

Dictation Contest (PRJr, 初級) No. 811

Hello everyone and welcome to PR Junior.

Today I'll tell you the story called *The Golden Egg*. Let's start!

Once upon a time, a farmer had a goose that laid a golden egg every day. The golden eggs gave the couple enough money and they were happy for a long time. But one day, the farmer got an idea and thought, "Why should I take just one egg a day? Why can't I take all of them at once and make a lot of money?"

Let's continue the story next time. See you!

Dictation Contest (PR 1, 中級) No. 811

Hello, everyone. Welcome back to PR1.

Dinosaurs died out 65 million [years] ago. We don't really know what they sounded like. Movies show dinosaurs making all kinds of roars and screams, but these are guesses, not real. A new discovery gives us a better idea of what dinosaurs sounded like. Scientists examined a rare, 78-million-year-old fossil from a dinosaur with a voice box. The shape of this means it probably made bird-like sounds. A dinosaur researcher in Japan did many tests on the shape of the fossilized voice box. He now has an idea of what the voice box muscles looked like. The muscles controlled the sounds. The research may mean that movies like Jurassic Park got it wrong. Tyrannosaurus rex probably made a tweeting sound, like a bird.

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

Dictation Contest (PR2 上級) No. 811

Hi, everyone! Welcome back to PR2.

This is Part Three of the passage on gender-based ads. Let's begin.

The ASA found some parents "felt strongly about the gender-based aspirations shown in this advertisement, specifically noting the stereotypical future professions of the boys and girls shown. These parents questioned why these stereotypes were needed, feeling that they lacked diversity of gender roles and did not represent real life." At the time it was released, the campaign prompted complaints but the ASA did not find grounds for a formal investigation as it did not break the rules.

However, Fernando Desouches, managing director of marketing agency New Macho, which specializes in targeting men, said this was an example of a past advertisement that would not pass the new ASA legislation. He said it showed how easy it can be for "deeply held views on gender to come through in an ad that claims to be caring and nurturing of future generations." He was "unsurprised it generated a backlash."

However, the new rules do not prohibit the use of all gender stereotypes. The ASA said the aim was to identify "specific harms" that should be prevented. So, for example, advertisements would still be able to show women doing the shopping or men doing DIY, or use gender stereotypes as a way of challenging their negative effects.

Okay, that's all for now. See you again in class. Bye!