



## Ethical Consumerism

EXAMPLE

Summary Writing

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# Student

## Two types of lesson

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

1. Predict the content of the text. Write down key terms & ideas.
2. Read the text & check words & meanings with a dictionary.
3. Identify the key points & support & complete the **outline**.
4. Write the summary – only one paragraph (200-250 words).
5. Check key points with the **completed outline & model answer**.
6. Answer critical thinking questions & check suggested answers.

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

1. Read the text – no dictionary.
2. Identify the key points and support.
3. Write the summary – only one paragraph (200-250 words).
4. Check key points with the **completed outline & model answer**.
5. Answer critical thinking questions & check suggested answers.

# Teacher

## Two types of lesson

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

1. Distribute text a week /day before the test. Students read, check vocabulary & meanings.
2. Test day – distribute a **new copy of text** and **summary question**.
3. Set 1 hour to read the text, take notes and write a one-paragraph summary of 200-250 words.
4. Feedback<sup>1</sup>: take in and mark [use correction code\*].
5. Feedback<sup>2</sup>: distribute **completed outline & model answer**.
6. Summary marking: Should contain at least 4 main ideas with support – see summary key points.
7. Extra: Critical thinking questions / group discussion (30 minutes).

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

1. Set 1 hour to read the **text** and write a one-paragraph summary of 200-250 words.
3. Feedback<sup>1</sup>: take in and mark [use correction code\*].
4. Feedback<sup>2</sup>: distribute **completed outline & model answer**.
5. Summary Marking: Should contain at least 4 main ideas with support – see summary key points.
6. Extra: Answer critical thinking questions / group discussion (30 minutes).

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

## Ethical Consumerism

By A Watson (2020)

Due to the growing global concern about climate change, environmental destruction and the increasing number of endangered species, [REDACTED] topic. Bertrand and Regan (2008) describe ethical consumption as consciously identifying the links [REDACTED] it has been produced. They define the term as awareness of how a consumer's lifestyle affects people, [REDACTED] that "[an] ethically-informed consumer realises that when they buy something, they are not only [REDACTED] an example: "...when you walk into Starbucks and face an array of coffee choices, one of them might be fair trade. If you base your decision to buy the fair trade coffee at least partly on the fact [REDACTED] process, you engage in ethical consumerism". This definition and example are relevant, as they place [REDACTED], the customer, which is an accurate depiction of the term. However, to understand ethical consumerism [REDACTED] unethical consumerism.

Unethical [REDACTED] of what constitutes 'unethical'. However, Hunt (2018) highlights certain factors as being key ethical indicators consumers should consider when deciding whether to [REDACTED] of workers, environmental considerations and sustainability. If a company performs poorly in any of these [REDACTED] purchasing from that company is 'unethical consumerism'. For example, Hunt (2018) highlights delivery [REDACTED] at their distribution centres as an example of unethical practice as well as the much publicised tax [REDACTED] have also come under scrutiny for worker's rights abuses: ASDA and Tesco have been accused of paying unfair wages as well as showing discrimination towards staff (Tatum, 2020). [REDACTED] being accused of hoarding water supplies in rural communities (Vos et al., 2018).

The growing number of reports of unethical practices by large companies has led many shoppers to consider what they can do as individuals to become more ethical consumers. This has resulted in a significant [REDACTED] Report (2018) reporting a 400% increase in ethical consumerism since 1999. When compared against the fact that the average UK household expenditure has grown [REDACTED] a significant increase in the practice. The biggest rises have been in ethical food and drink consumption, which could [REDACTED] local products as well as green home expenditure. This includes trying to be more efficient with energy and installing solar panels amongst other initiatives. The large and continuously [REDACTED] has led to discussion of what type of consumer is choosing to become more ethical. Park (2018) argues that [REDACTED] has grown due to an expanding range of factors. She argues that female consumers respond to ' [REDACTED] sold based on an emotional appeal. This sort of marketing has become much more achievable in recent years [REDACTED] ) also argues that younger people may value ethical goods more highly due to an increased [REDACTED] -term ramifications this could have.

It is important to question whether the rise in ethical consumerism will continue. It could revert to a [REDACTED] movement, replacing price, speed and

convenience as the main factors behind consumption. In 2007 Thompson and Coskuner-Balli argued that the emotional engagement and [REDACTED] awareness of our environment would lead to continuous growth in ethical consumerism. Thirteen years on this [REDACTED] consumerism looks set to be a trend that will continue.

