

LISTENING SCRIPT

Exercise 4.

Today we'll be looking at the history and development of railways in New Zealand. Let's start by thinking about what a difference they made to people's lives – the people who were living in New Zealand in the 1800s. Before the railways were built, transport could be slow and unreliable – goods were often transported by sea for the first part of their journey, and then up or down a river to their destination. Using the road to transport heavy goods would have been impossible – there was too much mud and too many stones.

But once the railways were built, everything changed: farmers could send their milk by train. Wood and coal could get to the factory faster. And the railway also meant that meat could get to the shops much more quickly, and I'm sure that customers were happy to buy it fresh.

Another thing we should think about is the impact that the development of the railways had on the New Zealand landscape. During the 1900s, many forests were cut down so that railways could be built, and next to the railway lines, it was then necessary to construct many towns. They were created for the thousands and thousands of people who worked on the railways, and their families.

Now, one interesting difference between the railway in New Zealand and railways in other countries is that New Zealand trains have always been used to carry more goods than people. In other countries, passengers use trains to travel from city to city, or to commute to work, but this didn't use to happen so much in New Zealand. However, nowadays it is becoming more and more expensive to buy petrol, so a greater number of people are choosing to buy a train ticket instead.

Many railway lines are no longer used, which is a great shame in my opinion, although the government is still deciding whether it is possible to create a new network in the city centre, for electric trains, of course. If you want to see some steam trains in action, I suggest you go to the museum. I think it's on the first Sunday of every month that the old steam engines are started up and you can go for rides up and down the line.

Exercise 6.

Of course, it wasn't easy to build the railways. And sometimes, each railway faced its own particular kind of problem. One of the first ever railway lines to be built was the Christchurch to Ferrymead line. It eventually opened in 1863, and was only seven kilometres long. However, you need to remember that the population of New Zealand was relatively low at the time, and even though the public were very keen for it to be built, it was hard to find enough people to do it. To build a railway, you need diggers, carpenters, blacksmiths, mechanics – and there weren't many of those in that area. So the project took longer than planned. At about the same time, another project was starting. This was the Invercargill to Makarewa line. Here, instead of using tracks made of iron, the local government decided to use wood. This turned out to be a bad idea: when it rained, the trains couldn't move. And in the summer, in dry weather, sometimes the hot sparks from the engines would set the track on fire. Local government also wanted to build a line between Napier and Gisborne. They were making plans for this in the mid-1920s. However, the economy of the country took a downward turn until the mid-1930s, and it was only then that they had the capital to start work on the line. Probably the most ambitious project of all was the North Island line – a distance of 680 kilometres in total. It would connect the capital, Wellington, to New Zealand's most populated city, Auckland. Although most people supported the project, progress was very slow. The main reason for this was the fact that

engineers had to find a way through mountains and dense bush. All in all, it took 23 years to complete. Another difficult line to construct was the Raurimu line. You have to feel sorry for the workmen who were employed on this line. Every day they had to face snow, and often fog – it was continuous. It was a tough job and they worked extremely hard for their money. Anyway, let's look at ...

Exercise 7.

You will hear part of a lecture about the ancient African city of Great Zimbabwe.

First you have some time to look at questions 1 to 9. (pause)

Now listen carefully and answer questions 1 to 9.

Lecturer: One of the most impressive structures of southern Africa is Great Zimbabwe, a ruined city surrounded by a massive stone wall reaching a height of ten meters. This wall and the stone buildings within the city have survived, but unfortunately not the houses of the majority of people, which were of mud. Great Zimbabwe was part of a state which covered much of the interior of south-east Africa, and may well have been the capital. There's disagreement over the precise meaning of the name 'Zimbabwe': one interpretation is 'houses of rock', as this material was used for the most important buildings. Because of the historical significance of the Great Zimbabwe site, the name was adopted by the present country on independence in 1980.

Not very much is known about the people who constructed Great Zimbabwe, as they had no written language, and their oral traditions haven't survived. They were probably Shona-speaking people who moved into the area around the sixth century, and began building the stone walls – using granite quarried from nearby hills – in the twelfth. The walls were followed by the stone structures within them. One of these, the Great Enclosure, is likely to have been a royal residence, and it's the largest ancient structure south of the Sahara.

