

Audioscripts

3.15 Unit 16, A1

Radio presenter: Good afternoon. This is James Stoke from *Radio Sheffield* bringing you "Job profile". In the studio today we have Samantha Young from Sheffield. Now, Samantha, what made you decide to do an apprenticeship?

Samantha: Hi there. Please call me Sam.

Radio presenter: OK, Sam. So what made you choose to do an apprenticeship?

Sam: Well, at school I just didn't know what career I wanted. The only thing I knew was that I enjoyed being creative.

Radio presenter: So how did you find the right apprenticeship for you?

Sam: I went to the job centre here in Sheffield and the people there said I should look at the *National Apprenticeship* website. I took their advice because I didn't really have any other choice. I didn't want to be unemployed and end up without any qualifications.

Radio presenter: And you were obviously successful.

Sam: That's right. I found an offer of a very interesting apprenticeship on the website. It included work experience with a special effects company in Manchester which has contracts with several national TV companies. The company is based in Media City, in Manchester because that's where the *BBC* and *ITV* have their northern headquarters. So, after going through the application procedure, you know, letter of application, CV, job interview and so on, I was lucky enough to be offered the apprenticeship.

Radio presenter: So you moved to Manchester then, didn't you?

Sam: Yes, I did. It's too far to travel every day from Sheffield. But the company helped me to find a flat, which I share with two other apprentices.

Radio presenter: And how is your apprenticeship organized?

Sam: Well, I go to a college in Manchester which offers a special course for people wanting to work in creative and digital media. I spend about three months at the college and then I do six weeks' work experience at the company. Then I go back to college for the next part and so on for the next two years. I have to take an exam at the end of the two years.

Radio presenter: And what do you like best about the apprenticeship?

Sam: Well, although the college course is fine, I find the work in the company more interesting. You see, I've already been involved in one extremely exciting project.

Radio presenter: Tell us about it.

Sam: Sure. I've been working on a TV film for the *BBC*. I helped to create scenes with explosives using atmospheric smoke and fire effects. That was fun.

Radio presenter: You seem to be really happy with your choice of apprenticeship.

Sam: Yes I am. And I can definitely recommend an apprenticeship to any young people listening to the programme. I would also highly recommend looking at the *National Apprenticeship* website. You are sure to find something that interests you. Another thing, I would ...

3.16 Unit 17, A1

Professor:

Good morning ladies and gentlemen. Today's lecture is about the effects of advertising on teenagers. As I'm sure you're aware, the flood of commercials on television, and also on the Internet and on social media platforms, is specifically aimed at the teenage population. After all teenagers today have huge spending power. The companies which want to sell their products use these media because they know that teenagers nowadays have this spending power and that teenagers spend a lot of their time either online or watching TV.

According to a recent study carried out in the UK, teenagers spend most of their money on music. So, it is not surprising that advertising for the music industry on the TV, the radio and, of course on social networking platforms, targets teenagers. The same study reported that of the eight hundred teenagers interviewed 95% had a television set in their room. So you see, the media is everywhere and companies have teenagers in their sights.

There is, of course, no doubt that advertising in the media can have a negative effect on the development of young people's behaviour. For example, young people see commercials portraying cigarettes and alcohol as being worthwhile and cool. It's not surprising that we now have so many under-age drinkers and smokers.

The temptation is, however, to think that companies only use the media to promote risky behaviour to teenagers. It is true that the negative issues get our attention, but there are positive effects as well. Some companies are starting to use the media to promote positive messages to teens.

A good example can be found in handout number four: You can see how one company has taken its responsibility to young people seriously when using the media for its advertising. The company has decided to put self-esteem into the foreground. They have chosen real women and girls with 'normal bodies' as models for their advertising campaigns rather than really thin models. In this way young people experience a positive feedback and don't feel guilty when they don't have a body like the models in most adverts.

Another positive step towards dealing with the media is certainly in the hands of the government. As I said before teenagers spend a lot of their time using various forms of media. Here the governments could and should take a leading role by banning commercials which involve cigarettes and alcohol. It is of course impossible to prevent teenagers from coming into contact with advertising, but I would say ...

3.17 Unit 18, A1

- Radio presenter: This is *Radio AIR2* broadcasting from Southampton and I'm Celine Jones. Today on "Teens Talk" we are going to focus on the topic of student debt. I am pleased to welcome Mike Rowling from the *Citizens Advice Bureau* who can give us some expert advice on financial problems. I'd also like to welcome Debbie and Kieran, two students at Southampton University. Let's start with you Kieran and Debbie. Could you tell our listeners something about your financial problems? Debbie?
- Debbie: Yes, we are both in our last year at university and we have to study a lot for our final exams. The problem is that we just don't have time for our part-time jobs and unfortunately we've gotten into financial difficulties.
- Kieran: That's right. While we had our part-time jobs we could live quite comfortably – we could pay for food and clothes, and even have a night out now and again.
- Debbie: That's right. We could even afford to go on holiday last summer. We got a cheap flight to Ibiza and the hotel was quite basic.
- Kieran: But the problem was that food and drinks were separate. And before we went we didn't realize that Ibiza is quite expensive.
- Debbie: When we got back here to Southampton we had run up quite a bit of debt on our credit cards. And of course we still had our running costs – you know rent, electricity and food.
- Kieran: Yes. And when I think about the student loans we got for our studies I just don't know how I am going to pay all that money back. Most students end up with a load of debts before they start earning real money.
- Radio presenter: Right. I think it's time to bring in Mike Rowling. Mike, what advice can you give Debbie and Kieran?
- Mike: Well first of all Kieran and Debbie, you should know that you are not alone with this problem. The average student in the UK owes about 20,000 pounds after his or her studies. About half of that is the student loan. On top of that a lot of students have to pay back bank loans and any money they may have borrowed from their families.
- Debbie: OK. But what would you advise us to do?
- Mike: Well the first thing I would suggest that you do to sort out your financial problems is to make two lists. On the first list you should write down all of the places where you have debts. Let's call it the debts list. You should put the debts in order of priority, starting with the debts which must be paid back first. Then you should make a second list. Let's call it the expenses list. You should write down how much you spend in a normal month. That can help you to work out where you could cut back on your spending. In this way you would save some money to pay off your credit card debts.
- Radio presenter: That sounds good. Mike, what about...

