

TAPESCRIPT

Narrator: Listening Test

Slogan Competition

Section 1

You will hear a children's radio programme about the details of a slogan competition to advertise a pet store.

The recording will be played twice. Do as much as you can the first time and answer all the questions the second time.

You have 30 seconds to look at your questions.

[30 sec music]

Listen and answer the questions.

- {DJ1: Welcome to “English Time”. Today, we’ll bring you an interview with your favourite artist, Kelly Cheung. Before that, we have an exciting slogan competition for you.
- DJ2: What’s that all about?
- DJ1: Well, the “Pretty Pets Pet Store” needs a new advertising slogan, and they want our listeners to choose it for them. (excited) “Pretty Pets” will pick the best. The winner will win one year’s free supplies for their pet!
- DJ2: That sounds like a great opportunity to improve our English and to get some free stuff for our pets!
- DJ1: You bet!
- DJ2: I understand that there’re some tips for writing good slogans. Can you share some of them with our listeners?
- DJ1: Sure. There are a few tricks to write catchy and memorable slogans. You have all heard adverts for products on the radio – for example, the “Jamaican Orange Juice Company”. You must know their famous advertising slogan – “The juiciest juice – jam packed with Jamaican fruit.”
- DJ2: Of course. It’s my favourite drink! What’s so special about this slogan?

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DJ1: You will notice lots of “j” sounds in there – that’s called “alliteration”. It’s the repetition of the same sound at the beginning of some words in a sentence.

DJ2: *[reading slowly]* “The juiciest juice – jam packed with Jamaican fruit.” Yeah, right. There’re lots of words beginning with the “j” sound. Alliteration surely makes it more interesting. The slogan of a bakery, “Jake’s Cakes” – “Dangerously Delicious” is another example of alliteration, isn’t it?

DJ1: Yes, it is. The repetition of the beginning sound of the words in “Dangerously Delicious” makes it easier to remember.

Apart from alliteration, there’s another trick. You’ve heard “Donald’s Doorbell Company’s” slogan – “For the best doorbell sound give us a ring” – “ring” of course is the sound that a doorbell makes – this is called “onomatopoeia”.

DJ2: *[excited]* Oh, I get it. “Onomatopoeia” is the use of a word to imitate a sound! The examples I can think of are the sound a window makes when it breaks – “SMASH!” and the sound a rooster makes in the morning – “COCK-A-DOODLE-DOOOOO!”

DJ1: You’re right. In fact, you can use both tricks together to write an effective slogan. The slogan of “Expo Cameras” – “Capture with a ‘Click’ ” is a good example. Both “capture” and “click” start with the sound “c” [hard “c” sound] and “click” is the sound of the camera when you take a photo.

DJ2: I think I am ready to write some slogans! What should we do if we are interested in the competition?

DJ1: All you have to do is call us on 9137 2049 with your ideas. The winner will be chosen next week. }

Narrator: Now listen to the recording again.

[repeat recording { }]

You have 30 seconds to check your answers.

[30 sec music]

This is the end of Section 1