



Answers

1. **(00:00-00:53)** Who lived near to where the TED talk is taking place? What was his profession and what did he argue?
Adam Smith, who was a renowned Scottish economist. He argued that the measurement of a country's wealth was not just its gold and silver reserves, but the total of the country's production and commerce. This is now known as GDP (Gross Domestic Product).
2. **(01:24-02:30)** What are GDP's main flaws as a measurement of a country's success?
It measures the output of all work, but it doesn't measure whether this was fulfilling or worthwhile.
3. **(02:30-03:07)** What 2 things does Nicola say happened in the past decade, and what 3 challenges does she list for the future?
The two things that she lists which happened in the past decade were economic upheaval and growing inequalities. In the next decade the challenges will be the climate emergency, increasing automation and an ageing population.
4. **(03:38-04:56)** In 2008, Scotland founded the "Well-being Economy Governments" group with Iceland and New Zealand. What is the main aim of economic policy according to this group, and what questions do we ask when we focus on this aim?
The aim is collective well-being, how happy and healthy the population is, not just wealth. For this we have to ask: "What really matters in our lives?" / "What do we value in the communities that we live in?" / "What kind of country; what kind of society do we really want to be?"
5. **(04:56-05:15)** What problems do we address by asking these questions?
We address the alienation and disaffection from politics which is prevalent in so many developed countries across the world today.
6. **(05:17-05:38)** What are the exact words that Nicola says during these 21 seconds?
[\[see the next page for a transcript and mini accent guide\]](#)



Answer to Question 6 and Guide to Some Features of a Scottish Accent

Transcript of the video (05:17-05:38)

Key - Some differences between the Scottish accent and Standard English:

Red text	<p>The 'r' in the Scottish accent is very different to English accents.</p> <p>The 'r' that you can hear in the video is known as an 'alveolar tap', where the 'r' just taps the roof of the mouth behind the teeth. You will notice the 'r's very clearly in the video. Many English accents delete an 'r' before a consonant, but the Scottish accents keep all 'r's. This type of 'r' can be heard in Spanish, some Slavic accents, Korean and Japanese.</p>
Green text	<p>Words ending -ted, -ded, -ces, -ses have a long 'eee' sound</p> <p>This is a similar vowel sound to 'seas', 'trees'. For example, the word 'wanted' is pronounced 'wanteed'; and 'choices' is pronounced 'choiceez'</p>
Orange text	<p>'ay' sounds as in 'spaces' and 'range' are pronounced almost as a long 'e' sound</p> <p>This is written as 'ea'</p>
Blue text	<p>'t' replaced by a 'glottal stop'</p> <p>This occurs in many accents of the UK. When a 't' is at the end of a word or followed by a consonant, it sounds like it is simply deleted. However, it is replaced by a hard stop in the middle of the word called a 'glottal stop'. This causes a lot of difficulties for listeners to understand. There are not so many examples of this in the text below.</p>
Small text	<p>'filler' words such as 'are / to / a / can / of / for / from' are reduced to very quick sounds which are hard to hear. Each of these words contains some form of 'schwa' sound, which is a kind of lazy 'uh' sound. This occurs in all accents, including US accents. This lazy 'uh' sound is in fact the most common vowel sound in both British and American English. It is used also in formal and professional settings, and it is in fact essential to maintain the natural rhythm of the English language. This is used consistently in the text below. The only time it is not used is when Nicola pauses during the speech, as can be seen in the last line of the transcript below.</p>
Grey text	<p>The real transcript of the video</p>

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measure ourselves against. In those indicators, we've varied as income inequality, the
measure ourselves against. And those indicators are as varied as income inequality, the

happiness of children, access to green spaces, access to housing
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