

**HALKLA İLİŞKİLER VE TANITIM – MESLEKİ İNGİLİZCE-1**  
**(4. HAFTA DERS NOTU)**

**ETHICS – KEY TERMS**

<b>No</b>	<b>English Term</b>	<b>Türkçe Karşılığı</b>	<b>Example Sentence (Passive Voice)</b>
1	Accountability	Hesap verebilirlik	Ethical accountability is expected from every employee.
2	Integrity	Dürüstlük, bütünlük	Professional integrity is highly valued in public relations.
3	Transparency	Şeffaflık	All financial activities are required to be made transparent.
4	Confidentiality	Gizlilik	Sensitive data is protected under confidentiality rules.
5	Objectivity	Nesnellik	Reports are supposed to be written with complete objectivity.
6	Fairness	Adalet, tarafsızlık	Decisions must be taken fairly and seen to be fair.
7	Responsibility	Sorumluluk	Ethical responsibility is shared by the whole organization.
8	Honesty	Dürüstlük	All statements are expected to be delivered with honesty.
9	Respect	Saygı	Every individual is to be treated with respect.
10	Justice	Adalet	Justice is ensured when equal opportunities are provided.
11	Bribery	Rüşvet	Any form of bribery is prohibited by the code of ethics.
12	Corruption	Yolsuzluk	Corruption is to be avoided at all levels of management.
13	Discrimination	Ayrımcılık	No employee is to be discriminated against on any grounds.
14	Harassment	Taciz	Workplace harassment is strictly punished.
15	Conflict of interest	Çıkar çatışması	Conflicts of interest must be disclosed to management.
16	Professionalism	Mesleki davranış	Professionalism is expected in every public appearance.
17	Integrity code	Dürüstlük ilkesi	The integrity code is followed by all staff members.
18	Ethical standards	Etik standartlar	Ethical standards are maintained by the PR department.
19	Moral values	Ahlaki değerler	Moral values are taught during ethics training.
20	Code of conduct	Davranış kuralları	A code of conduct has been developed for all employees.
21	Ethical dilemma	Etik ikilem	Ethical dilemmas are faced frequently in media relations.
22	Social responsibility	Sosyal sorumluluk	Social responsibility projects are supported by the firm.
23	Corporate ethics	Kurumsal etik	Corporate ethics are monitored by compliance officers.
24	Ethical compliance	Etik uyum	Ethical compliance is checked annually.
25	Misconduct	Uygunsuz davranış	Misconduct is investigated through official procedures.

No	English Term	Türkçe Karşılığı	Example Sentence (Passive Voice)
26	Whistleblowing	İhlal bildirimi	Whistleblowing is protected by company policy.
27	Insider information	İç bilgi	Insider information must not be shared with outsiders.
28	Plagiarism	İntihal	Plagiarism is strictly forbidden in academic work.
29	Fabrication	Uydurma (veri vb.)	Data fabrication is considered a serious offense.
30	Falsification	Tahrifat	Records are sometimes falsified to hide corruption.
31	Bias	Önyargı	Media content is often criticized for being biased.
32	Equality	Eşitlik	Equality is promoted through fair hiring practices.
33	Diversity	Çeşitlilik	Diversity is encouraged within all communication teams.
34	Inclusion	Kapsayıcılık	Inclusion is supported by new workplace policies.
35	Confidential source	Gizli kaynak	Confidential sources are protected in journalism ethics.
36	Ethical journalism	Etik gazetecilik	Ethical journalism is promoted by professional associations.
37	Privacy	Mahremiyet	Users' privacy is safeguarded under data laws.
38	Credibility	Güvenilirlik	Credibility is maintained through transparent reporting.
39	Authenticity	Gerçeklik	Authenticity is verified before publication.
40	Deception	Aldatma	Deception is avoided in advertising campaigns.
41	Manipulation	Manipülasyon	Audience opinions are often manipulated by false claims.
42	Exploitation	Sömürü	Child labor exploitation is condemned worldwide.
43	Sustainability	Sürdürülebilirlik	Sustainability is integrated into PR strategies.
44	Accountability report	Hesap verme raporu	An accountability report is published every year.
45	Ethical audit	Etik denetim	Ethical audits are conducted regularly.
46	Compliance policy	Uyum politikası	Compliance policies are updated annually.
47	Stakeholder	Paydaş	Stakeholders are informed about ethical practices.
48	Corporate governance	Kurumsal yönetim	Corporate governance is strengthened by ethical leadership.
49	Human rights	İnsan hakları	Human rights are respected in all campaigns.
50	Ethical leadership	Etik liderlik	Ethical leadership is demonstrated through example.
51	Due diligence	Gerekli özen	Due diligence is performed before any partnership is signed.
52	Accountability framework	Hesap verebilirlik çerçevesi	An accountability framework is established for transparency.
53	Professional ethics	Meslek etiği	Professional ethics are included in the course curriculum.
54	Ethical breach	Etik ihlal	Ethical breaches are reported immediately.
55	Ethical decision-making	Etik karar verme	Ethical decisions are made using standard guidelines.
56	Ethical awareness	Etik farkındalık	Ethical awareness is raised through training programs.
57	Corporate citizenship	Kurumsal vatandaşlık	Corporate citizenship is promoted through CSR activities.
58	Moral obligation	Ahlaki yükümlülük	Moral obligations are recognized by ethical leaders.
59	Ethical lapse	Etik zafiyet	Ethical lapses are corrected through education.
60	Whistleblower protection	İhbarcı koruması	Whistleblowers are protected from retaliation.

