**Video Title:** The Video Coca-Cola Doesn’t Want You to See

**Video URL:** [**http://www.dailymail.co.uk/health/article-3139178/The-video-Coca-Cola-DOESN-T-want-make-iconic-1971-ad-stars-patients-diabetes-obesity-missing-teeth-years-glugging-drink.html**](http://www.dailymail.co.uk/health/article-3139178/The-video-Coca-Cola-DOESN-T-want-make-iconic-1971-ad-stars-patients-diabetes-obesity-missing-teeth-years-glugging-drink.html)

**Run Time/Source:** 1:41, CSPI (Center for Science in the Public Interest)

**Close Caption Available: No**

Corporate social responsibility (CSR) is described in pages 90-95 of the textbook. If you take this video seriously, you will not sit back and enjoy a Coke while watching it. The video produced by the Center for Science in Public Interest (England) takes you back to a famous ad for Coca-Cola produced in 1971, with people from all over the globe singing on a hilltop. Forty-four years later, health campaigners have re-made the famous advertisement, dramatizing the health problems associated with regular consumption of sugary drinks, and the damage these drinks have caused to the people who most likely watched the original advertisement. The video makes no mention of the many ways in which the Coca-Cola Company practices good corporate social responsibility.

1. To what extent do you think this video fairly portrays the social responsibility of the Coca-Cola Company?

2. How ethical is it for parents and other people influential in the life of children, to facilitate their consumption of sugary, carbonated drinks?

3. If you were a corporate executive at the Coca-Cola Company, how would you react to this video, and other similar complaints by health groups?

4. What responsibility should “victims” of excessive use of Coca Cola take for their own health problems, such as missing teeth, diabetes, and obesity?

5. The Coca-Cola Company for years has been attempting to sell soft drinks that are less fattening than its core line of beverages. Should this video push them further in the direction of diversifying their offering of soft drinks?