

### Module 3, Kit 4, Vocabulary Activity

1. Watch [the video](#) and fill the crossword with the words from the video.

	1	2	3	4	5	6	7	8	9	10	11
1			E							D	
2	H	O	N	E	S	T	Y			A	
3			C	O	M	M	U	N	I	T	Y
4			O							A	
5			V								
6			R	E	S	P	E	C	T		
7			A	N	A	L	Y	S	I	S	
8			G							O	
9			E	T	H	I	C			U	
10										R	
11					P	U	B	L	I	C	
12										E	

**(left to right)**

2. the quality of being honest
3. people who are considered as a unit because of their common interest
6. admiration felt or shown for someone or something that you believe has good ideas or qualities
7. the act of analysing something
9. a system of accepted beliefs that control behaviour, especially such a system based on morals
11. relating to or involving people in general, rather than being limited to a particular group of people

**(top to bottom)**

3. to make someone more likely to do something, or to make something more likely to happen
- 10.1. information, especially facts or numbers, collected to be examined and considered and used to help decision-making
- 10.2. someone or something that supplies information

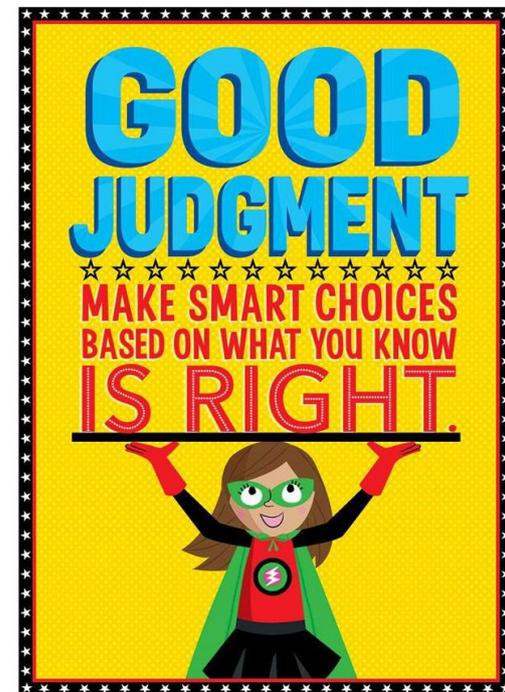
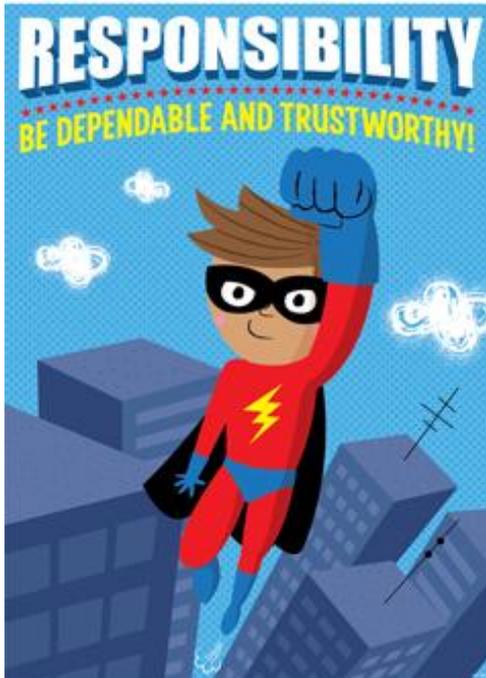
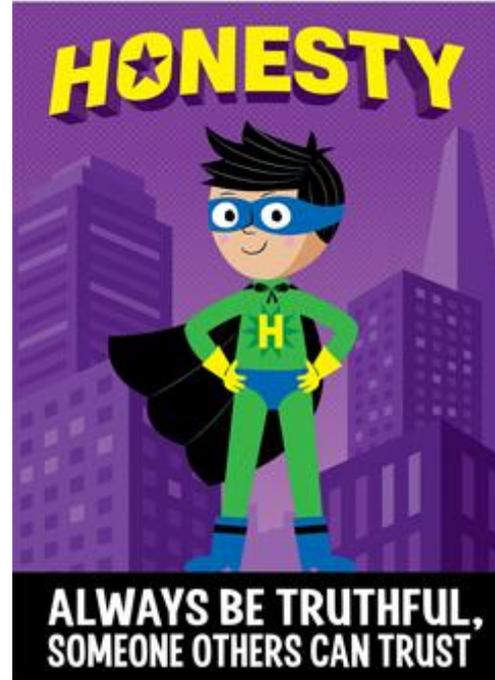
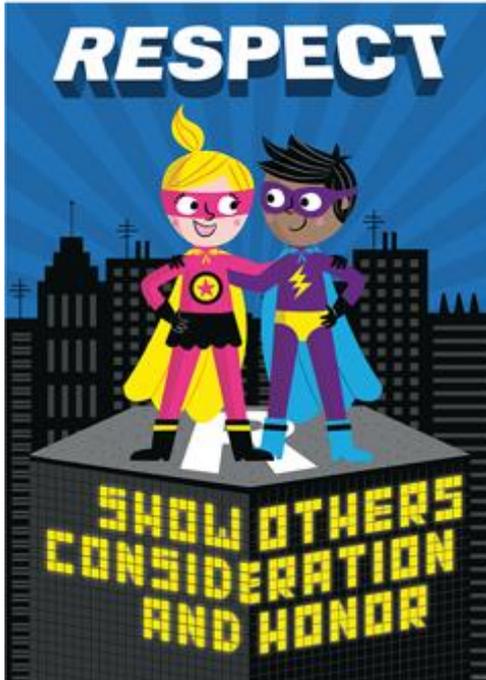
**Module 3, Kit 4****Four Values Of Ethical Behavior**

1. Watch [the video about values of ethical behavior](#) and answer the questions;
  - a. What is the meaning of PMI?  
*The project management institute*
  - b. What are the four values of ethical behavior?  
*Responsibility, Respect, Fairness and Honesty.*
  - 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?  
*Responsibility*
  - d. Which value can be called as our duty to make decisions and act impartially and objectively?  
*Fairness*
  - e. What is the value the speaker added to PMI's?  
*ensuring we guide people appropriately with the way we speak and act.*
  
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

Module 3, Kit 4

Acknowledge the Ethical Implications In Digital Communication

Examine the posters below. Each poster shows a value of ethical behavior.



Think of a value you can add to the ones PMI decided on. Prepare a poster on the [link](#) to the value you think of and present to the classroom.