

Unit 6 Writing Part 1: Essay



Corporate Social Responsibility	
<p>Environmental Sustainability</p> <ul style="list-style-type: none"> • efficient use of resources • renewable energy • environmental conservation 	<p>Community Involvement</p> <ul style="list-style-type: none"> • charitable contributions • employee volunteerism • infrastructure investment
<p>Ethical Business Practices</p> <ul style="list-style-type: none"> • fair labour practices • supply chain responsibility • anti-corruption measures 	<p>Engagement and Transparency</p> <ul style="list-style-type: none"> • transparent reporting • soliciting customer feedback • mechanisms for employee input



Arguments FOR	Arguments AGAINST
Engaging in CSR activities can enhance a company's reputation and brand image	The primary goal of a business is to maximise profits for its shareholders
CSR initiatives differentiate a company from its competitors	CSR activities might put a company at a competitive disadvantage
Companies that embrace CSR are better positioned for long-term sustainability	Social issues are the responsibility of governments and public institutions
CSR activities can positively impact employee morale and engagement	CSR initiatives are used primarily for marketing and public relations purposes
Companies with CSR practices may find it easier to attract investment	CSR might have unintended outcomes, such as a dependency on external aid
Companies have a moral obligation to contribute positively to society	Companies use CSR to direct attention away from harmful business practices

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Activity

In groups, and then individually: speaking and writing

Aim

To prepare and carry out a debate; To identify the main points of an argument and analyse them as they will do in the Writing Part 1 Essay

Exam Focus

Writing Part 1: Essay

Preparation

Make one copy of the worksheet for each group. Cut the worksheets in half and then cut out the FOR and AGAINST cards.

Time

30 minutes

Teaching notes

Procedure

- › Photocopy and cut up the FOR and AGAINST cards.
- › Tell your students that in groups they are going to debate the topic of Corporate Social Responsibility (CSR). They will be given an overview of the main elements of CSR and told whether they support it or are against it. They must support their position with several key points, regardless of how they actually feel; they should also respond to points made by the opposing group. They will be given some time to prepare.
- › Put your students in an even number of small groups and give each group the CSR overview (the top half of the worksheet); then pair each group with another group. Present one group from each pair of groups with a set of FOR and AGAINST cards face down (the bottom half of the worksheet) and ask them to select one. Whichever card they select, that will be their group's position during the debate; give the other card to the opposing group.
- › Give the groups five minutes to prepare for the debate, during which time they should decide which key points they are going to use to support their position. The bullet points on the overview and the topics on the position cards are there to help them; however, they should use their own words as much as possible. While the groups prepare, circulate and provide support.
- › Once the groups have finished preparing, select a pair of groups to begin. Tell the students watching the debate to take notes, and in particular to write down the key points that the groups make. During the debate, you should mediate to ensure that all of the groups' key points are put forward and appropriately challenged, and that each group member has time to speak.
- › This process repeats until each pair of groups has had the opportunity to debate their topic. At the end of each debate, you may want to confirm what the key points of each group were to ensure that they have been written down correctly by the students watching.
- › Now explain to your students that, for homework, they are going to write a Part 1 Essay based on one of the debates. They should summarise and evaluate the key points of both groups, using their own words as much as possible, and including their own ideas in their responses. Their essays should be between 240 and 280 words long.

Extension activity

Pair up the groups again and ask them to discuss their real views on the debate topics, if and how they differed, and how difficult it was to support views that weren't actually theirs. Also, ask them to identify any ideas that came up that made them think differently about the topic.