3.18 Unit 19, A1

- Radio presenter: Good morning. This is Jason Green on the "Energy Show". Last week we reported from the European climate conference. Government officials there expressed the view that there should be a greater focus on green technologies to help solve the problem of climate change. In the studio today I have two experts whose companies are doing innovative work on new green technologies. Our first guest is Susan Miller from *Severn Soft Cells*. Could you tell our listeners a little about the latest product that your company has developed, Susan?
- Susan: Of course. At the present time we at *Severn Soft Cells* are developing a new generation of solar cells which includes a transparent solar cell.
- Radio presenter: Could you give our listeners an idea of how the transparent solar cell works?
- Susan: Well, just imagine a solar cell that looks like a piece of glass that is only one thousandth of a millimeter thick. This glass or cell transmits light that is invisible to the human eye and at the same time it converts ultraviolet light into electricity. This power which the solar cells supply can be used to extend the battery life of electronic devices considerably. Hopefully, one day we can use this transparent solar cell as the sole energy source for portable electronic devices, such as mobile phones and tablets. And another advantage of these new solar cells is that they are clear, in fact they look exactly like normal glass. So, in future, windows could even be made from these solar cells. The windows would then generate enough solar energy to supply appliances in the house.
- Radio presenter: When do you intend to start selling your transparent solar cells?
- Susan: Let's say in about three or four years' time. At the moment we only have a prototype, which already reduces the time between battery charges on mobile phones considerably. We are sure that our cells will replace rechargeable batteries in mobile phones completely in the future.
- Radio presenter: That sounds promising. And now, John Skinner, your company is working on a similar project, isn't it?
- John: Yes, that's right. We at *RecycleMore* are developing biodegradable batteries at the moment. At present about 22,000 tonnes of household batteries end up on landfill sites every year. And recycling rates are extremely low – only about 10% of household batteries are in fact recycled. So my company has decided to look into the possibility of creating more efficient, biodegradable batteries that are environmentally friendly. We are working on a battery made of a wood-based substance called aerogel. Our target markets are portable computing and in-car electronic manufacturers. To give you an idea of how innovative this battery is let me tell you that the batteries that are on the market at the moment are only made of about 4% recyclable parts. Our aerogel-based batteries would be almost 100% recyclable.
- Radio presenter: Thanks John. That is quite impressive. Well, listeners these are just a few of the energy saving innovations which have the potential to make energy production greener. What do you think about ... ?

3.19 Unit 20, A1

- Radio presenter: Good morning, I'm Susanna Lindgard and you are listening to *Radio Manchester*. Welcome to today's programme, "Can mass tourism be sustainable?" We have two experts with us to discuss this topic. Our first guest is Oliver Parkin who is an expert on the effects of mass tourism and Anna Moorhouse, a journalist who has written a lot about this topic. If I could start with you, Oliver, why should we be so concerned about the effect the tourist industry has on our world today?
- Oliver: Well, in many countries tourism is the primary source of employment and we should also bear in mind that about 1.8 billion tourists will be travelling to foreign countries within the next 15 years. That shows you the scale of the tourist industry and the effect it has on us all.
- Radio presenter: So where is this development leading us to?
- Oliver: To big, big problems. Obviously we as consumers have become addicted to the promise of cheap flights and inexpensive hotels. However, our holiday choices are often not good for the environment. If we were completely honest, these choices are helping to damage the environment. Just think of the emissions a flight to your holiday destination causes. And we shouldn't forget the residents of the tourist hotspots either. Most of the local people welcomed the first hotels, but now a lot of them find that holiday resorts do not only bring more employment to the region. In fact, the cost of land, houses and even water have increased considerably for many local residents. Sadly, mass tourism doesn't always benefit everybody.
- Radio presenter: So what should we do? Anna Moorhouse, you are a journalist who has done a lot of research into ways of making tourism more sustainable. Can you tell us a little about your findings, Anna?
- Anna: First, let me take up the point Oliver has just made about the local people's attitude to tourist development. I went to Thailand last year where I interviewed Manee Luang, a successful businesswoman who set up her first holiday hotel in Phuket about 30 years ago. She told me that she first talked to representatives of the local community about their jobs and the handicrafts that were made and sold locally. After those talks she decided to offer local craftsmen the chance to sell their products in her hotel. That is what I call a real contribution to bringing employment and prosperity to tourist resorts beyond the hotel doors. By the way, Manee Luang has become so successful that she now owns 90 hotels all over Southeast Asia.
- Radio presenter: Well, that certainly sounds like a formula for success. In recent years sustainable tourism has become a catchphrase among travel agencies, but to what extent is the 'sustainable' tourism in glossy travel brochures really sustainable, Oliver?
- Oliver: Well, I must admit that mainstream mass tourism is only starting to manage the social and environmental problems it has caused in some parts of the world. Nevertheless, as Anna's example shows, it is possible, even for large hotel chains, to make tourism sustainable.
- Radio presenter: Anna, what would you say about ... ?