

- TH** So you don't think it is happening much more quickly?
- MN** No, not at all. The smartphone took about a decade to go from about 5% adoption rate to 50% in the United States. That is longer than it took for TV to do the same thing in the United States; from the late 40s to the mid 50s it went from about 5% of Americans having TV to 60%.
- TH** So would you say we're moving into the future at about the same speed that we were in the 1950s?
- MN** For sure. There are products that change the world and technologies that change the world, like the Internet, but you have to remember that the first host to host Internet connection was in 1969 – but it literally took decades of building the infrastructure before most people got online.
- TH** Why do people have this perception that the future is happening quicker?
- MN** Older people feel as if time passes faster.
- TH** Do generations since the 1960s have a different relationship with technology?
- MN** Maybe, but I think that generations since the 1960s are simply more spoiled. If you look at the technological advances of the turn of the 20th century, I mean, electric light alone – I mean, think about what electrification of the home did in the 1920s to radically change people's lives. The thing that may have changed in the 1960s was people recognizing the connections between these technological advances and consumer goods. People who were born at the end of the 19th century and lived till the 1960s saw just as much radical change as people who were born in the 60s to today.

5.10

- AR** My name is Alexander Rose. I am the Executive Director of The Long Now Foundation and I'm the Project Manager for the 10,000 Year Clock Project. If your present were to include the last, and the next, 10,000 years, you would act very differently than if your present only includes today.
- LJ** So, tell us about The Clock. Why 10,000?
- AR** Well 10,000 years, this is when humans really started being a technological species. You know, our fundamental desires are actually pretty much the same, and it's a question about if that will be the same in another 10,000 years.
- LJ** What are our fundamental desires?
- AR** Food, shelter, family, having a better life for your kids than you had for yourself – all of those things.
- LJ** What does the future mean to you?
- AR** How you pass information to another generation. There's this notion that the past is always better than the future, that there's a good-old-days and the future is much scarier. Why do we constantly discount that future and think that it's worse when all evidence shows us that the future has always been better, and the past has always been worse, but that's not how we think about it?

6.9 Radio ads

- 1 **V** Ahem! Everyone! Welcome! We're gathered here today, in the presence of others, to marry Tony and Helen. Helen, do you take Tony to be your husband? Just nod. Tony, do you take her?
- T** I w ...
- V** Lovely, lovely. Rings. Oop! Leave it! Kiss! Lovely. Husband, wife. Wife, husband. Right. You're married. Job's a good 'un. I'm outta here.
- P** Come to IKEA after work. But don't rush! We're open till 10 p.m. weeknights.
- 2 **P** Sarah is five and this is her favourite playshirt. It's pink with fluffy yellow ducks. Sarah loves her playshirt.
- S** It's my favourite.

- P** And she wears it to play in the garden.
- S** Look what I've found, Mummy!
- P** And you wash it at low temperature. And she wears it to play in the garden.
- S** Mummy! Look what I've made!
- P** And you wash it. And she wears it to play in the garden.
- M** Sarah! What on earth ... ?
- P** And after a while, the dirt builds up, so the pink isn't quite as pink, and the yellow ducks aren't as fluffy. New System Sudso Automatic can help. Its advanced formula can remove ground-in dirt even at low temperatures. So the pink stays very pink, and the fluffy yellow ducks are happy again. Wash ...
- S** Mummy! Look what I've made!
- P** After wash ...
- S** Look what I've found, Mummy!
- P** After wash.
- M** Sarah! Don't you dare bring that in here!
- P** New System Sudso Automatic. It's all you could want from a powder.
- 3 **T** Bonjour, ladies and gentlemen. I am Pascal, your guide on this tour of Paris. ... ing for the city's famous river. I'm sure that none of you are ... sane. Now, on the left, you'll see Notre Dame. What's that, sir? Yes, you are ... a hunchback. And, for the ladies at the front, you are ... so hideous gargoyles. Ooh, ha ha! And so to the Louvre. That's right, madam ... you are ... possibly the world's most-famous ... moaner.
- P** Don't let the wrong batteries spoil your day. Use Duracell Ultra, our longest-lasting batteries.
- 4 **M** Hi, Sue. Met you last night. Just wondering if you, er, want to meet up sometime. Erm, I'm going away soon, so maybe it could be soon. Er, don't want to sound too keen! Not that I'm not keen, cos I am. Well, you know, within reason. Anyway, maybe lunch, or maybe just a drink? Not that you shouldn't do lunch, I mean, you're not fat, er, you're not fat at all actually, you've got a great, erm ... Not that that's important, it, it's personality that counts. Erm, anyway ...
- P** Have a break. Have a KitKat.
- 5 **D** Well, Dad. I've decided which new car I'm getting.
- F** It's all right for some. When I was your age ...
- D** ... you counted yourself lucky to have a bike. And that was second-hand.
- F** Now, well, that's where you're wrong, Miss Smartypants. I was going to say that when I was 22, I couldn't even have afforded to insure a new car.
- D** Neither can I.
- F** Well don't expect me ...
- D** ... and I don't have to. Cos all new Ford Escorts now come with one year's free insurance, for anyone between 18 and 80. Which rules you out, anyway.
- P** See your Thames Ford dealer now, as offer ends soon. Free insurance, subject to age and status.
- F** Just like your mother. Always have to have the last word.
- D** No I don't.

