

Dictation Contest (PRJr, 初級) No. 475

Hello, everyone! Welcome back to PR Junior.

Today, I have a story called *Emily's Secret*. Take a listen.

Emily is eight years old. She has a secret. She can't read [or] write. Emily doesn't remember the letters of the alphabet.

One day, Emily's teacher finds out. She tells her, 'You can read and write if we practice together'. So Emily and her teacher meet every day after class to practice. Now she knows how to read and write!

Well, that's all for today and I'll see you in class. Bye, bye!

Dictation Contest (PR 1, 中級) No. 475

Hello, everyone! This is PR1. Let's start!

Makoto's homestay:

Makoto is a junior-high school student in Japan. In January last year, he went to Australia to stay with Mr. Johnson's family for a week. Mr. Johnson is his father's friend. Mr. and Mrs. Johnson have a daughter, Amy. Amy is also a junior-high school student.

One morning, Amy asked, "Makoto, do you want to go to the zoo?"

Makoto answered, "Yes, I like animals."

So, Amy and Makoto took the bus to the zoo that afternoon. There were many kinds of animals there. Makoto stood next to a koala and Amy took his picture. Makoto thought the animals in Australia were very interesting. He wants to go to Australia again in the future to study them.

That's all for today. Bye-bye!

Dictation Contest (PR2 上級) No. 475

Hello, everyone! Welcome to PR2.

Today, I will be talking about the pervasiveness of advertising. Let's start:

Pervasiveness and repetition act like a battering ram against our minds. The first time we see an advertisement, we are likely to be aware of what it is telling us and what it is encouraging us to buy. From then on, we process it passively, absorbing its imagery and messages without contesting them as we are no longer fully switched on. Brands and memes then become linked in ways our conscious minds fail to detect. As a report by the progressive think-tank Compass explains, the messages used by advertisers are designed to trigger emotional rather than rational responses. The low-attention processing model developed by Robert Heath at the University of Bath shows how, in a crowded advertising market, passive and implicit learning become the key drivers of emotional attachment. They are particularly powerful among children as the pre-frontal cortex, which helps us to interpret and analyse what we see, is not yet fully developed. Advertising agencies built on this knowledge to minimise opportunities for the rational mind to intervene in choice. The research company Two Minds, which has worked for Betfair, the drinks company Diageo, Mars, Nationwide, and Waitrose, seeks to uncover a layer of behavioural drivers that have previously remained elusive. New developments in neural biology have allowed it to hone in on intuitive judgements that are made instantaneously and with little or no apparent conscious effort on the part of consumers at point of purchase.

This is it for today. See you!