No	English Term	Türkçe Karşılığı	Example Sentence (Passive Voice)
61	Nepotism	Akraba kayırmacılığı	Nepotism is discouraged in recruitment.
62	Favoritism	Kayırmacılık	Favoritism is often criticized by employees.
63	Gender equality	Cinsiyet eşitliği	Gender equality is supported through company policy.
64	Transparency report	Şeffaflık raporu	A transparency report is issued every quarter.
65	Ethical guideline	Etik yönerge	Ethical guidelines are followed during campaigns.
66	Code of ethics	Etik kodu	The code of ethics is signed by every employee.
67	Cultural sensitivity	Kültürel duyarlılık	Cultural sensitivity is emphasized in international PR.
68	Ethical training	Etik eğitimi	Ethical training is provided to all new hires.
69	Ethical behavior	Etik davranış	Ethical behavior is rewarded in the workplace.
70	Public trust	Kamu güveni	Public trust is built through honest communication.
71	Ethical review	Etik inceleme	Ethical reviews are carried out before publication.
72	Environmental ethics	Çevre etiği	Environmental ethics are applied in sustainability projects.
73	Digital ethics	Dijital etik	Digital ethics are discussed in modern communication classes.
74	Professional conduct	Mesleki davranış	Professional conduct is expected in all public events.
75	Ethical violation	Etik ihlal	Ethical violations are sanctioned by management.
76	Human dignity	İnsan onuru	Human dignity is protected under international law.
77	Data protection	Veri koruma	Personal data is protected by strict regulations.
78	Truthfulness	Doğruluk	Truthfulness is required in all corporate statements.
79	Ethical obligation	Etik yükümlülük	Ethical obligations are outlined in the organization's charter.
80	Ethical misconduct	Etik suistimal	Ethical misconduct is investigated immediately.
81	Reputation management	İtibar yönetimi	Reputation is managed through consistent ethical behavior.
82	Social justice	Sosyal adalet	Social justice is promoted through inclusive campaigns.
83	Humanitarian ethics	İnsancıl etik	Humanitarian ethics are practiced by NGOs worldwide.
84	Corporate responsibility	Kurumsal sorumluluk	Corporate responsibility is emphasized in annual reports.
85	Environmental responsibility	Çevresel sorumluluk	Environmental responsibility is shared by all departments.
86	Ethical evaluation	Etik değerlendirme	Ethical evaluations are made before product launches.
87	Ethical culture	Etik kültür	An ethical culture is fostered through leadership.
88	Ethical climate	Etik iklim	A positive ethical climate is created by managers.
89	Workplace ethics	İş yeri etiği	Workplace ethics are monitored by HR teams.
90	Ethical sensitivity	Etik duyarlılık	Ethical sensitivity is developed through discussion.
91	Ethical reasoning	Etik muhakeme	Ethical reasoning is taught in business ethics classes.
92	Organizational ethics	Kurumsal etik	Organizational ethics are promoted by policy updates.
93	Ethical accountability	Etik hesap verebilirlik	Ethical accountability is required in leadership roles.

