

LISTENING SCRIPT

Exercise 2.

Presenter: You will hear two students, called Josh and Kate, preparing for a presentation on 'the decreasing popularity of shopping malls'.

Josh: OK Kate, did you do any background reading?

Kate: Yes. Some of the data was quite surprising.

Josh: I'm guessing that the other students will enjoy our presentation. We're probably not going to use pictures – everyone knows what a mall looks like – but it's a subject everyone can relate to. All the other students will have their own view on the reasons why many malls are closing down, so they'll want to hear what we have to say.

Kate: Right. I went to the Bayview Centre on Saturday. At least five stores had closed down.

Josh: Interesting. Bayview's nice – the way it's laid out. Lots of light, open spaces where people can take a break from shopping, and you can shop late in the evening. How did you get there? By car? Because for most people, if you don't drive, it's not easy to get there.

Kate: Yeah – there's only one bus that goes there.

Josh: It's no wonder it doesn't get enough customers. How about our survey?

Kate: Well, it didn't turn out the way we'd hoped. We should have phrased our questions so that people could answer with something more specific – not just 'Yes' or 'No'. Anyway – I talked to over 60 people.

Josh: That's not bad.

Kate: Yeah, I didn't think we'd get that many. And I spoke to quite a variety of people – mothers with children, quite a few teenagers and business people on their lunch break. So it wasn't a complete waste of time.

Josh: Great.

Kate: You read that article by Professor John Simmons, didn't you? What does he think is the main reason people don't go to malls much now?

Josh: Well, he doubts it's to do with a lack of cash. Even when people don't have a lot of money for luxury goods, they still go to malls for bargains.

Kate: So that doesn't explain the decline. What about buying online? Surely that's had an impact?

Josh: Simmons thinks it's part of the problem, but not the biggest factor. He believes people

have simply stopped acquiring stuff that they don't really need. He says they're looking around their homes and thinking 'Where did all this stuff come from?'

Kate: Interesting. I had a look at Joanne Derrick's paper – 'Shopping trends in the 21st century'. She says that no teenager or young adult wants to be seen wearing the same clothes as their parents ...

Josh: Yes, too embarrassing.

Kate: Exactly. But a lot of clothes stores – even if their displays feature attractive, cool people – don't appeal to young people because they are still trying to attract middle-aged people. They want to have it all ways.

Josh: I see.

Kate: In Derrick's view, those stores lose a whole generation of shoppers. If the shops either sold more expensive, classic clothes clearly designed for older people, or stuff that only appealed to young people – they'd do better.

Exercise 4.

Kate: OK, so let's have a look at one of the case studies for our presentation, Eastgate Mall.

Josh: It was doing badly, wasn't it? Losing a lot of customers.

Kate: Yes, but in 2016, the mall committee decided the situation couldn't go on any longer.

Josh: Everyone had different opinions about how to turn the situation around, didn't they?

Kate: Right. But they finally came to a decision after speaking to some external consultants. They realised they needed to conduct interviews. Not just with shop owners, but going out and finding out what customers thought. That's why the whole process took about six months.

Josh: But it was worth it. The committee used the information to completely re-think the mall. Now, the first thing they did was to change the second floor. They had a large, empty space where a couple of fast-food outlets had been. They offered the space to a local library, and also a free medical centre.

Kate: They were right. As soon as those facilities opened up, more people went to the second floor – and then went shopping afterwards.

Josh: Let's move on to the fitness centre.

Kate: Yes, they used a corner of the car park to build one. They were quite clever about that – they wanted busy parents to make use of the fitness centre, and then go shopping. So they used part of the fitness centre as a crèche. They assumed that if there was somewhere for parents to leave kids to play and be looked after, it would also lead to an increase in mall visitors.

Josh: What was the other thing they did? Oh yes, they decided to extend the outside areas after gathering responses from customers, who said that when they wanted to take a break from shopping, they preferred going outside to have lunch or a coffee in the fresh air.

Kate: Yes, they installed tables and chairs outside for that reason, where people could take their sandwiches and coffees and things. They could have made it nicer if they'd planted some trees and flowers, though.

Josh: True.

Kate: And, I think we could conclude by saying what the committee are planning to do in the future.

