

LESSON NOTES

Upper Beginner S1 #13

The Bargains are Yours if You Listen to this Japanese Announcement

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KANJI

1. アナウンス: 本日も101スーパーをご利用くださいます。誠にありがとうございます。
 ただ今より、午前のタイムセールを行います。
 毎週火曜日は乳製品がお買い得。
 バター、チーズは、30パーセント引き。
 ヨーグルト、牛乳は、40パーセント引き。
 ぜひ、お立ち寄りください！
2. お母さん: ...タイムセール？
 美咲、ここで、アイスクリーム食べて待っていてね。
 ママ、ちょっと、買って来るから。
3. 美咲: いってらっしゃい。頑張ってるね。

KANA

1. アナウンス: ほんじつもちまるいちスーパーをごりようくださいます。まことにありがとうございます。
 ただいまより、ごぜんのタイムセールをおこないます。
 まいしゅうかようびはにゅうせいひんがおかいどく。
 バター、チーズは、さんじゅうパーセントびき。
 ヨーグルト、ぎゅうにゅうは、よんじゅうパーセントびき。
 ぜひ、おたちよりください！
2. おかあさん: ...タイムセール？
 みさき、ここで、アイスクリーム たべて まって いて ね。
 ママ、ちょっと、かって くる から。
3. みさき: いってらっしゃい。がんばって ね。

ROMANIZATION

CONT'D OVER

1. ANAUNSU: Honjitsu mo ichimaruichi sūpā o go-riyō kudasaimashite, makoto ni arigatō gozaimasu.
Tadaima yori, gozen no taimu sēru o okonaimasu.
Maishū kayōbi wa nyūseihin ga okaidoku.
Batā, chīzu wa, sanjū-pāsento biki.
Yōguruto, gyūnyū wa, yonjū-pāsento biki.
Zehi, o-tachiyori kudasai!
2. O-KĀ-SAN: ... Taimu sēru?
Misaki, koko de, aisukurīmu tabete matte ite ne.
Mama, chotto, katte kuru kara.
3. MISAKI: Itterasshai. Ganbatte ne.

ENGLISH

1. ANNOUNCEMENT: Thank you very much for using 101 Supermarket today, as always.
From now, we will be having our morning limited time sale.
Every Tuesday, dairy products are a bargain.
Butter and cheese are thirty percent off.
Yogurt and milk are forty percent off.
Please be sure to stop by!
2. MOTHER: ...Limited time sale?
Misaki, eat your ice cream and wait here, okay?
Mommy's just going to buy some things.
3. MISAKI: Off you go. Do your best!

VOCABULARY

Kanji	Kana	Romaji	English
パーセント	パーセント	pāsento	percent, percentage
利用	りよう	riyō	use, utilization

タイムセール	タイムセール	taimu sēru	special offers available for a limited time (of the day)
立ち寄る	たちよる	tachiyoru	to stop by; V1
乳製品	にゅうせいひん	nyūseihin	dairy products
行う	おこなう	okonau	to perform, to do, to conduct, to carry out;V1
-引き	-びき	-biki	-off (price reduction) ;suffix
是非	ぜひ	zehi	certainly, by all means, please
より	より	yori	from
お買い得	おかいどく	okaidoku	bargain, good buy, good deal, best buy

SAMPLE SENTENCES

<p>消費税は7パーセントです。 <i>Shōhizei wa nana pāsento desu.</i></p> <p>The consumption tax is 7%.</p>	<p>毎日インターネットを利用しますか。 <i>Mainichi intānetto o riyō shimasu ka.</i></p> <p>Do you use the internet every day?</p>
<p>あそこのスーパーでは、6時からタイムセールが始まる。 <i>Asoko no sūpā de wa, roku-ji kara taimu sēru ga hajimaru.</i></p> <p>A special offers starts at 6 at that supermarket.</p>	<p>本屋に立ち寄ったら、先生に会った。 <i>Hon'ya ni tachiyottara, sensei ni atta.</i></p> <p>When I stopped by the bookstore, I met my teacher.</p>
<p>牛乳とチーズは乳製品です。 <i>Gyūnyū to chizu wa nyūseihin desu.</i></p> <p>Milk and cheese are dairy products.</p>	<p>明日、テストを行います。 <i>Ashita, tesuto o okonaimasu.</i></p> <p>You have a test tomorrow.</p>

