

Dictation Contest (PRJr, 初級) No. 950

Hi guys! Welcome to PR Junior.

Let's take a listen to an e-mail from a girl. Let's begin.

Hi Miki. What are you doing next weekend? If you have time, let's go shopping!

Sunset Department store is having a big winter sale next weekend. It's one of the biggest shopping events of the year and we can get great discounts. I want to look for some new shoes and clothes. I saved a lot of money this month, so I'm looking forward to it.

That's all for today. Bye-bye!

Dictation Contest (PR 1, 中級) No. 950

Hi everyone! Welcome back to PR1.

Today, let me talk about the fishing cats. Many people think that all cats don't like water. Most pet cats don't like to swim, but wild cats such as lions and tigers often go in the water. The fishing cat is a wild cat that lives by rivers and other areas with water in South Asia and Middle East. It is an excellent swimmer and can even swim underwater.

All cats eat meat, so they must catch other animals for food.

Most wild cats get their food on land.

But fishing cats get most of their food from the water.

They usually eat fish, frogs, and other animals founded in water.

Did you know about fishing cats?

So, this is all for today. Bye!!

Dictation Contest (PR2 上級) No. 950

Hi everyone! Welcome back to PR2.

We just had a Black Friday sale last month. Did you buy anything? Speaking of sales, have you ever wondered why it is so hard for the human brain to resist a discount? What's the deal with deals? For today's dictation, let's learn about dynamics that play out when any of us fall for a sale.

When you shop, there's usually a standoff in your brain between what can be described as its emotional and rational parts. "The human brain has essentially evolved to feel first and think next," says Carolyn Yoon, who studies consumer neuroscience at the University of Michigan. Spotting something you'd like to buy activates your brain's reward circuitry. Dopamine-fueled impulses pump you up. Anticipation might have you imagining how great life would be with this new thing if you had it. All this gets especially heightened if it's something you're predisposed to.

The counterbalance is your cognitive mechanism. It might pipe up like a prudent accountant: Do I need this? Is this worth it? How does it fit in my budget? A sale lands like the thumb that tips your mental scale toward buying. In fact, the discount itself often registers as a win, delivering its own bolt of joy, says Jorge Barraza, a consumer psychologist at the University of Southern California. "Not only are we getting the product, but we're also getting that reward that we discovered something, we've earned this extra thing." Stores, of course, know all this and try to push our buttons.

That's it for today. On the next video, I will be talking about how stores use our cognitive system to sell their products. See you!