

Dictation Contest (PRJr, 初級) No. 1069

Hi, everyone! Welcome back to PR Junior.

Today, I am going to talk about the iguanas. Let's go!

An iguana has a long green body, four short legs, a small head, and a long tail. Iguanas are large lizards, which means they are cousins to chameleons, geckos, and skinks. They eat leaves and fruits. They live near water and like to swim. Iguanas can dive up to 10 meters and can remain underwater for up to four hours. They are active during the day. They don't like cold places.

That's it! See you!

Dictation Contest (PR 1, 中級) No. 1069

Hi, everyone! Welcome back to PR 1! Today I will talk about nudge. Let's begin!

Have you ever been sent a text reminding you about a doctor's appointment? Or bought something on the internet because there was "only one left"? This is how nudge works.

A nudge is a subtle way of changing how people act. It's a powerful way for governments, advertisers and social media companies to encourage people into making choices that benefit themselves and society as a whole.

For example, think that the government want people to eat better. It might encourage supermarkets to put healthy snacks [on] easy-to-reach shelves near the checkout, and hide the chocolate bars out of sight. Shoppers are being nudged to eat better.

That's all for today! See you!

Dictation Contest (PR2 上級) No. 1069

Hello, everyone! Welcome back to PR2.

Today, I want to talk about the latest buzz surrounding Apple's recent iPad advertisement.

The one-minute commercial was intended to showcase how the new iPad could consolidate various creative tools, depicted by a hydraulic press destroying items like paintbrushes and musical instruments. However, this concept backfired, drawing significant criticism from both the public and celebrities.

People like Hugh Grant and Justine Bateman expressed their dismay at the visual destruction of traditional creative tools. The intention was to demonstrate the iPad's capacity to streamline and enhance creative work, but many viewers felt it suggested a disregard for traditional forms of artistic expression.

Apple's marketing head has since acknowledged the misstep and issued an apology, stating that the ad was not meant to undermine creativity. Even Tim Cook, Apple's CEO, faced backlash over a related social media post. The critics voiced concerns that such advertisements might imply technology could replace traditional art forms, potentially discouraging creativity instead of fostering it.

I do think that, it's a reminder that our messages about technology and creativity matter. While the iPad offers powerful tools, we must respect and value all forms of creative expression. What do you guys think?

That's all for today. See you next time!