

EXTRAIT 4 : THE LURE OF VAMPIRES (2'24")

PRESENTER: Well, if U're not a teenager, U may not be interested to know that the latest in the *Twilight* saga movies opens tonight. It will undoubtedly do well, above all affirming now that vampire fiction is a genre of choice for... ubiquitous choice, really, from anything from horror to comedy to romance. Matt Haig* is an author, his latest novel, *The Radleys*, has vampire-related material in it; Jacqueline Simpson**'s *The President of the Folklore Society*, & also the author of the Penguin *Dictionary of Eng. Folklore*. Good morning to you both.

GUESTS: Good morning!

PRESENTER: I'm right, aren't I? We just seem to have more vampires now than we... we've ever had before. Why do U think that is, Matt Haig?

MATT HAIG: Well, I mean... They've alw. been here. We've alw. been obsessed w/ v. It seems to come in spikes, & there's definitely a spike at the moment. I think every age gets the vampire they deserve. At the moment, we've got abstaining, guilty sort of v. I think these themes of consumption, carbon guilt***, and debt worries in there as well...

PRESENTER: You're talking about the *Twilight* movies?

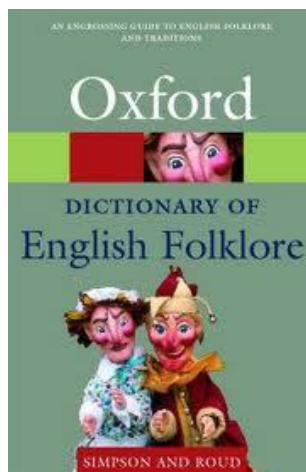
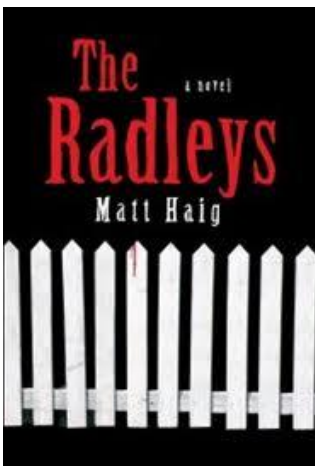
MATT HAIG: Yeah, obviously. No, I think teenagers are alw. into vampires b/c of a sort of inner turmoil they're going thru. They're trying to work out who they are in the world & it obviously appeals to their sense of being an outsider.

PRESENTER: Ah, right. JS, why do you think they are so popular @ the moment?

JACQUELINE SIMPSON: (Laughs.) Well, I am really quite bemused (with a... slightly French accent.) by it. All I can say is they seem to be getting steadily more beautiful & more glamorrrous w/ everrrry decade that passes. And more sexy. I mean what for Bram Stoker done quite a job of making Drracula sexy and arrisstocratic, wh/ is not what vampires orriginally werre, but Drracula is as nothing compared to the latest generation.

PRESENTER: No, they take their shirts off an awful lot, don't they? And they have hairy bodies, by and large, until they turn into v. Do you... do you like the films, JS, have U watched them, & do you like them?

JS: I'm affraid I haven't watched them. I'm rrather old-fashioned in the kind of v. I go for. I like the early medieval sort. The really grrruesome undead corpse that is all so stinky & nasty, & spreading plague wherever it goes!



Jacqueline Simpson

*** "**Carbon Guilt** – The guilt that comes from knowing that your mere existence is causing the world to be destroyed because of the carbon footprint you leave wherever you go." Source:

<http://www.alittlegreenereveryday.com/2008/02/green-term-of-week-carbon-guilt.html>

EXTRAIT 5 : ARTIFICIAL SWEETENERS (2'15'')

INTERVIEWER: So as we've heard there are [apps for weight loss](#), but way back in prehistoric, analog times – back in the 20th c. – companies promised a secret to slimming down w/ a technology of their time. & still today U find it in ev. café & grocery store: the artificial sweetener [AS]. If that's not sthg that U think of as technology, well, acc. to Carolyn de la Peña, the S is 1 of the 20th c.'s most significant technological advancements. Prof. de la Peña teaches @ Am. Studies Dept. @ the [Univ. of California Davis](#) [Humanities Institute]. Is the author of a new book called *Empty Pleasures: The Story of ASs, from Saccharine to Splenda*. Welcome to the program.

CD: Thank U for having me.

INTERVIEWER: And er... when do we mark the dawn of ASs?