## References

Bertrand, B. and Regan, C. (2008) *What is Ethical Consumption?*, Development Education.ie [Online] [Accessed 1<sup>st</sup> April 2020] <https://developmenteducation.ie/feature/ethical-consumption/>

Fuller, C. (2012) [REDACTED], Accountancy Age.ed [Online] [Accessed 2<sup>nd</sup> April 2020] <https://link-gale-com.mmu.idm.oclc.org/apps/doc/A308594368/ITOF?u=mmucal5&sid=ITOF&xid=f7641166>

Hunt, T. (2018) *Five Unethical Companies*, Ethical Consumer.org, [Online] [Accessed 1<sup>st</sup> April 2020] <https://www.ethicalconsumer.org/ethical-consumerism/ethical-consumerism-articles/5-unethical-companies>

Hussain, W. (2012) Is Ethical Consumerism an impermissible Form of Vigilantism? *Philosophy and Public Affairs*, 40 (2). P.111-143

[REDACTED]: Willingness-to-pay by moral Cause, *Journal of Consumer Marketing*, 35 (2). p.157-168

Tatum, M (2020) *Why the Modern Slavery Act hasn't Worked: the Complex Food and Drink Supply Chain is an Easy Target for Human Traffickers*, Grocer [Online] [Accessed 2<sup>nd</sup> April 2020] <https://link-gale-com.mmu.idm.oclc.org/apps/doc/A618123391/ITOF?u=mmucal5&sid=ITOF&xid=8a7c04b3>

[REDACTED]: The case of Community Supported Agriculture', *Journal of Consumer Culture*, 7(3), p. 275–303

Vos, D. Rosanne. Kohne, M and Roth, D. (2018) [REDACTED] Atomising Practices of Oil Palm Plantation Development in Indonesia, *Journal of Agrarian Change*, 18 (2). p. 385-405

## **Outline: 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:

## **Summary Key Points ANSWERS**

A good summary should have at 4 main ideas and 1-2 points of support for each main idea.

### 1. Main idea: **Definition of ethical consumerism.**

**Support:**

- Ethical [redacted] its origins & the production context (Bertrand and Regan, 2008).
- How consumer's [redacted] (ibid).
- "[an] ethically-informed consumer realises that when they buy something, they are not only buying the product" (ibid).
- Re [redacted]

### 2. Main idea: **Unethical behaviour.**

**Support:**

- Key ethical [redacted] considerations & sustainability (Hunt, 2018).
- If [redacted] this is 'unethical consumerism'.
- Amazon = poor treatment of employees (Hunt, 2018) & tax avoidance (Fuller, 2012).
- [redacted] Tatum, 2020).
- Coca-Cola = hoarding water supplies in rural communities (Vos et al., 2018).

### 3. Main idea: **Ethical consumption in practice.**

**Support:**

- [redacted] Co-op, 2018).
- Ethical food & drink consumption (Fair Trade & local products) = biggest rise.
- [redacted] Consumer = females respond to ethical narratives (Park, 2018).
- Consumer = [redacted] planet.

### 4. Main idea: **Ethical consumption future predictions.**

**Support:**

- Will it continue or revert back?
- [redacted] = growth in ethical consumption (Thompson and Coskuner-Balli, 2007).
- [redacted] (ibid).
- Prediction [redacted].

## Summary

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

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

## **Ethical Consumerism - Model Summary**

**Task:** Write a 200 - 250-word summary on the key features of the text

Ethical consumerism can be defined as an [redacted] [redacted] produced. With the responsibility lying with the consumer (Hussain, 2012), it is [redacted] & the environment (Bertrand and Regan, 2008). The consumer has to make a decision on what counts as [redacted] in the key ethical indicators of adherence to tax laws, treatment of [redacted] (Hunt, 2018). In the last two decades, consumers have become more ethical in their buying decisions. [redacted] 1999 with the largest proportion in the consumption of food and drink. The two main consumers that are mostly purchasing ethical [redacted] (Park, 2018) and young people who are aware of [redacted]. Although the writer questions whether ethical consumerism will become mainstream, she does illustrate that the prediction [redacted] would increase due to the public's emotional engagement, moral responsibility and [redacted] (Thompson and Coskuner-Balli, 2007) has [redacted] this trend is set to continue to rise.

211 words



## Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

[2 points]

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

[2 points]

iii) Highlight four ideas in the text you would use for an essay on 'Is  
stay?'

[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? What is the evidence for this?

*The writer believes that ethical consumption is growing and predicts that it will continue to do so. She supports her ideas with evidence from the Co-op & Thompson and Coskuner-Balli and also states her opinion in the conclusion:*

"Thirteen [REDACTED], and the rise in ethical consumerism looks set to be a trend that will continue".

[2 points]

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

*Yes, good source choice with eight sources used.  
But.....*

[2 points]

**ALL ANSWERS ARE INCLUDED IN PAID VERSION...**