

Ethical Consumerism

[listening test questions]

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Time: (09:00)

Level: **** [B2/C1]

Lecture: All available in Paid download

MP3: All available in Paid download

Power Point: All available in Paid download

Check these words before listening:

Key vocabulary

1. Ethical consumerism
2. [REDACTED]
3. Plastic packaging
4. Organic farming
5. [REDACTED]
6. Veganism
7. Societal
8. Inclination
9. [REDACTED]
10. To harbour an intention
11. Irrational / rational
12. Ranking
13. Animal welfare
14. [REDACTED]
15. Marketing campaigns
16. Renewable energy
17. Unaccountable / accountable
18. [REDACTED]
19. Consciousness
20. Biodegradable
21. Re-useable
22. [REDACTED]
23. Sweat Shops (in poor countries)
24. Managerial positions
25. [REDACTED] confidence
26. Alliance

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Teacher

LISTENING TEST QUESTIONS

Aim: to develop the students' ability to listen to a 10 min+ lecture, to take notes and then use those notes to answer a range of test- type questions.

Lesson Time: Approximately 1:30-2:00 hours

Lesson Plan

Lead in

- Ask Students to read the 'title' and predict the content of the lecture.
- Ask students to write down key terms & language from the discussion.
- Feed in / check key vocabulary.

Three types of lesson

Lesson#1: [hard]

1. Students listen once & take notes.
2. Give 5 minutes to tidy notes.
3. Listen again & add to notes (use a different colour pen).
4. Distribute questions – set 20-25 minutes to answer.
5. Feedback: distribute or project answers.

Lesson #2: [medium]

1. Students listen once & take notes.
2. Distribute questions: set 15 minutes for students to answer the questions from their notes.
3. Listen again. Students answer the missed questions as they listen.
4. Give extra 10 minutes to consolidate answers.
5. Feedback: distribute or project answers.

Lesson #3: [easy]

1. Distribute questions. Students have 10 minutes to look at the questions.
2. Students listen & answer the questions.
3. Give 5 minutes to tidy answers.
4. Students listen again. Check answers & answer missed questions.
5. 5-10 minutes to tidy answers.
6. Feedback: distribute or project answers.

Ethical Consumerism

1. What does ethical mean?

--

___ / 1

2. Name three things an ethical buyer avoids or supports

1	<i>too much plastic packaging</i>
2	
3	
4	

___ / 3

3. Ethical consumer definition

According to professor [redacted] [redacted] from Keel University, who specializes in [redacted] and ethical marketing, an ethical consumer is defined as someone who would buy a product that they i. _____ to be produced ii. _____ and they knew that when they consumed it and disposed of it that it would not [redacted] affect iii. _____ and hopefully it wouldn't iv. _____ the environment. She adds that ethical [redacted] have to be actively engaged in meeting these values as it is very difficult to filter out what is and what isn't an ethical product and if you don't have all the [redacted] or v. i. _____ to research products then you will find it incredibly difficult to follow all your values.

___ / 5

4. What is the Ethical [redacted] Gap?

--

___ / 1

5. What do these statistics relate to?

30%	
4%	

___ / 2

6. The Ethical Company Organization's ranking guide:

i. How many [redacted] brands are there?	
ii. What are the three key criteria of the Ethical [redacted] Score?	1.
	2.
	3.
iii. Where do they publish their results?	
iv. What does [redacted] in the banking sector?	
v. What does the company research in the Energy sector?	

___ / 7

7. Who wrote the report on [redacted] buying patterns?

--

___ / 1

8. Name three key problems with the irrational purchasing of consumers.

1	
2	
3	

___ / 3

9. Explain how these two cases have [redacted] awareness.

BBC TV wildlife documentary called 'The Blue Planet'	
--	--

___ / 2

In 2015, the UK
government [redacted].

___ / 2

Starbucks

10. What [redacted] should Starbucks have paid?

--

___ / 1

11. They should have [redacted] what percentage did they pay?

--

___ / 1

12. Apart from profits what has the scandal affected?

--

___ / 1

Nike

13. When did Nike's scandal emerge (dates)?

--

___ / 1

14. The accusation was that they used [redacted] – what three things did the lecturer highlight about [redacted]?

1	
2	
3	

___ / 3

15. What was the effect on Nike because of this [redacted] behavior?

--

___ / 2

16. What two things have Nike done in response to their negative reputation?

1	
2	

___ / 2

17. What do the Starbucks and Nike examples [redacted] ?

--

___ / 2

Conclusion

18. How should we treat companies who try to become more ethical?

--

___ / 2

19. Overall, what is the most important point [redacted] ?

--

___ / 1

20. Final point

Individually we can make _____ change.
--

___ / 1

Total Score ___ / 44

Ethical Consumerism **ANSWERS**

1. What does ethical mean?

it means relating to beliefs about what is morally right and wrong. These beliefs can be global, societal or personal.

___ / 1

2. Name three things an ethical buyer avoids or supports

1	<i>Too much plastic packaging.</i>
2	Products that have been tested on animals.
3	Organic farming /Veganism.
4	Fair trade products.

___ / 3

3. Ethical consumer definition

All ANSWERS included in paid version...

Ethical Consumerism (C. Wilson, 2019)

Hello and welcome to today's lecture entitled 'ethical consumerism'. Today I'd like to discuss a number of key issues related to ethical shopping behavior. I will begin by just giving a brief overview, followed by a definition. I'll then look at ethical consumers and associated problems, then I'll discuss a number of positive cases related to the movement of ethical consumerism and finally finish with an overall summary.

Ok so let start by addressing the term 'ethical'. In our lecture today.....

The whole tape script is included in paid version...