

Internet research

Search for the keywords *email ethics* and make notes about ethical practice in electronic communication. Write a short report on your findings, using some of the linking words you studied in this module.

Analysis

3 Read the quotes below and answer the questions:

- 1 'It was thought that the benefits to the company's image justified more active and extensive support.' Identify five more impersonal reporting structures in the report in Exercise 2.
- 2 'JN reported that the plan had been favourably received at Head Office.' Identify seven more reporting verbs in the minutes in Exercise 2.
- 3 Why are impersonal reporting structures used in the report, whereas active reporting verbs are preferred in the minutes?

Language focus

4 Read the report and the minutes again. Underline the linking words and complete the table.

Function	Linking words
Addition	besides, mo_____, in ad_____, fur_____
Conclusion	lastly, in c_____, f_____
Consequence	so, therefore, c_____
Contrast	but, h_____, e_____ s_____
Equivalence	that is to say, n_____, in o_____ w_____
Example	for instance, s_____ as, f_____ e_____
Generalization	in most cases, as a_____, on the w_____
Highlighting	mainly, chiefly, in p_____, es_____
Stating the obvious	of course, n_____, ob_____, cl_____
Summary	to sum up, o_____, in b_____

5 Replace the inappropriate linking words in **bold** with a better choice from Exercise 4.

Josiah Wedgwood was a pioneer in social responsibility, building a village for his workforce in 1769. **For instance**, his products combined technology with classical culture. More than a century later, George Cadbury developed social housing for his chocolate factory workers. **As a rule**, Cadbury's® became one of Britain's most respected companies. Both men were pioneers of corporate social responsibility.

Overall, they were also accused of paternalism.

Today, sustainable development policies aim to manage the effects of business on employees, the community, and, **on the whole**, on the environment. Multinationals like Shell are focusing on the idea of being good neighbours, **naturally**, by consulting local stakeholders before beginning new projects which may affect them.



Glossary PAGE 156

derive
greenfield site
paternalism
positive discrimination

Output

6 2.38 Listen to a later extract from the Mirratec Management Committee meeting as they move on to discuss the issue of diversity in Mirratec's workforce. Take notes. Then, with a partner, write a short summary of the discussion and decisions made. Use the minutes format on the opposite page.