

Tapescript Part 1 (9EL2)

Narrator *Sports Day will be taking place soon. To prepare for Sports Day, your PE teacher has given you a brochure to read and a podcast about mascots for you to listen to.*

Read the brochure and listen to the podcast. Answer the questions in Part A and Part B. You now have 2 minutes to answer the questions in Part A and read the questions in Part B. (*music 2 mins.*)

Listen to the podcast. It will be played twice. Do as much as you can the first time and answer all questions the second time. You now have 30 seconds to read the questions. (*music 30 secs.*)

The listening will begin now.

[Mr. Wong – PE Teacher] Good morning everyone! Sports Day will be taking place soon. Each house has to have a mascot. I've prepared a podcast on mascots for you all to listen to.

Mary – student A mascot? What's a mascot?

Mr. Wong – PE Teacher Let's listen to the podcast first, Mary. I'll answer any questions you might have afterwards, OK?

Mary – student OK, Mr. Wong.

Mr. Wong – PE Teacher While you listen, you can also look at this brochure. (*rustling of papers being given out*)

Podcast presenter – Glennie (*sound effect of programme starting*) Hi everyone, welcome to the podcast *What On Earth?*. Today we're talking about mascots with my guest William.

So, William, tell us please, what is a mascot?

Podcast guest – William Hi Glennie. A mascot is a person, animal or object that represents an organisation, or that is believed to bring good luck.

Lots of companies have mascots. They use them in their advertising. People who play sports or who follow teams have team mascots.

Podcast presenter – Glennie Oh, I see. So, Curly the Cow is a mascot for the Curly Cheese Company?

Podcast guest – William Exactly! Mascots help with recognising the brand or a particular product, like the Curly Cheese Company.

Podcast presenter – Glennie	So can you just design a mascot, William or is there more to it than that?
Podcast guest – William	It really depends. If it is a company or famous sports team, then it is quite a long process, but if you're thinking of schools or school teams, then it can be quite simple.
Podcast presenter – Glennie	Oh really? Please explain the difference.
Podcast guest – William	Well, to make it simple, companies or famous teams have to think of their brand, products and what they want the mascot to represent or mean. The process for schools doesn't need to be so difficult. Find a cute animal or object, pick your colours and you're ready to go!
Podcast presenter – Glennie	Interesting. So if I wanted to design a mascot for this podcast, <i>What On Earth?</i> , what are some things I would need to think about?
Podcast guest – William	It is important to choose the right character. Do you want a human character or animal or an object, Glennie?
Podcast presenter – Glennie	I think I'd have to go with object, don't you?
Podcast guest – William	Yes, and I think I know what you are thinking of! You're thinking of two different options, aren't you?
Podcast presenter – Glennie	(<i>amazed</i>) Yes, wow! How did you guess? Are you a mind reader?
Podcast guest – William	(<i>laughs</i>) No, I don't know your thoughts, but it's easy when you've been designing mascots and logos for a long time, like I have.
	The name of your podcast is <i>What On Earth?</i> . Your logo could keep the words but instead of the word 'earth', the word would be a picture of the earth.
	Or, because your podcast is about asking lots of questions and finding out information, the mascot could be a question mark.
Podcast presenter – Glennie	YES! That's exactly what I was thinking. I'd like my mascot to be either the earth or the question mark. Which do you think would be better? I'm having a hard time deciding.
Podcast guest – William	I think we should come up with two versions. There are pros and cons for both of them, but it's your podcast so you can decide.

Podcast presenter – Glennie	I like the earth as a mascot because that's a simple image of the name of the podcast, but I really think that the question mark might be simpler and more effective.
Podcast guest – William	I think that the question mark as your mascot would work much better than the earth. Your logo could still use the image of the earth if you like.
Podcast presenter – Glennie	Wow! That's great, William. I think that's perfect. Now about designing my mascot. I think that's... <i>(fade out)</i>
Narrator	Now listen to the podcast again. <i>{Repeat []}</i>
Narrator	You have 30 seconds to check your answers. <i>(music 30 secs.)</i> This is the end of Part 1.