

Dictation Contest (PRJr, 初級) No. 806

Hello, and welcome back to PR Junior!

Today, let's learn about hibernation.

Hibernation is when animals sleep during the winter. They do this because in winter, there is not a lot of food. Animals sleep during the whole season to save energy.

A lot of people know that bears hibernate, but so do bats, bumblebees, chipmunks, and turtles!

I wish I could sleep all day every day too!

Okay, that is all for today, see you!

Dictation Contest (PR 1, 中級) No. 806

Hello, everyone! Welcome back to PR1.

The term golden week refers to a national holiday period in Japan that runs from April 29th to May 5th. This time is typically marked by a break from daily routines and the celebration of various cultural activities and festivals. The term "Golden Week" was initially coined by movie companies to encourage people to take the "golden" opportunity to go to the cinema. Over time, the term has come to be used by [the] general public to refer to the consecutive holidays. During the pandemic, the Tokyo governor discouraged holiday travel during Golden Week to limit the spread of infection. However, this year, this policy has been lifted, and many people in the tourism industry are anticipating an increase in both domestic and international visitors.

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

Dictation Contest (PR2 上級) No. 806

Hello, everyone! Welcome back to PR2.

This is Part Two on our talk on advertisements that spread gender stereotypes. Let's begin.

Blogger and father of two Jim Coulson thinks the ban is a good idea. He dislikes advertisements that perpetuate stereotypes about dads being "useless." "Each stereotype is small, but small things build up, and those small things are what inform the subconscious," he told the BBC. "That's the problem...that advertisements rely on stereotypes. We know why they do it, because it's easy." But columnist Angela Epstein disagrees, and thinks that society has become "oversensitive." "There's a lot of big things we need to fight over – equality over pay, bullying in the workplace, domestic violence, sexual harassment – these are really big issues that we need to fight over equally," she told the BBC. "But when you add in the fact that women are doing the dishes in advertisements, it's not in the same category. When we mix them all together and become less sensitive, we undervalue those important arguments we need to have."

As part of its review, the ASA brought together members of the public and showed them various advertisements to assess how they felt about how men and women were depicted. One of them was a 2017 television advertisement for Aptamil baby milk formula, which showed a baby girl growing up to be a ballerina and baby boys engineers and mountain climbers.

I wonder what will happen next! Tune in next time to find out! Bye!