

### Module 3, Kit 4

#### Four Values Of Ethical Behavior

1. Watch [the video about values of ethical behavior](#) and answer the questions;
  - a. What is the meaning of PMI?  
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  - b. What are the four values of ethical behavior?  
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  - c. What is the name of the value that PMI defines as our duty to take ownership of the decisions we make or fail to make?  
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  - d. Which value can be called as our duty to make decisions and act impartially and objectively?  
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  - e. What is the value the speaker added to PMI's?  
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2. Watch the video again and discuss with your classmates:
  - a. Define digital media in your own words.
  - b. Explain why digital media critical to public relations
  - c. The difference between illegal and unethical