. In conclusion, globalisation is one of the most effective ways of helping developing nations we know. As globalisation has progressed, living conditions have improved significantly in virtually all countries. However, no country, least of all the poorest, can afford to remain isolated from the world economy. The international community should try by reinforcing the international financial system, through trade, and through aid to help them integrate into the world economy, grow more rapidly, and reduce poverty. That is the way to safeguard all people in all countries have access to the benefits of globalisation.

[736 words]

### **Reference List**

Harrison, T. and Cavendish, R, E. (2014). Why International Trade is the Key to Development. *The Journal of Modern Economics*. 3 (10), pp.178-183

IMF (2017). *Globalisation: Threat or opportunity* [online]. Available at: <https://www.imf.org/external/np/exr/ib/2000/041200to.htm> [Accessed 10 March 2017]

Kobayashi-Hillary, M. (2008). *Building a future with BRICs*. 1st Ed. Berlin: Springer

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**Summary note-taking** – take notes on the key points of the article

1) main idea:

Support:

2) main idea:

Support:

3) main idea:

Support:

4) main idea:

Support:

5) main idea:

Support:

---

## **Summary note-taking** – take notes on the key points of the article

<b>1) Globalisation definition</b>
<ul style="list-style-type: none"><li>• Integration of economies around the world (trade and Finance / people / knowledge)</li><li>• Opportunities – larger markets / more capital / tech / cheaper imports / larger exports</li></ul>
<b>2) Progression</b>
<ul style="list-style-type: none"><li>• Unequal – gaps between rich &amp; poor / Asia = industrialised</li><li>• Africa = declined in absolute terms</li></ul>
<b>3) Integration</b>
<ul style="list-style-type: none"><li>• Outward looking policies (low taxes &amp; trade barriers) = growth, prosperity and Lower poverty</li><li>• Inward looking policies (state owned companies, protectionism) = stagnation &amp; poverty</li></ul>
<b>4) Key effects</b>
<ul style="list-style-type: none"><li>• Trade – &lt; world share / manufacturing export BUT food / raw materials &lt;</li><li>• Movement = employment / skills transfer</li><li>• Information exchange = sharing of knowledge (production, economies, exporting)</li></ul>
<b>5) Conclusion</b>
<ul style="list-style-type: none"><li>• G. Creates better prosperity and living conditions BUT international community needs to help less developed countries.</li></ul>

## Summary

**Task:** Write a 150-200-word summary on the key elements of Globalisation

Word count: \_\_\_\_\_

## **Why international Trade is the Key to development**

### **Model Answer**

**Task:** Write a 150-200-word summary on the key elements of Globalisation

#### **Summary**

According to Wilson et al. (2017), globalisation is the process of integrating economies through mainly trade and finance, people and knowledge. This progression is not always positive and creates difference between the rich and poor within and between countries. Globalisation integration can accelerate prosperity through 'outward-looking policies' that reduce taxes and trade barriers. However, less developed countries with 'inward looking policies' that have protectionism practices and state-owned companies tend to have stagnated economies and more poverty (Kobayashi-Hillary cited in Wilson et al. 2017). Globalisation can have three main effects; firstly, 'trade' creates a bigger world share and better exporting opportunities. Secondly, 'movement' improves employment and develops skills transfer. Thirdly, 'information exchange' shares important knowledge on economics, production and business practice around the world for a lower cost. Overall, Globalisation establishes prosperity and improved living conditions, however, there is a need for the international community to invest in less developed countries.

Approx 170 words

## Critical thinking Questions

1) What's the stance of the author? Does he think that globalization good or bad? Highlight where?

[2 points]

2) Is this a credible article? Yes /no – why?

[2 points]

3) Highlight **four** key parts of information in the text you would use for an essay on 'Globalisation is having a negative impact on the world'.

[4 points]

4) Highlight two areas in the text that you question, disagree with or lack evidence

[2 points]

## Critical thinking Questions

1) What's the stance of the author? Does he think that globalization good or bad? Highlight where?

Why? Very descriptive text highlighting the key areas of globalization. BUT the authors stress more needs to be done to make it fairer for developing countries.

[2 points]

2) Is this a credible article? Yes /no – why?

Yes, good source choice.

But who is the author? Not published or supported by a journal publication. Probably a good idea to use the key sources

[2 points]

3) Highlight **four** key parts of information in the text you would use for an essay on 'Globalisation is having a negative impact on the world'.

- The growing gaps between rich and poor countries
- the poorest quarter experienced less than a three-fold increase (Harrison & Cavendish, 2014)
- A larger number of developing countries have made only slow progress or have lost ground.
- Per capita incomes in Africa have declined relative to the industrial countries and in some countries have declined in absolute terms (IMF, 2017).
- Africa pursued inward-looking policies (such as protectionism and state-owned companies), their economies stagnated or declined, poverty increased and high inflation (Kobayashi-Hillary, 2008)
- Africa, = external developments such as war & natural disasters, which made the problems worse.
- Asia's newly industrialised economies have done well, while Africa as a whole has done poorly.
- What countries export is also important.
- The share of primary goods in world exports such as food and raw materials, most of which are often produced by the poorest countries has declined.
- No country, least of all the poorest, can afford to remain isolated from the world economy

[4 points]

4) Highlight two areas in the text that you question, disagree with or lack evidence

- Today's global markets offer greater opportunity for people to tap into more and larger markets around the world, which means they can have access to more capital, technology, cheaper imports, and larger export markets – **but do they? Brexit? Is more debt a good thing?**
- Asia, per capita incomes moving rapidly towards levels in the industrial countries - **not all of Asia?**
- Outward-looking policies – **is it just the west benefiting? Can poorer countries implement these?**
- Are some African states too corrupt to deal with? **War and natural disasters are a problem?**
- food and raw materials, most of which are often produced by the poorest countries has declined – **Why are poorest countries doing badly if exports are the key?**
- movement of people – **is migration getting too much for some European countries now?**
- A highly valuable resource for the developing – **is this helping?**
- The international community should try by reinforcing the international financial system, through trade. **What is being done?**
- What about the real negatives? **Environmental destruction / pollution / loss of culture / slave labour / exploitation / unfair trade deals / Americanisation / Not discussed**

[2 points]