

Listening Fitness Activities - Transcripts

Listening Fitness Activity 1 (Page 21)

Chris: ...We've all just met so perhaps we should start by an introduction with a bit of background from each of us.

Anna: OK. I'm Anna. I finished three years of a Languages degree in Sweden, where I come from. This year I decided to study overseas to get to know a different part of the world. I'm also a big fan of European cinema, especially French and Italian. Those are the languages I majored in along with English. To me, film is a great way to learn about the rest of the world. I was in the film club at my university so when I saw the notice asking for volunteers, I thought it would be a good way to meet people and get involved in something I really enjoy.

Veronica: Thanks, Anna. My name is Veronica and I come from Italy. I'm doing graduate studies in English Literature. I went to some of the films in the festival last year and enjoyed them. I especially liked the video interviews. That was when I decided to get involved. I used to do film reviews for our student newspaper back home

Chris: Hi I'm Chris from Scotland and I'm in 4th year Journalism. Cinema is my hobby. Last year I joined the organizing committee, just like you have now, and somehow, this year I've ended up in charge. I'm actually able to use my coordinating work on the festival towards a credit for one of my courses. I have to write up a report on the festival with recommendations so that's an extra motivation for me. So I hope this is going to be a good experience for us all.

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Mark: ... Any other trends that you thought were significant?

Evelyn: Well what's really interesting is what the article called 'mobile meals'. In other words more and more Canadians are eating meals away from home, but NOT just eating more junk food. They are projecting a 40% increase in snack food sales over the next three years and the growth is coming from healthy snacks – you know the ones that have less cholesterol and fat, such as muesli bars, health food bars and those types of products. Apparently in the food marketing jargon they are called "nutritious portable foods" which means healthy snacks! The other major trend is that young people are doing more of the food shopping these days so marketing has to be aimed more at them, as well as more conventionally at the mother.