No	English Term	Türkçe Karşılığı	Example Sentence (Passive Voice)
94	Ethical awareness campaign	Etik farkındalık kampanyası	An ethical awareness campaign was launched last year.
95	Ethical conflict	Etik çatışma	Ethical conflicts are resolved by mediation.
96	Corporate ethics program	Kurumsal etik programı	A corporate ethics program is implemented annually.
97	Ethical monitoring	Etik izleme	Ethical monitoring is conducted by internal auditors.
98	Ethical communication	Etik iletişim	Ethical communication is ensured in public statements.
99	Responsible advertising	Sorumlu reklamcılık	Responsible advertising is promoted by regulators.
100	Ethical statement	Etik beyan	An ethical statement is included in the company report.
101	Corporate transparency	Kurumsal şeffaflık	Corporate transparency is enhanced through open reporting.
102	Ethical audit committee	Etik denetim kurulu	An ethical audit committee is formed each year.
103	Ethical policy	Etik politika	Ethical policies are reviewed periodically.
104	Ethical norm	Etik norm	Ethical norms are followed across the organization.
105	Ethical principles	Etik ilkeler	Ethical principles are applied in all PR activities.
106	Professional integrity	Mesleki dürüstlük	Professional integrity is demonstrated by ethical choices.
107	Ethical issue	Etik sorun	Ethical issues are discussed during board meetings.
108	Whistleblower hotline	İhbar hattı	A whistleblower hotline is established for complaints.
109	Misrepresentation	Yanıltma	Misrepresentation is punished under ethical codes.
110	Trustworthiness	Güvenilirlik	Trustworthiness is built through transparency.
111	Ethical charter	Etik tüzük	An ethical charter is approved by all departments.
112	Corporate integrity	Kurumsal dürüstlük	Corporate integrity is valued by investors.
113	Ethical compliance officer	Etik uyum görevlisi	Ethical compliance officers are appointed annually.
114	Ethical risk	Etik risk	Ethical risks are assessed during planning.
115	Corporate ethics committee	Kurumsal etik komitesi	A corporate ethics committee is established for oversight.
116	Ethical framework	Etik çerçeve	An ethical framework is designed for decision-making.
117	Ethical awareness training	Etik farkındalık eğitimi	Ethical awareness training is delivered to staff.
118	Ethical improvement	Etik gelişim	Ethical improvements are monitored yearly.
119	Ethical sanction	Etik yaptırım	Ethical sanctions are imposed on violators.
120	Moral courage	Ahlaki cesaret	Moral courage is shown in ethical dilemmas.
121	Public accountability	Kamuya hesap verebilirlik	Public accountability is ensured through reports.
122	Transparency principle	Şeffaflık ilkesi	The transparency principle is adopted by all firms.
123	Ethical breach report	Etik ihlal raporu	An ethical breach report was submitted to HR.
124	Responsible communication	Sorumlu iletişim	Responsible communication is encouraged by PR codes.
125	Ethical sponsorship	Etik sponsorluk	Ethical sponsorship is reviewed by compliance teams.
126	Corporate honesty	Kurumsal dürüstlük	Corporate honesty is demanded by the public.
127	Professional transparency	Mesleki şeffaflık	Professional transparency is expected from media experts.
128	Ethical complaint	Etik şikâyet	Ethical complaints are logged confidentially.

No	English Term	Türkçe Karşılığı	Example Sentence (Passive Voice)
129	Fair competition	Adil rekabet	Fair competition is promoted by business ethics.
130	Ethical approval	Etik onay	Ethical approval is required before any research.
131	Responsible journalism	Sorumlu gazetecilik	Responsible journalism is praised by the audience.
132	Data ethics	Veri etiği	Data ethics are implemented in digital PR.
133	Truth in advertising	Reklamda doğruluk	Truth in advertising is enforced by law.
134	Ethical innovation	Etik yenilik	Ethical innovation is supported by management.
135	Workplace diversity	İş yeri çeşitliliği	Workplace diversity is promoted through recruitment.
136	Ethical oversight	Etik gözetim	Ethical oversight is maintained by a special board.
137	Ethical awareness policy	Etik farkındalık politikası	An ethical awareness policy is adopted organization-wide.
138	Ethical code revision	Etik kod güncellemesi	Ethical codes are revised annually.
139	Ethical complaint system	Etik şikayet sistemi	An ethical complaint system is operated online.
140	Ethical best practice	En iyi etik uygulama	Ethical best practices are shared across departments.
141	Ethical transparency	Etik şeffaflık	Ethical transparency is promoted in communication ethics.
142	Ethical violation report	Etik ihlal raporu	An ethical violation report was filed by an intern.
143	Moral standards	Ahlaki standartlar	Moral standards are upheld by ethical leaders.
144	Ethical partnership	Etik ortaklık	Ethical partnerships are formed with NGOs.
145	Ethical reform	Etik reform	Ethical reforms are implemented by new leadership.
146	Ethical integrity	Etik bütünlük	Ethical integrity is maintained through constant evaluation.
147	Responsible leadership	Sorumlu liderlik	Responsible leadership is demonstrated by ethical behavior.
148	Ethical sustainability	Etik sürdürülebilirlik	Ethical sustainability is built into all business plans.
149	Ethical accountability report	Etik hesap verebilirlik raporu	An ethical accountability report is prepared annually.
150	Global ethics	Küresel etik	Global ethics are promoted through international cooperation.

## EXERCISES

### MATCHING EXERCISE (EŞLEŞTİRME ALIŞTIRMASI)

#### SET 1 — Ethics in the Workplace

- |    |                 |                          |
|----|-----------------|--------------------------|
| 1  | Accountability  | ___a. Dürüstlük          |
| 2  | Transparency    | ___b. Hesap verebilirlik |
| 3  | Integrity       | ___c. Şeffaflık          |
| 4  | Fairness        | ___d. Ahlaki değerler    |
| 5  | Objectivity     | ___e. Tarafsızlık        |
| 6  | Confidentiality | ___f. Eşitlik            |
| 7  | Equality        | ___g. Gizlilik           |
| 8  | Moral values    | ___h. Tarafsızlık        |
| 9  | Responsibility  | ___i. Sorumluluk         |
| 10 | Justice         | ___j. Adalet             |

