

Audioscripts

3.16 Unit 11, 1a

Radio presenter: Good afternoon. This is James Stoke from *Radio Sheffield* bringing you "Job profile". In today's programme we are going to be talking about apprenticeships for young people. In the studio we have Jack Swinton from Sheffield who is already doing an apprenticeship. First Jack, tell us a bit about how you became an apprentice?

Jack: Well, it took a while before I actually decided to do an apprenticeship. You see, while I was at school, I was lucky enough to get an offer of a professional contract with Sheffield United football club. I was only 17 and the idea of getting paid to do something I loved seemed like a great idea at first. But it takes a lot of time and luck to get into the first team and then your chances of actually making it big in football are very small. I talked things over with my parents and friends and decided to reject the offer and continue going to school.

Radio presenter: So how did you find your apprenticeship?

Jack: Well, like I said, I was still at school doing my GCSEs when my class tutor suggested I look into apprenticeships. I have always been interested in building things, so I looked at the National Apprenticeship website for opportunities in the building sector. In the end, after discussing everything with my parents, I decided that a construction apprenticeship would be the best thing for me.

Radio presenter: And you were obviously successful in your search for an employer, too.

Jack: That's right. I started working for a construction company here in Sheffield in 2016.

Radio presenter: And how is your apprenticeship organized?

Jack: I work on the building site four days a week and go to college on the other day. The hours at work can be long, but I enjoy it there. What I like most is helping to build something from the start and then seeing the end result. That's really satisfying.

Radio presenter: And what about college?

Jack: That's ok, too. The teachers there are very helpful. One of them advised me to try to get higher qualifications later. So, when I finish my apprenticeship I think I will go to evening classes to get my BTEC in construction. The course takes two years. If I'm successful, I could possibly go on to university to study civil engineering. At the moment I'm very pleased with my choice of apprenticeship. Now I know what I really want to do with my life.

Radio presenter: That sounds great, Jack. What do you want ... ?

3.17 Unit 11, 1b

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 ...

3.18 Unit 12, 1a

- Radio presenter: I'm Melanie Moore and you're listening to *Channel 555*. Today we are going to talk about the effect that the media has on young people. In the studio today we have two students from a local college here in Manchester, Christina Waites and Mark Donaldson. First of all, Christina, how much, would you say, do media like TV influence you?
- Christina: Well when I was younger, say 13 or 14, I used to watch about six hours of TV a day and I guess I was influenced quite a lot by it. But now I'm 19 and I only watch about two hours in the evening, mostly soaps or talent shows. I spend most of my time on social networking websites or watch videos on the Internet that friends have said are cool.
- Radio presenter: And what about you, Mark?
- Mark: Well, I don't watch much TV, either. The only difference to Christina is that I watch about 6 or 7 hours of sports programmes a week. Apart from that I play online games with friends and watch my favourite series online.
- Radio presenter: Several surveys have found that a lot of the media that young people use have a negative effect on them, especially when it comes to body image. What do you think about that, Christina?
- Christina: Well I really don't like the way young women are portrayed in the media. In a lot of TV programmes the girls look like models or pop stars. We 'normal girls' get the feeling that we should be like them, and if we are not, then we think we're inferior. And another thing I don't like is the way alcohol is shown. The commercials show drinking alcohol as a "cool" thing to do. As a result I think a lot of teens who want to be "cool" often drink too much and can even end up binge-drinking.
- Radio presenter: Well, Mark, do you agree with Christina about the negative effect of the media?
- Mark: Yes I do. A lot of violence is shown by the media. When I think of some of the games my friends play that show murder, rape, armed robberies and so on, it is not surprising if young people lose touch with reality. They can become used to violence and tend to think such behaviour is normal and even become violent themselves.
- Radio presenter: So what do you think can be done, Mark?
- Mark: In my opinion, what's most important is to teach children and young people how to deal with modern media, and especially with social networking websites. Just think how these media influence the way that we, and children especially, see the world. I think such platforms should be open to everybody, but at the same time there should be some sort of control on what can be shown on these types of media.
- Christina: And I think you should just turn ...

3.19 Unit 12, 1b

- 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 ...

3.20 Unit 13, 1a

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...

3.21 Unit 13, 1b

Radio presenter: Hello everyone. I'm Jessie Sanders and you're listening to *Radio Manchester*. Welcome to this week's programme, "It's your turn". Today we want to discuss child poverty in the UK. I'm pleased to welcome Mary Wintour from the city council to the programme. Mary, what exactly does it mean to be poor in the UK?

Mary: Well, it is not so easy to answer that question. The current definition of relative poverty is when someone's income is 60 per cent lower than the average household income in the UK. But please let me add that being poor is not only about money. Of course, everyone here in the UK must have access to basic necessities such as running water, food and clothing as well as a telephone and heating. However, I am of the opinion that we need to add some other indicators to measure poverty, especially when we talk about child poverty.

Radio presenter: What other factors do you have in mind?

