

Dictation Contest (PRJr, 初級) No. 912

Hi, everyone! Welcome back to PR Jr.

Today, I will talk about seasons in Japan. Let's begin.

There are four seasons in Japan. Spring, summer, autumn and winter. What is your favorite season? My favorite season is summer. In summer, you can go to the beaches to enjoy swimming. You can also go to festivals and eat delicious food like shaved ice and yakisoba noodles. That is why I love summer.

That's all for today! See you!

Dictation Contest (PR 1, 中級) No. 912

Hi everyone! Welcome back to PR1.

Have you heard about a living thing called plankton? Here I brought a piece of news about the plankton bloom in Thailand. Let's take a listen to it.

An unusually dense plankton bloom is causing problems off the eastern coast of Thailand. It threatens local fishermen who grow mussels in these waters.

Marine experts say some parts of the Gulf of Thailand have more than ten times the usual amount of plankton. This makes the water look very green and harms marine life. Plankton blooms happen once or twice a year and usually last for two to three days. They can produce dangerous substances which hurt the natural world and kill marine life. It happens because they take oxygen from the water and block sunlight.

That's all for today's video. See you!

Dictation Contest (PR2 上級) No. 912

Hi guys! Welcome back to PR2.

I'd like to tell you guys about strategic alliances today.

In an age of globalization, collaboration and strategic alliances may be essential to success. Of course, there have traditionally been a number of ways to cooperate, including mergers in which two companies form a legal union, or a joint venture where several companies pool resources to create a separate entity.

However, a strategic alliance is much less involved than either of these. Quite simply, a strategic alliance is a mutual agreement between two or more companies in order to work more effectively toward their goals. This usually involves a plan to share resources for mutual benefit. For example, one company may have financial resources and another company may have technical expertise.

By combining these resources, both companies would increase profit. In some cases, international strategic alliances open new markets abroad to companies that have a product but lack expertise in advertising for that market segment.

As compared with other options, the major advantage of strategic alliances is that they may be easily formed and easily dissolved, which makes them a perfect vehicle in a rapidly changing business environment. When a mutual goal has been attained, the alliance may no longer be beneficial, and, unlike mergers or joint ventures, which have more long-term implications, partners in an alliance can come together for short-term collaboration and then realign themselves with other strategic partners when the markets shift or new technologies require different strategies.

Alright, I hope you guys know a little more about strategic alliances now. See you!