#### SET 2 — Corporate and Professional Ethics

- |    |                      |                          |
|----|----------------------|--------------------------|
| 1  | Code of conduct      | ___a. Etik ihlal         |
| 2  | Conflict of interest | ___b. Kurumsal yönetim   |
| 3  | Professionalism      | ___c. Davranış kuralları |
| 4  | Misconduct           | ___d. Mesleki davranış   |
| 5  | Corporate governance | ___e. Çıkar çatışması    |
| 6  | Ethical standards    | ___f. Etik liderlik      |
| 7  | Ethical leadership   | ___g. Uygunsuz davranış  |
| 8  | Ethical compliance   | ___h. Etik standartlar   |
| 9  | Corporate ethics     | ___i. Etik uyum          |
| 10 | Ethical breach       | ___j. Kurumsal etik      |

### SET 3 — Media and Communication Ethics

- |                       |                        |
|-----------------------|------------------------|
| 1 Ethical journalism  | ___a. Gizli kaynak     |
| 2 Plagiarism          | ___b. Etik gazetecilik |
| 3 Deception           | ___c. Manipülasyon     |
| 4 Bias                | ___d. İntihal          |
| 5 Manipulation        | ___e. Aldatma          |
| 6 Privacy             | ___f. Gizlilik         |
| 7 Credibility         | ___g. Güvenilirlik     |
| 8 Confidential source | ___h. Yanıltma         |
| 9 Truthfulness        | ___i. Doğruluk         |
| 10 Authenticity       | ___j. Gerçeklik        |

### SET 4 — Organizational and Global Ethics

- |                            |                            |
|----------------------------|----------------------------|
| 1 Corporate responsibility | ___a. Kurumsal vatandaşlık |
| 2 Social responsibility    | ___b. Kurumsal dürüstlük   |
| 3 Corporate integrity      | ___c. Sosyal sorumluluk    |
| 4 Ethical culture          | ___d. Kurumsal sorumluluk  |
| 5 Ethical climate          | ___e. Etik kültür          |
| 6 Corporate citizenship    | ___f. Etik iklim           |
| 7 Ethical reform           | ___g. Etik reform          |
| 8 Ethical transparency     | ___h. Etik farkındalık     |
| 9 Ethical awareness        | ___i. Etik şeffaflık       |
| 10 Global ethics           | ___j. Küresel etik         |

### SET 5 — Applied and Digital Ethics

- |                              |                                |
|------------------------------|--------------------------------|
| 1 Data ethics                | ___a. Dijital etik             |
| 2 Ethical innovation         | ___b. Etik farkındalık eğitimi |
| 3 Digital ethics             | ___c. Veri etiği               |
| 4 Responsible communication  | ___d. Etik yenilik             |
| 5 Ethical approval           | ___e. Sorumlu iletişim         |
| 6 Ethical sustainability     | ___f. Etik sürdürülebilirlik   |
| 7 Ethical awareness training | ___g. Etik onay                |
| 8 Responsible leadership     | ___h. Sorumlu liderlik         |
| 9 Ethical partnership        | ___i. Etik ortaklık            |
| 10 Workplace diversity       | ___j. İş yeri çeşitliliği      |

## TRUE – FALSE EXERCISES

### SET 1 — Core Ethical Principles (Temel Etik İlkeler)

- 1- Accountability means avoiding responsibility for one's actions. \_\_\_\_
- 2- Transparency requires that actions and decisions be open and visible. \_\_\_\_
- 3- Integrity refers to honesty and moral uprightness. \_\_\_\_
- 4- Fairness means treating some people better than others. \_\_\_\_
- 5- Confidentiality requires protecting private information. \_\_\_\_
- 6- Objectivity means making decisions without personal bias. \_\_\_\_
- 7- Equality stands for providing the same opportunities to everyone. \_\_\_\_
- 8- Justice involves ensuring fair treatment and lawful decisions. \_\_\_\_
- 9- Responsibility means doing whatever benefits oneself most. \_\_\_\_
- 10- Moral values are principles guiding what is right or wrong. \_\_\_\_

### SET 2 — Professional & Corporate Ethics

- 1- A “code of conduct” is a set of professional behavior rules. \_\_\_\_
- 2- Conflict of interest happens when personal benefit affects impartiality. \_\_\_\_
- 3- Professionalism means behaving casually and informally at work. \_\_\_\_
- 4- Misconduct refers to unethical or improper behavior. \_\_\_\_
- 5- Corporate governance ensures organizations are managed responsibly. \_\_\_\_
- 6- Ethical standards are optional and not necessary in public relations. \_\_\_\_

- 7- Ethical leadership inspires others through moral example. \_\_\_\_
- 8- Ethical compliance means following ethical laws and policies. \_\_\_\_
- 9- Corporate ethics deals with the moral values of an organization. \_\_\_\_
- 10- An ethical breach is a violation of ethical standards. \_\_\_\_

