



# THE BURGER MURDERS



Scan to review worksheet

Expemo code:  
144M-ZDEN-4X9

## 1 Warm up

In pairs, look at the following ethical dilemma. Discuss what you would do and why?

A train is out of control and speeding towards five people stuck on the track. However, you are standing by a lever and if you pull it you can divert the train onto another track which will save the lives of the five people.

The problem is, there is a person stuck on the other track who will certainly be killed if you divert the train.

## 2 Focus on vocabulary

Part A: Underline the correct words in the definitions of these words from the video.

1. culprit (n): someone who is responsible for **looking after someone/ doing something wrong/killing someone**
2. compromise (v): to cause something to be **in danger/in short supply/unreliable**
3. gauge (v): to **build/observe/measure** something
4. lay-off (n): when someone is **made redundant/quickly promoted/immediately fired**
5. analyst (n): someone who closely examines **people/data or materials/animals**
6. cite (v): to give something as a **reason or an example/a warning or a signal/an excuse or a justification**
7. tamper-resistant (adj.): material which is designed specially to make it difficult to **burn or destroy/open or change/copy or imitate**
8. copycat (adj.): **not at all/remarkably/somewhat** similar to crimes or actions that happened previously



**Part B: Now put the words from Part A into the correct gap in the following sentences. You may need to use a different form of the word.**

1. I'm going to need to call the police. Someone hacked into my computer and now my bank accounts are \_\_\_\_\_ .
2. The celebrity couple divorced at the weekend, \_\_\_\_\_ "irreconcilable differences".
3. Budget cuts forced the troubled company to make a further 400 \_\_\_\_\_ in addition to the 800 made last month.
4. The \_\_\_\_\_ were caught on CCTV fleeing the scene of the crime.
5. This bottle of pills is so \_\_\_\_\_ that I can't even open it!
6. It's difficult to \_\_\_\_\_ the difficulty of climbing Everest before you've done it.
7. My partner is a financial \_\_\_\_\_ but I've no idea what she actually does in her job.
8. It is thought that the publicity in the newspapers led to a number of \_\_\_\_\_ murders.

**Now in pairs, discuss the following questions.**

1. Has anything or anyone ever **compromised** your safety? What happened?
2. How do you **gauge** if you can trust someone or not?
3. Would working as an **analyst** be a suitable job for you? Why/Why not?
4. When you were growing up, were you ever the **culprit** in a situation? What happened?
5. Have you ever been affected by **lay-offs** in a company? If not, what would you do if you were?
6. What items have you bought that had **tamper-resistant** material on them?

### 3

## Prediction

**You are going to watch a video which presents you with an ethical issue. Before you watch, look at the following aspects of the dilemma. What do you think the dilemma is?**

- meatless burgers
- stores worldwide
- three unrelated people died
- criminal
- headline news



**Now watch the video (0.00 – 1.15) to check your answer.**



## 4

**Focus on comprehension**

Watch the rest of the video (1.15 - 5.23) and answer the following questions.

1. Why does your company lawyer recommend her option?
  - a. Because as a company, you are responsible for your product.
  - b. Because it is unlikely that the incident will happen again.
  - c. Because if you don't, it will look as though you were responsible.
  - d. Because it is required by law.
2. Who are mentioned as "stakeholders" in this situation?
  - a. customers, employees, and investors
  - b. employees, senior management, and investors
  - c. the public, customers, and employees
  - d. investors, senior management, and customers
3. What is one of the negative results of taking the first choice?
  - a. Investors will lose a lot of money.
  - b. Additional customers could die.
  - c. Sales will be hit hard.
  - d. You may have to employ more people.
4. What is one of the positive results of taking the second choice?
  - a. You won't need to have any lay-offs.
  - b. Investors won't lose any money.
  - c. It could increase trust in the company.
  - d. It's cheaper than the other options.
5. What is one of the positive results of choosing the third option?
  - a. It gives the maximum protection to customers.
  - b. Investors will lose a small amount.
  - c. There will be only a few lay-offs.
  - d. It will reduce expense.
6. What is the focus of the Utilitarian test?
  - a. The most useful outcome for people
  - b. The best outcome for the greatest number of people
  - c. The most profitable decision
  - d. The easiest solution to the problem
7. What was one of the outcomes for Johnson & Johnson CEO, James Burke?
  - a. The killer was successfully caught and prosecuted.
  - b. The company saved around \$250 million.
  - c. The company lost the trust of its customers.
  - d. Sales returned to their original levels.



## 5 Talking point

Now in pairs, discuss the following questions.

1. What would you do if you were the CEO of the company facing the Burger Murders? Give reasons for your answer.
2. What do you think of the action taken by James Burke in the video? In your opinion, was it good ethics, or good marketing?

## 6 Extension activity/homework

Think of either A) a difficult decision your company has had to make in the past or B) a difficult decision your company may have to make in the future.

Then, write or discuss that decision using the 4 tests mentioned in the video

- The Utilitarian test
- The Family test
- The Newspaper test
- The Mentor test

Do the tests change your decision? Why/Why not?