Josh: Well they've been thinking about what kind of shops are missing from the mall. You know, they want to get more young people in there, and a lot of teens and young adults are really into surfing and snowboarding nowadays. And these people have plenty of money to spend. They've concluded that there's a need for more shops that sell the equipment and accessories for that kind of thing.

Kate: Good idea.

Exercise 5.

Steve: Good morning, guys, come on in.

Mike: Thanks, Steve – it's good of you to spare us some of your time.

Flo: Yeah – we really appreciate it.

S: That's OK. So you're studying sports science, are you?

M: Yeah – we've only just started our course, actually – but as I explained on the phone, um, we have this seminar to do on sports injuries and we thought, who better to talk to than someone like yourself?

S: Fine, OK. So what would you like to know?

F: Well, we thought we'd start by asking you about some of the treatments and services you offer here at the clinic.

S: OK – well, as you know, physiotherapists deal with a whole range of different 'problem areas' in the body.

M: Yeah – what sort of techniques do you use to help people? I mean, I know you use massage – and I understand that's a key form of treatment...

S: Yeah. Well, we call it 'manual therapy', you know, because it's a hands-on treatment and it just involves manipulating the soft tissue around a joint to relieve stiffness and pain.

F: Is that something that a lot of people come here for?

S: Um – well, we generally decide what's best for the individual. This treatment can hurt sometimes, but it gets results more quickly than anything else.

F: And is that true whatever the injury?

S: For sports injuries, generally, yes. But it doesn't stop there – you have to do other things as well.

M: I've heard of something called 'stability training'. Do you do that?

S: Definitely. This is something that's designed to improve overall posture and body shape.

M: So it's for the back and neck?

F: Yeah – I think I've heard of this...it works on everything and gives you more power.

S: Yeah – this is important – we improve your overall form, and that's quite good if you're tired or a bit weak.

M: Do you use any aids to boost performance?

S: Occasionally we recommend a pad or block for a sports shoe, but not often.

M: What about electrical equipment?

S: We do sometimes use electrotherapy, which is supposed to stimulate the body to repair itself.

F: So that's actually using a small electrical charge?

S: Yes, but there's growing evidence that the effect is limited.

M: So I guess you don't use it much?

S: No – we tend to avoid it most of the time.

M: I see. What if people don't have an injury but just want to get better at their sport? I mean, sometimes people know they do something wrong when they...swing a golf club, for example.

S: Ah – then we film them and show them exactly what they do. It's called video analysis.

F: That must be really helpful.

S: It's what everyone asks for...it outstrips all our other services – because it's great for so many activities – not just sporting ones.

M: Can you help people with sedentary activities?

S: Absolutely – we offer workstation analysis because so many people have asked us for it.

F: Yeah, I spend hours on my laptop, and as the day goes on, my posture gets worse and worse!

S: That's why we tend to suggest that people come at the end of the day for this.

M: I guess the problem is that everyone's built differently ... I think we both need some help there.

Exercise 6:

F: That was really interesting. So what happens when someone comes to your clinic?

S: Well, let's imagine you're the patient.

F: OK.

S: A common situation will be that you sustained an injury, say, a year ago. So it's not new ... so you turn up with what we call an existing injury.

F: Right. Like I sprained my ankle.

S: Exactly – that's a typical one.

F: OK. And I had to rest it for a while, of course, and that meant not doing any sport. So I've come to you because I'm fed up, basically.

S: Yes – you need to get the joint moving again. So what we would do first is to assess the damage to the joint area.

F: I guess there's a whole range of problems that it could be, and some are more serious than others.

S: And we can't afford to make mistakes. Now, once we know what the problem is, we select a treatment – perhaps one that we talked about earlier – plus we design an exercise plan for you.

F: That's great if you stick to it.

S: Yes, that's the hard part of patients because they don't have time or they get bored. So we ask them to come back regularly – we make appointments – and we monitor the movement in the joint each time.

F: And you expect that to work?

S: Yes, and it usually does – quite quickly, in fact, and then we can go on to rehabilitation.

F: You mean getting them back into the sporting activity they used to do?

S: That's right. We have a fully equipped gym and we devise a training plan – well, a personal trainer does that, and they oversee the programme for at least a couple of months and make sure the patient carries it out.

F: It sounds really thorough. That's great, Steve, thanks.