#### *SET 3 — Media & Communication Ethics*

- 1- Ethical journalism focuses on accuracy, fairness, and truth. \_\_\_\_
- 2- Plagiarism means creating entirely original content. \_\_\_\_
- 3- Deception in advertising is considered unethical. \_\_\_\_
- 4- Bias refers to showing favoritism or prejudice. \_\_\_\_
- 5- Manipulation is an ethical method of persuasion. \_\_\_\_
- 6- Privacy refers to respecting individuals' personal information. \_\_\_\_
- 7- Credibility is built through honesty and reliability. \_\_\_\_
- 8- A confidential source should be publicly revealed. \_\_\_\_
- 9- Truthfulness means avoiding lies or distortions. \_\_\_\_
- 10- Authenticity means being genuine and real. \_\_\_\_

#### *SET 4 — Organizational & Global Ethics*

- 1- Corporate responsibility means ignoring social and environmental issues. \_\_\_\_
- 2- Social responsibility involves contributing positively to society. \_\_\_\_
- 3- Corporate integrity is about honesty and ethical consistency. \_\_\_\_
- 4- Ethical culture refers to shared moral values within an organization. \_\_\_\_
- 5- Ethical climate describes the overall ethical atmosphere at work. \_\_\_\_
- 6- Corporate citizenship involves acting as a responsible member of society. \_\_\_\_
- 7- Ethical reform means changing unethical systems or practices. \_\_\_\_
- 8- Ethical transparency ensures open communication about ethical actions. \_\_\_\_
- 9- Ethical awareness helps employees recognize ethical issues. \_\_\_\_
- 10- Global ethics deals with universal moral principles across nations. \_\_\_\_

#### *SET 5 — Applied & Digital Ethics*

- 1- Data ethics concerns the moral use of digital information. \_\_\_\_
- 2- Ethical innovation encourages unethical shortcuts in creativity. \_\_\_\_
- 3- Digital ethics involves online honesty and responsible technology use. \_\_\_\_
- 4- Responsible communication ensures truth and respect in messaging. \_\_\_\_
- 5- Ethical approval is required before research involving humans. \_\_\_\_
- 6- Ethical sustainability promotes short-term gain over long-term ethics. \_\_\_\_
- 7- Ethical awareness training teaches employees moral sensitivity. \_\_\_\_
- 8- Responsible leadership involves ethical decision-making and example. \_\_\_\_
- 9- Ethical partnership means cooperation based on honesty and fairness. \_\_\_\_
- 10- Workplace diversity supports inclusion of different groups and perspectives. \_\_\_\_

### **FILL IN THE BLANKS**

#### *SET 1 — Basic Ethical Principles*

***transparency   confidentiality   accountability   equality   integrity***

- 1- The company's actions must be guided by \_\_\_\_\_ to ensure honesty and moral uprightness.
- 2- All financial reports should be prepared with complete \_\_\_\_\_ and openness.
- 3- Employees are expected to show \_\_\_\_\_ by taking responsibility for their mistakes.
- 4- Confidential client data must always be protected to maintain \_\_\_\_\_.
- 5- Equal treatment of all workers is a matter of \_\_\_\_\_ in the workplace.

*SET 2 — Corporate & Professional Ethics*

**corporate governance   code of conduct   misconduct   ethical breach   conflict of interest**

- 1- The organization's \_\_\_\_\_ defines acceptable behavior for all employees.
- 2- A \_\_\_\_\_ occurs when personal gain interferes with professional duties.
- 3- Unethical behavior or \_\_\_\_\_ will result in disciplinary action.
- 4- \_\_\_\_\_ ensures that companies are directed and controlled ethically.
- 5- An \_\_\_\_\_ happens when moral rules are broken intentionally.

*SET 3 — Ethical Leadership & Responsibility*

**ethical culture   compliance   responsibility   ethical   leadership**

- 1- \_\_\_\_\_ leaders influence others through integrity and example.
- 2- The firm's \_\_\_\_\_ program ensures all staff follow moral standards.
- 3- Ethical \_\_\_\_\_ requires promoting honesty, fairness, and care in management.
- 4- Managers must take \_\_\_\_\_ for their team's actions and decisions.
- 5- A culture of \_\_\_\_\_ encourages moral awareness among employees.

*SET 4 — Media & Communication Ethics*

**plagiarism   ethical   confidential   authenticity   bias**

- 1- \_\_\_\_\_ journalism demands accuracy, fairness, and truth.
- 2- Copying someone's work without credit is known as \_\_\_\_\_.
- 3- Reporters should avoid \_\_\_\_\_, which means unfairly favoring one side.
- 4- Revealing a \_\_\_\_\_ source can damage trust and ethics in journalism.
- 5- Every message must be communicated with \_\_\_\_\_ to ensure credibility.

