

Dictation Contest (PRJr, 初級) No. 954

Hello, everyone. This is PR Junior. Are you ready? Let's start.

My sister and I are very different.

I'm a teacher. She's a journalist.

I live in Miami. She lives in London.

I have a large house in the suburbs. She has a small apartment in the city.

I'm married. She's single.

I play golf. She plays tennis.

I play the piano. She doesn't play a musical instrument.

On the weekend I usually watch videos and rarely go out. She never watches videos and always goes to parties.

That's all for today. Bye-bye!

Dictation Contest (PR 1, 中級) No. 954

Hello! Welcome back to PR 1.

An hour ago, Tim and I had a conversation about brown bananas. Why do they turn brown? Let's find out together.

Bananas, like most fruits, react to a plant hormone called ethylene. It signals the ripening process, and according to my knowledge, ethylene is produced by apples. That is why fruits can [ripen] faster when they are placed close to apples. Anyways, the ethylene causes the acids in the fruit to break down, making it softer.

For me, ever since I was a toddler, I preferred bright yellow bananas that were slightly green. The fruit is harder and tastier in my opinion, but many people prefer browned bananas because they are softer and sweeter.

Okay, that is all from me! See you next time!

Dictation Contest (PR2 上級) No. 954

Hello, everyone! Welcome back to PR2.

[In] this video, I will continue the talk about why sales are so irresistible. Let's begin!

Experts say we often subconsciously believe popular things to be more valuable or more rewarding. Plus, there's our urge to avoid losses — call it loss aversion or simply FOMO, the fear of missing out. So stores appeal to our crowd mentality: “It's Black Friday, and everyone's shopping, buying that thing you'd like”. They create urgency: “Your favorite car is on sale today only!” And they create scarcity: “Shop now while supplies last!”

Limited-quantity or limited-time marketing promotions causes you to automatically assume the product is good. Retailers also try various pricing tricks. For example, picture a store shelf where a medium bag of candy sits next to a larger bag of the same candy. To make more consumers go to the more expensive option, the stores add a decoy, which is the medium-sized bag. It's much smaller than the other bag, but only slightly cheaper. It makes the big bag look like the best deal, so shoppers buy that one — the most expensive option on the shelf. Another classic is the suggested price — an amount always higher than the discounted offer, still listed on the tag for comparison. People not only perceive expensive things as higher-quality, they actually experience them as higher-quality. So the suggested retail price can really pack a wallop. Stores can discount an item and have consumers think, 'Not only am I getting a quality product, but I'm getting that for a much cheaper price.'

Those are some of the most popular tricks behind sales. That's all for today! See you!