Mary: I believe that we should also think about the possibility of letting children participate in cultural activities, such as visits to the zoo or museums. These are so called 'non-material resources', which help children to fully integrate into society. We shouldn't forget that these activities are real life chances for children to improve their living conditions. They also keep children from poor families from becoming socially isolated.

Radio presenter: So what causes child poverty here in the UK?

Mary: Basically, child poverty is often due to the fact that one or both parents are unemployed. However poverty may also arise from parents having low-paid jobs. Families that live off state benefits or have high childcare costs can find themselves sliding into poverty. Further causes of child poverty are family breakdowns, and alcohol and drug-addicted parents.

Radio presenter: What consequences do poor children have to face?

Mary: Unfortunately, children from poor families are less likely to do well at school. Very often they have to take on additional responsibilities in the home, for example they have to babysit younger siblings and so have less time to socialize or learn for school. These children are also almost three times as likely to suffer from mental health problems when they grow up. In addition, poor children are more likely to be unemployed or have unskilled jobs later. So they will probably be poorly paid in later life. It's a vicious circle that they can't escape so easily.

Radio presenter: But there must be something that the government can do to end child poverty in the UK.

Mary: Of course, there are several measures that the government must take. First, they must lift children out of poverty by helping parents to find work and by increasing the minimum wage. Second, the government must improve access to education services and so reduce the risk of poor children becoming poor adults.

Radio presenter: Mary, why do you think ... ?

3.22 Unit 14, 1

Radio presenter: Welcome to *Radio 606*. I'm Phil Flute and on today's programme we are going to discuss what makes life here in London so stressful. From noise to pollution – the causes of stress in big cities are manifold. I have two guests in the studio today, Indira Khan and Tony Green, who want to talk about the things that make their lives here in London stressful. Indira, what makes your life in a big city like London so stressful?

Indira: Well, what makes me feel particularly stressed is the air pollution. You see, I suffer from asthma and I just hate breathing in all the fumes from the traffic here. I can't avoid it because my work is in the centre of London. Another thing which makes me feel stressed is that there are so many people living and working here that they start to feel anonymous. And when people feel anonymous, that gives them a "not my problem" attitude. This attitude leads them to bad habits like dropping their rubbish on the streets or spitting chewing gum on the ground. You see, I get very angry when I see people not caring for the environment.

Radio presenter: What about you, Tony? You work in London, too. What would you say makes your life here stressful?

Tony: The main thing that affects my stress levels is the constant pushing and jostling on the trains, on the tube, on the buses and even on escalators. Everybody seems to be in a rush. Even in their lunch breaks people are jostling one another in the shops and cafés. I think that if we all relaxed a little more we would get where we wanted to go – maybe it would take a little longer but we would be happier.

Indira: That's right. When I think of how I travel to work every day. I leave home in north London at seven in

the morning and run to the bus stop to catch the number 14 bus to the nearest tube station. Then I jump off the bus, sprint up the hill to the tube station and run down the escalator to catch a Northern Line train to King's Cross. When I get there it's the same story – run, run, run to get into work for 8 o'clock.

Tony: Yes. Since my workplace has shifted from a small town just outside London to Oxford Street in the city centre my health has suffered.

Radio presenter: Would you mind telling us how?

Tony: Well about three months ago I started getting pains in my chest. It got so bad I went to the doctor and he told me that I was suffering from stress-related heart problems. Nothing acute, but I have to take medicine to help me combat the stress.

Radio presenter: What would you both say about ... ?

3.23 Unit 15, 1a

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 ... ?

3.24 Unit 15, 1b

Adviser: As an adviser from a human rights organization I would like to inform you about the work that we are currently doing as regards child exploitation in the tourist industry. With the growth of digital technology we can now get access to cheap flights and hotel accommodation all over the world. As a result, the tourist industry has grown at an astonishing speed over the last few years. However, the downside of this development is that holidaymakers – especially in developing countries – are brought into contact with children who are at risk of crimes such as child trafficking. A key point for us is the role of the tourist industry in employment. We are, of course, in favour of the development of jobs in the hotel business for young local people. However, these young people are also often at risk.

They frequently have to work long hours, sometimes in dangerous conditions. We focus on helping to create decent working conditions and on promoting the rights of young hotel workers. In this respect, I am pleased to say, a number of leading hotel chains and tour operators are now working hand in hand with us.

Before I go on, I must stress that the leading tour operators are certainly NOT directly responsible for child sex tourism in any way and that a lot of these companies and hotel chains help us in our work. They help us by reporting any cases they may be aware of. Moreover, in cooperation with several leading tour operators we are able to run a programme of e-learning workshops to provide extra training for hotel staff. The modules are all based on real-life cases and are designed to teach staff members at the hotels how to notice and deal with cases of child exploitation that they see in their hotel. This programme has been quite successful.

In quite a few countries where mass tourism has expanded and the infrastructure for tourism is being developed you can often see children involved in activities such as the construction of new hotels or in building roads. Here again, we have started to assist governments and the tourist industry in updating guidelines and standards to protect children. We have a long way to go but I can say with some certainty that we are beginning to get to the heart of these problems with the help of most of the tourist industry.