*SET 5 — Organizational & Social Ethics*

**corporate   social   ethical transparency   global   ethical culture**

- 1- \_\_\_\_\_ responsibility involves contributing positively to the community.
- 2- \_\_\_\_\_ citizenship means acting as a responsible member of society.
- 3- The company's \_\_\_\_\_ is built on mutual respect and fairness.
- 4- \_\_\_\_\_ ensures that ethical actions are open to review.
- 5- Global companies must respect principles of \_\_\_\_\_ ethics.

*SET 6 — Digital & Data Ethics*

**ethical guidelines   data   authenticity   ethical breach   digital**

- 1- \_\_\_\_\_ ethics deals with the responsible use of technology and online data.
- 2- All personal data must be handled according to \_\_\_\_\_ ethics.
- 3- Artificial intelligence must be designed under \_\_\_\_\_.
- 4- Sharing users' information without consent is considered an \_\_\_\_\_.
- 5- Online content should reflect \_\_\_\_\_ and honesty.

*SET 7 — Research & Academic Ethics*

**misconduct   confidentiality   research   credibility   ethical**

- 1- Researchers must obtain \_\_\_\_\_ approval before starting a study.
- 2- Plagiarism is strictly punished as a violation of \_\_\_\_\_ integrity.
- 3- Participants' personal details should be protected under \_\_\_\_\_.
- 4- Findings must be presented truthfully to preserve academic \_\_\_\_\_.
- 5- Misuse of data is viewed as serious scientific \_\_\_\_\_.



SET 8 — Workplace & Professional Conduct

*workplace misconduct rights ethical awareness*

- 1- Employees must act with professionalism and respect the \_\_\_\_\_ of others.
- 2- Any act of \_\_\_\_\_, such as harassment, is subject to penalty.
- 3- Managers should promote \_\_\_\_\_ diversity and inclusion.
- 4- Ethical \_\_\_\_\_ training helps employees identify moral dilemmas.
- 5- Every team member should follow the company's \_\_\_\_\_ standards.

SET 9 — Global & Cultural Ethics

*ethical sustainability cooperation global ethical awareness corporate*

- 1- Multinational firms are expected to follow principles of \_\_\_\_\_ ethics.
- 2- \_\_\_\_\_ supports understanding of ethical differences among cultures.
- 3- \_\_\_\_\_ means acting responsibly for future generations.
- 4- Fair labor practices are key to maintaining \_\_\_\_\_ integrity.
- 5- International organizations must encourage ethical \_\_\_\_\_ worldwide.

SET 10 — Applied & Strategic Ethics

*responsible innovation reputation communication partnership*

- 1- Ethical \_\_\_\_\_ encourages innovation without violating moral rules.
- 2- \_\_\_\_\_ leadership combines moral values with effective management.
- 3- Building an \_\_\_\_\_ partnership requires honesty and fairness.
- 4- Responsible \_\_\_\_\_ ensures transparent and truthful communication.
- 5- Companies that ignore ethics risk losing their public \_\_\_\_\_.

MULTIPLE-CHOICE TEST

**1. Acting honestly and morally in all circumstances is called \_\_\_\_.**

- |              |                 |
|--------------|-----------------|
| A) fairness  | C) manipulation |
| B) integrity | D) bias         |

**2. The obligation to explain one's actions and decisions is known as \_\_\_\_.**

- |                    |                |
|--------------------|----------------|
| A) accountability  | C) awareness   |
| B) confidentiality | D) objectivity |

**3. Keeping private information secret is an example of \_\_\_\_.**

- |                    |             |
|--------------------|-------------|
| A) transparency    | C) equality |
| B) confidentiality | D) justice  |

**4. Treating everyone equally and without favoritism means practicing \_\_\_\_.**

- |                |              |
|----------------|--------------|
| A) objectivity | C) deception |
| B) diversity   | D) fairness  |

**5. Making decisions without personal bias shows \_\_\_\_.**

- |                |                |
|----------------|----------------|
| A) leadership  | C) objectivity |
| B) credibility | D) plagiarism  |

**6. Following moral rules and honesty in reporting news defines \_\_\_\_ journalism.**

- |            |                  |
|------------|------------------|
| A) ethical | C) investigative |
| B) digital | D) social        |

**7. The written rules guiding employee behavior are called a \_\_\_\_.**

- |                          |                       |
|--------------------------|-----------------------|
| A) corporate citizenship | C) ethical breach     |
| B) code of conduct       | D) research integrity |

**8. A situation where personal interests conflict with professional duty is a \_\_\_\_.**

- |                          |                         |
|--------------------------|-------------------------|
| A) social responsibility | C) workplace diversity  |
| B) ethical compliance    | D) conflict of interest |

**9. A violation of moral rules is known as an \_\_\_\_.**

- A) ethical breach                      C) global ethics
- B) code of conduct                    D) corporate governance

**10. Leadership that inspires others through moral example is called \_\_\_\_ leadership.**

- A) strategic                              C) ethical
- B) responsible                          D) manipulative

**11. The moral environment of an organization is its ethical \_\_\_\_.**

- A) culture                                C) governance
- B) climate                                D) awareness