It's unclear why that particular site was chosen for Great Zimbabwe. Although the grasslands of the area were ideal for cattle grazing, the soil may not have supported agriculture to the extent required to feed so many people. Grain and other staples may have had to be brought in from elsewhere. It used to be thought that the site was chosen for the city because of the gold found in the district, but it now seems that this wasn't exploited until a century after Great Zimbabwe was founded. At least for part of the time that the city existed, its wealth seems to have come from its role as a trading center. Ivory and, later, gold, were traded through east African ports for cloth and other goods from Arabia and further east. This was probably the main source of Great Zimbabwe's power and wealth.

By the middle of the 15th century, however, the city was in decline. Trade had moved further north. Local resources had apparently been overused, and salt was scarce. Possibly for these reasons, although we may never know for certain, Great Zimbabwe was abandoned by about 1600. At the height of its prosperity, the city was probably home to 18,000 people, perhaps more, but now it simply consists of ruins.

Exercise 8.

Questions 1-6

Interviewer: My guest this evening is advertising works. Welcome to the programme.

Gary Phillips: Thank you.

Interviewer: How did it all start?

Gary Phillips: When everyone lived in small communities, and knew the local farmer who grew and sold vegetables, advertising was unnecessary. But in a larger community it's a different situation. In fact, advertising dates back well over 2,000 years, and for centuries, adverts simply gave information: one of the earliest surviving ones is a sign painted on a wall in ancient Rome showing property to let. Later they announce that books, say, are available, and where they can be bought.

Interviewer: So, when did advertising become more persuasive?

Gary Phillips: The big change occurred in the late nineteenth century. Technological developments had made mass production possible, which meant firms could make products in large numbers, of roughly the same price. Companies then found they had to stimulate demand in order to sell these products. At the same time, in some countries, other inessential goods. This created opportunities for companies to make and sell these at a much greater profit. So a lot of advertising focused on luxury goods.

Another reason for the change in the nature of advertising was that more and more businesses were set up, making similar products, and in the face of this competition, manufacturers needed to advertise in order to survive. This was really the beginning of advertising designed to persuade people to buy. And when Freud's theories about our subconscious began to be applied in the advertising industry in the 1920s, advertising became very effective.

Interviewer: How does persuasive advertising work?

Gary Phillips: It tries to make people want a certain item, let's say a car. If we only bought goods for practical reasons, manufacturers would soon go out of business. So they appeal to our emotions in their advertising, to make us believe that if we buy that particular car, we'll feel good, we'll be in the fashion, people will admire us. Instead of focusing on the car's mechanical properties, the advertising is about the benefits that we hope to gain.

Questions 7-11

Interviewer: Gary, tell us about some of the techniques that manufacturers use to persuade us.

Gary Phillips: Let's start with one of the most important aspects of advertising, the name given to a product. Sometimes there's a symbol, too. Imagine a company which makes children's clothing. It can spend a fortune on making the name well-known, and giving it a particular qualities – styles, value for money, fun, fashion, whatever. And they're more likely to buy that particular make.

Another very powerful, and very old, technique is to make it almost impossible for consumers to avoid the advertising. You keep seeing a TV commercial for running shoes, perhaps several times in an evening, see adverts for them in newspapers and magazines, you see posters in the street. That helps to fix the product in your mind, so next time you buy some running shoes, and you see a whole row of different products, the chances are you'll buy the shoes whose name you remember.

Of course with many products, furniture for instance, advertisers attract us with special offers, or the chance of winning a holiday. And words like bargain and sale are used very frequently to encourage shoppers to buy.

Interviewer: But surely consumers realize that advertisements are simply trying to sell products?

Gary Phillips: They do, of course. So agencies often produce advertisements that are entertaining. A certain washing powder used to run an advertising campaign that appeared to be saying to the consumer, 'Look, you know and we know that we're trying to get you to buy our product, but at least we'll give you a laugh.' It was very effective, because the manufacturer seemed to be on the same side as the consumer.

Another technique is to use a famous person to promote a product, even if there's no real connection, like showing an athlete eating snacks. This can work because we learn by imitating people who are important to us. So advertisers use film stars, pop singers – even cartoon characters, particularly if the product is targeted at children.

Language is an important aspect of advertising, and here's just one example. A TV commercial for engine oil showed a man washing his hands in the oil. Of course car engines and hands are made of different materials, so he can't tell us the oil will work equally well in an engine. Instead he tries to get the viewer to reach that conclusion without saying any facts: he says, 'Think how it'll work in your car'. He's implied the oil is good for car engines without saying no.

Interviewer: OK, now if we go on to another question...