



Ethical Consumerism

EXAMPLE

Reading Test

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Student

Time: *Approximately 1 hour*

Two types of lesson

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

1. Predict the content of the text & write down the key terms & ideas.
2. Read the text. Check words & meanings with a dictionary.
3. Answer the questions.
4. Check your answers (pass mark is 70%).

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

1. Read text – no dictionary.
2. Answer the questions.
3. Check your answers (pass mark is 70%).

Teacher

Two types of lesson

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

1. Distribute **text 1 (without reference words underlined)** a week before the test. Students read, check vocabulary & meanings.
2. Test day. Distribute **text 2 (with reference words underlined)** & the **questions** (no dictionary or notes).
3. Set 1 hour to read the text & answer the questions.
4. Take in & correct or go through answers in class (pass mark is 70%).
5. Extra activity. Students write the *summary (add 30 minutes to the test).

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

1. Test day. Distribute **text 2 (with reference words underlined)** & the **questions**.
2. Set 1 hour to read the text & answer the questions.
3. Take in & correct or go through answers in class (pass mark is 70%).
4. Extra activity. Students write the *summary (add 30 minutes to the test).

*Summary writing: <https://www.academic-englishuk.com/summary>

Ethical Consumerism (Text 1)

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

movement, replacing price, speed and convenience as the main factors behind consumption. In 2007 Thompson and Coskuner-Balli argued that the emotional engagement and awareness of our environment would lead to continuous growth in ethical consumerism. Thirteen years on this 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 1st April 2020] <https://developmenteducation.ie/feature/ethical-consumption/>

Fuller, C. (2012) , Accountancy Age.ed [Online] [Accessed 2nd 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 1st April 2020] <https://www.ethicalconsumer.org/ethical-companies>

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

: 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 2nd April 2020] <https://link-gale-com.mmu.idm.oclc.org/apps/doc/A618123391/ITOF?u=mmucal5&sid=ITOF&xid=8a7c04b3>

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

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

Comprehension Questions

1. Headings: Choose a subheading for each paragraph. One title is not needed.

1	<i>E (Example)</i>	A	Unscrupulous behaviour
2		B	[REDACTED]
3		C	A tendency to continue along a more moral path
4		D	[REDACTED]
		E	Definition of ethical consumption

___ / 3

2. True / False / Not Given: One question per paragraph.

			T / F / NG
Paragraph 1			
i.	Ethical consumers [REDACTED] choice is ethical.		
Paragraph 2			
ii.	Some supermarkets were accused of unethical environmental practises.		
Paragraph 3			
iii.	Spending on [REDACTED] household income over the last twenty years.		
Paragraph 4			
iv.	[REDACTED] consumers.		

___ / 4

3. Open answer questions.

Paragraph 1

What is ethical consumption consciously identifying connections between?

i)	<i>A product (Example).</i>
ii)	
iii)	

___ / 2

Paragraph 2

Name [REDACTED].

i)	
ii)	
iii)	

___ / 3

Paragraph 3

Which [redacted] likely to be ethical consumers?

i)	
ii)	

___ / 2

Paragraph 3

What reasons are [redacted] consumers?

i)	
ii)	

___ / 2

Paragraph 4

What do Thompson and Coskuner-Balli argue are the two reasons ethical consumption will continue to grow?

i)	
ii)	

___ / 2

4. Sources: Match the source to the function in the text.

	Source		Function
i.	Hunt (2018) <i>(Example)</i>	a	[redacted] will continue to rise.
ii.	[redacted]	b	Discussion of types of ethical consumer.
iii.	Tatum (2020)	c	Key ethical indicators
iv.	Park (2018)	d	[redacted]
v.	[redacted] (2007)	e	Definition of ethical consumerism

i.	C	ii.		iii.		iv.		v.	
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5. Author's stance?

Does the author think [redacted] ? Why?	
For	Against (choose one)
Why?	

___ / 2

6. Reference words: Explain what these words connect to (underlined in the text).

Paragraph	Word	Connection
1	<i>it</i>	<i>a product (Example)</i>
1	<i>them</i>	
1	██████████	
2	<i>their</i>	
3	██████████	
3	<i>this</i>	
4	<i>it</i>	

____ / 6

7. Vocabulary: Search for a word in the paragraph that means:

Paragraph	Explanation	Word
1	The action causing so much damage to something that it no longer exists or cannot be repaired.	<i>Destruction (Example)</i>
1	Something ██████████-known.	
1	Closely connected or appropriate to what is being done or considered.	
2	██████████, tastes, or opinions.	
2	The sharing out of something among a group or over an area.	
2	The unjust or prejudicial treatment of different categories of people, on the grounds of some kind of difference.	
3	The ██████████ resources.	
3	An action taken to improve something, in this case ethical consumerism.	
3	██████████ wasted effort or expense.	
4	Minor or not important. Not central in a society	
4	The ideas, ██████████ most people and regarded as normal or conventional.	

____ / 10

Overall Total: ____ / 40