**12. Promoting positive impact on society defines \_\_\_\_ responsibility.**

- A) ethical                                C) legal
- B) social                                  D) professional

**13. An organization that acts as a good member of society shows \_\_\_\_ citizenship.**

- A) corporate                            C) social
- B) global                                 D) ethical

**14. Being open and honest about one's actions demonstrates \_\_\_\_.**

- A) manipulation                        C) bias
- B) awareness                            D) transparency

**15. Using someone else's work without giving credit is called \_\_\_\_.**

- A) authenticity                        C) plagiarism
- B) integrity                              D) awareness

**16. Creating false impressions or misleading people is \_\_\_\_.**

- A) deception                            C) responsibility
- B) objectivity                          D) justice

**17. Judging or reporting based on prejudice is known as \_\_\_\_.**

- A) transparency                        C) fairness
- B) accountability                      D) bias

**18. Altering facts to influence others is a form of \_\_\_\_.**

- A) justice                                C) manipulation
- B) ethical innovation                D) awareness

**19. Protecting personal data online refers to \_\_\_\_ ethics.**

- A) data                                    C) social
- B) workplace                          D) global

**20. Acting in an honest way when using digital tools is part of \_\_\_\_ ethics.**

- A) media                                 C) digital
- B) corporate                            D) social

**21. The moral use of artificial intelligence belongs to \_\_\_\_ ethics.**

- A) Data                                    C) AI
- B) Research                            D) Ethical

**22. Gaining consent before using personal data reflects \_\_\_\_.**

- A) responsibility                        C) data ethics
- B) accountability                      D) leadership

**23. Approval from an ethics board before research is \_\_\_\_ approval.**

- A) legal                                    C) professional
- B) ethical                                 D) institutional

**24. Reporting research truthfully ensures academic \_\_\_\_.**

- A) credibility                            C) compliance
- B) sustainability                        D) diversity

**25. A person who reports wrongdoing inside an organization is a \_\_\_\_.**

- A) whistleblower                        C) leader
- B) manager                              D) volunteer

**26. Following moral guidelines and legal policies shows ethical \_\_\_\_.**

- A) reform                                C) compliance
- B) breach                                 D) innovation