7.11 Matchmakers

- KC** Well, let's talk about how it works, Aleeza. So, I come to you, and then what happens? How does it work?
- ABS** I would call myself a do-it-yourself matchmaker. My goal is actually to teach you almost to be your own matchmaker. A lot of people go into dating, and I've heard this too many times, where like: 'I'm just gonna be me and if they don't like who I am then that's fine, they don't have to like me.' I said, 'You know, would you walk into a job

- interview like that, or would you put your best foot forward and try to show your best self, right?'
- KC** And how different is this to how you approach things, Geeta?
- GK** I encourage my clients to actually be who they really are, but I also tell them that it's *not* a job interview, so when you go to meet someone, be natural! And I also encourage them not to ask typical questions ...
- KC** What's a typical question?
- GK** Typical question is, OK: Where did you study? Where did you do your education? You know, they've already been through their written profile.
- ABS** I would also say that instead of saying 'What do you do?' I like 'Why did you choose this field? Why – What do you love about what you do?'
- KC** Well, the fact that you both seem to coach your clients a little bit ahead of their dates – does that again not run the risk of them not being themselves? Aleeza?
- ABS** But there are people that are very shy, reserved, introverted, they have a hard time sitting there on a date, they don't know what to say or how to hold a conversation. So we do have to have conversations about conversations and how to navigate going through the dating process.
- GK** There's a slight difference in the way Aleeza and I work this out because all my clients, actually, I do know personally in the sense that I have met them. I don't know, Aleeza, do you know all of your clients? Or have you met them?
- ABS** I don't always work with both sides, sometimes I can and sometimes people are doing it on their own.
- KC** Geeta, you mentioned the moment the magic happens, but that magic does come at a price – how much do you charge for your services?
- GK** Uh, am I supposed to say this on radio?
- KC** Yes – please. Give us an idea of how it works and how much you charge, roughly.
- GK** OK so, when clients come to me and want to register with my consultancy, there's a charge of about 800 US dollars – and then if a match converts into a marriage then I charge what is called a 'success fee', which is about five and a half thousand dollars.
- KC** So that's a ... that's a lot of money.
- ABS** It's not so unusual in the matchmaking world – it's actually a very nice rate.
- KC** But, Geeta, very few people can afford those prices, though.
- GK** Yes, that's right.
- KC** Aleeza, when I come to you, how much are you charging?
- ABS** So I work as a coach and when I work with somebody it's \$150 an hour, but if I do make a match then it's a success fee of \$2,000.
- KC** Well, I have to say, just listening to you talk about the different rates across the market, I do feel a little bit uneasy.
- ABS** How expensive is divorce?!
- KC** Geeta, your husband, how did you meet him?
- GK** Well, mine was a completely arranged set-up. My mother sold me over a game of cards.
- KC** OK!
- GK** She was playing, actually, she was playing Mahjong with a friend of hers and she was talking to her and telling her 'I have a daughter and she needs to be married' ... and I was all of 20! This other lady said: 'Oh my sister has a son and, you know, they're looking out for a girl for him, and so why don't we get the kids to meet?' We met, and three weeks later to the day we were married.
- KC** Wow!!
- GK** So, we went out about three times, we didn't date, we just went out and he proposed to me and he