CD: Well, ASs began with saccharine, wh/ was invented in the 1870s, but the dawn *for consumers* came in the early 20th c. when people found out that, quite unbeknownst to them, saccharine had been replacing sugar in a lot of carbonated beverages & canned foods. & it was actually part of that progressive era where consumers sort of revolted against impurities in the food – so it didn't start out well.

INTERVIEWER: But the pitch behind the AS was: "Use it, & you'll be slimmer, U'll look better."

CD: Right, so that actually occurred after saccharine appeared on the market the 1st time. So after WW2, when people had to find other forms of S when sugar was rationed, consumers began to experiment w/ things like honey, & saccharine was 1 of the things that people also used.

INTERVIEWER: Well, by the 1960s, people cd see a commercial like this one on TV – this was Coca Cola's sugar-free, as they say, saccharine-flavored, Coke substitute, pre-Diet Coke era, was called *Tab*.

COMMERCIAL: "Woman's voice (singing): Don't U want to have a good shape? He wants U w/ a good shape. Shape w. *Tab*. – Man's voice: *Tab* can help U stay in his mind. It's sugar-free & it tastes better than any diet cola."

INTERVIEWER: *(laughs)* For those of U who never understood why there was a counterculture in 1968, there's a commercial from those days, aimed at women!



"UC Davis is widely known for our specialties in agriculture, viticulture and enology, the biological sciences and veterinary medicine, and our teaching and research are grounded in a century-plus tradition of excellence that stretches across all of the disciplines."

[Source.](#)



The 3 major artificial sweeteners: *Equal, Sweet'N Low, and Splenda.*

EXTRAIT 6 : A NEW KIND OF RIDE

INTERVIEWER: Now this wd add a bit of extra spice to Ur walking holiday in the Lake District [LD]: climb a fell [= *hill or highland moor in the N of England*], eat Ur sandwiches, admire the views there, instead of tramping [= hiking] down the path again, U clip yourself onto the top of a mile-long zip wire, & enjoy a huge adrenaline rush while the Lakeland landscape whizzes by. Lake District planners will soon be considering proposals for what cd be – if it's approved – the 2nd longest zip ride in the world. Supporters say it wd pull in more tourists. Those not in favour say it wd turn the Cumbrian hills into a playground for adrenaline junkies. Our reporter Cath Graham lives in the LD, & she's been following the story. Where exactly wd the zip wire be, Cath?

REPORTER: Well, it's in the NW of the LD, & it wd go down the side of a fell called "Fleetwith Pike" on Honister Pass wh/ is between Buttermere and Durwentwater [= 2 lacs du *Lake District National Park*] – very beautiful, very popular area. It's the idea of Mark Weir – he runs the Slate Mine there - & if it gets the go-ahead, what U do is U go up to the top of the zip wire, on the fell top, & U wd speed Ur way down 1.2 kms to end up by the mine car park. It's a bit like one of those kind of wires U see on adventure playgrounds, but on a much bigger scale, & obviously you wd have an outstanding view on Ur way down.

INTERVIEWER: U wd really have an outstanding view, & are we talking ab/ some previously untouched landscape here?

REPORTER: Well, it's undoubtedly a stunning location, but it's also quite an industrial landscape in a way, There's been mining in these hills for more than 800 yrs, & U can see the relics of that past all around you. This zip wire wd act as an extension to an outdoor adventure attraction already running there – called the *Via Ferrata* [*literally: "iron way"*] – wh/ is a kind of safe introduction to rock climbing where U negotiate Ur way wearing a harness along a route using staples [*Fr. crampons*] – in the sides of the mountain there's footpegs [*Fr. marches en fer*] and handles [*Fr. mains courantes*]. And apparently the Victorian miners used a *Via Ferrata* like this to get home safely in the dark. What the Victorians *didn't* do, though, was what Mark Weir is hoping his adventures will do next, wh/ is cd get clipped onto a roller on the top of this enormous zip wire to get back down again, & he took me up the fell to give a better idea of how it wd work.

MW: Right, that's it, we're here. This is the top – or nearly the top of Fleetwith Pike.

REPORTER: What wd this wire be?

MW: Just a 20-mm black wire rope. & that wd just follow the contour of the mountain range right down to the buildings at the bottom.

REPORTER: And how fast do U think U wd get to?

MW: Well, that wd be relative to the weight that U are. But the range will be smtg b/e 40 & 70 mph.

[*Note: The plan was actually axed in September 2011, a few months after Mark Weir died in a helicopter crash – see [here](#) for instance.*]