**27. Changing unethical systems or laws is called ethical \_\_\_\_.**

- A) reform
- B) culture
- C) awareness
- D) misconduct

**28. Awareness of moral issues in the workplace is called ethical \_\_\_\_.**

- A) diversity
- B) responsibility
- C) leadership
- D) awareness

**29. Misuse of power or authority represents \_\_\_\_.**

- A) accountability
- B) misconduct
- C) justice
- D) transparency

**30. Treating employees fairly without discrimination shows \_\_\_\_.**

- A) equality
- B) integrity
- C) bias
- D) objectivity

**31. Encouraging creativity while respecting ethics means ethical \_\_\_\_.**

- A) breach
- B) reform
- C) innovation
- D) leadership

**32. Cooperation based on honesty and fairness builds ethical \_\_\_\_.**

- A) breach
- B) awareness
- C) partnership
- D) responsibility

**33. Guiding others by moral example defines responsible \_\_\_\_.**

- A) innovation
- B) communication
- C) partnership
- D) leadership

**34. Ensuring honesty in advertising and media is responsible \_\_\_\_.**

- A) awareness
- B) sustainability
- C) culture
- D) communication

**35. Maintaining long-term ethical behavior in business means ethical \_\_\_\_.**

- A) sustainability
- B) compliance
- C) awareness
- D) reform

**36. The ethical system applied globally is called \_\_\_\_ ethics.**

- A) local
- B) global
- C) workplace
- D) media

**37. A company's duty to act honestly and socially responsible defines corporate \_\_\_\_.**

- A) responsibility
- B) integrity
- C) awareness
- D) reform

**38. Acting morally while making profit is part of corporate \_\_\_\_.**

- A) governance
- B) ethics
- C) misconduct
- D) culture

**39. Ensuring transparency in decisions is a sign of ethical \_\_\_\_.**

- A) transparency
- B) leadership
- C) awareness
- D) breach

**40. Maintaining honesty and reliability builds \_\_\_\_.**

- A) equality
- B) fairness
- C) credibility
- D) objectivity

**41. The ability to distinguish right from wrong is moral \_\_\_\_.**

- A) ethics
- B) awareness
- C) principles
- D) values

**42. Organizations promoting shared values create an ethical \_\_\_\_.**

- A) culture
- B) climate
- C) reform
- D) system

**43. Open communication about moral issues ensures ethical \_\_\_\_.**

- A) transparency
- B) climate
- C) integrity
- D) breach

**44. Acting with honesty and respect toward society defines \_\_\_\_ responsibility.**

- A) corporate
- B) social
- C) global
- D) cultural

**45. Fair treatment under law refers to \_\_\_\_.**

- A) justice
- B) equality
- C) awareness
- D) sustainability

**46. Avoiding harm and promoting good for others means \_\_\_\_.**

- A) compliance
- B) accountability
- C) awareness
- D) beneficence

**47. Promoting inclusion and acceptance at work supports workplace \_\_\_\_.**

- A) awareness
- B) governance
- C) integrity
- D) diversity

**48. Telling the truth and avoiding lies shows \_\_\_\_.**

- A) manipulation
- B) objectivity
- C) truthfulness
- D) awareness

**49. Being genuine and real in one's actions represents \_\_\_\_.**

- A) authenticity
- B) bias
- C) integrity
- D) reform

**50. A person's or company's public image based on ethics is their \_\_\_\_.**

- A) leadership
- B) partnership
- C) reputation
- D) responsibility

## ANSWER KEY

### MATCHING EXERCISE (EŞLEŞTİRME ALIŞTIRMASI)

SET 1 — Ethics in the Workplace

1–b, 2–c, 3–a, 4–e, 5–h, 6–g, 7–f, 8–d, 9–i, 10–j

SET 2 — Corporate and Professional Ethics

1–c, 2–e, 3–d, 4–g, 5–b, 6–h, 7–f, 8–i, 9–j, 10–a

SET 3 — Media and Communication Ethics

1–b, 2–d, 3–e, 4–h, 5–c, 6–f, 7–g, 8–a, 9–i, 10–j

SET 4 — Organizational and Global Ethics

1–d, 2–c, 3–b, 4–e, 5–f, 6–a, 7–g, 8–i, 9–h, 10–j

SET 5 — Applied and Digital Ethics

1–c, 2–d, 3–a, 4–e, 5–g, 6–f, 7–b, 8–h, 9–i, 10–j

### TRUE – FALSE EXERCISES

#### Set

- 1 1–F, 2–T, 3–T, 4–F, 5–T, 6–T, 7–T, 8–T, 9–F, 10–T
- 2 1–T, 2–T, 3–F, 4–T, 5–T, 6–F, 7–T, 8–T, 9–T, 10–T
- 3 1–T, 2–F, 3–T, 4–T, 5–F, 6–T, 7–T, 8–F, 9–T, 10–T
- 4 1–F, 2–T, 3–T, 4–T, 5–T, 6–T, 7–T, 8–T, 9–T, 10–T
- 5 1–T, 2–F, 3–T, 4–T, 5–T, 6–F, 7–T, 8–T, 9–T, 10–T

### FILL IN THE BLANKS

#### Set

- 1 1–Integrity, 2–Transparency, 3–Accountability, 4–Confidentiality, 5–Equality
- 2 1–Code of conduct, 2–Conflict of interest, 3–Misconduct, 4–Corporate governance, 5–Ethical breach
- 3 1–Ethical, 2–Compliance, 3–Leadership, 4–Responsibility, 5–Ethical culture
- 4 1–Ethical, 2–Plagiarism, 3–Bias, 4–Confidential, 5–Authenticity
- 5 1–Social, 2–Corporate, 3–Ethical culture, 4–Ethical transparency, 5–Global

**Set**

- 6** 1–Digital, 2–Data, 3–Ethical, 4–Ethical, 5–Authenticity  
**7** 1–Ethical, 2–Research, 3–Confidentiality, 4–Credibility, 5–Misconduct  
**8** 1–Rights, 2–Misconduct, 3–Workplace, 4–Awareness, 5–Ethical  
**9** 1–Global, 2–Ethical, 3–Ethical, 4–Corporate, 5–Cooperation  
**10** 1–Innovation, 2–Responsible, 3–Partnership, 4–Communication, 5–Reputation

**MULTIPLE-CHOICE QUESTIONS**

- |             |             |             |             |
|-------------|-------------|-------------|-------------|
| <b>1</b> B  | <b>2</b> A  | <b>3</b> B  | <b>4</b> D  |
| <b>5</b> C  | <b>6</b> A  | <b>7</b> B  | <b>8</b> D  |
| <b>9</b> A  | <b>10</b> C | <b>11</b> B | <b>12</b> B |
| <b>13</b> A | <b>14</b> D | <b>15</b> C | <b>16</b> A |
| <b>17</b> D | <b>18</b> C | <b>19</b> A | <b>20</b> C |
| <b>21</b> C | <b>22</b> C | <b>23</b> B | <b>24</b> A |
| <b>25</b> A | <b>26</b> C | <b>27</b> A | <b>28</b> D |
| <b>29</b> B | <b>30</b> A | <b>31</b> C | <b>32</b> C |
| <b>33</b> D | <b>34</b> D | <b>35</b> A | <b>36</b> B |
| <b>37</b> B | <b>38</b> B | <b>39</b> A | <b>40</b> C |
| <b>41</b> D | <b>42</b> A | <b>43</b> A | <b>44</b> B |
| <b>45</b> A | <b>46</b> D | <b>47</b> D | <b>48</b> C |
| <b>49</b> A | <b>50</b> C |             |             |