<p>1000円引きのクーポンをもらった。 <i>Sen-en biki no kūpon o moratta.</i></p> <p>I got a 1000 yen off coupon.</p>	<p>是非、また会いましょう。 <i>Zehi mata aimashō.</i></p> <p>Let's meet again!</p>
<p>2時より会議を始めます。 <i>Ni-ji yori kaigi o hajimemasu.</i></p> <p>We'll start the meeting at 2.</p>	<p>これはお買い得です。 <i>Kore wa okaidoku desu.</i></p> <p>This is a great buy.</p>

VOCABULARY PHRASE USAGE

乳製品 (*nyūseihin*) "dairy products"

The first kanji 乳 (*nyū*) means "milk," and 製品 (*seihin*) means "product." In this lesson's dialogue, we saw a lot of words for typical *nyūseihī*, which are "milk products" or "dairy products." Here is a list of those names.

- チーズ (*chīzu*) → "cheese"
- バター (*batā*) → "butter"
- ヨーグルト (*yōguruto*) → "yogurt"
- 牛乳 (*gyūnyū*) → "(cow) milk"

買い得 (*kaidoku*) "good buy"

Kai is the *masu* stem of the verb *kau*, meaning "to buy," and the kanji 得 (*toku*) means "benefit" or "profit." When the kanji *toku* follows the *masu* stem of a verb, the [-t] sound becomes a [-d] sound, and the word *toku* becomes *doku*. When *-doku* follows the *masu* stem of a verb, it indicates that if you do that action, there will be some kind of benefit.

30パーセント引き (*sanjuppāsento biki*) "thirty percent off"

Pāsento is from the English word "percent," and *-biki* is a suffix that corresponds to "-off" indicating price reduction.

For Example:

1. 50パーセント引き (*gojuppāsento biki*) → "fifty percent off"
2. 100ドル引き (*hyaku-doru biki*) → "\$100 off"

GRAMMAR

The Focus of This Lesson Is Listening to an Announcement at a Supermarket.
 本日も101スーパーをご利用くださいますて、誠にありがとうございます。
Honjitsu mo 101 sūpā o go-riyō kudasaimashite, makoto ni arigatō gozaimasu.
 "Thank you very much for using 101 Supermarket today, as always."

In this lesson, you'll learn how to express one's gratitude in an extra polite manner by using the honorific verb *kudasaru*.

Honorific Verb *Kudasaru*, meaning "to Give"

Kudasaru is the honorific form of the verb *kureru*, which means "to give me something" or "to give something to someone in my in-group."

Formation

"English"	Dictionary Form	Honorific Form	Masu Form of the Honorific Verb
"to give(me)"	くれる <i>kureru</i>	くださる <i>kudasaru</i>	* くださいます * <i>kudasaimasu</i>

*Please note that the *masu* form of *kudasaru* is NOT *kudasarimasu* but *kudasaimasu*.

For Example:

1. "The president gave me this."

Formal	社長はこれをくれました。 <i>Shachō wa kore o kuremashita.</i>
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Extra formal	社長はこれをくださいました。 <i>Shachō wa kore o kudasaimashita.</i>
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2. "Could you pass me the salt, please?"

Formal

塩を取ってくれますか。
Shio o totte kuremasu ka.

Extra formal

塩を取ってくださいますか。
Shio o totte kudasaimasu ka.

Expressing One's Gratitude

In Beginner series Season 6 Lesson 7, you learned how to say "thank you for ---" using the [Verb; *te* form] + *kurete* + *arigatō gozaimasu* sentence structure. In order to make this structure extra formal, replace *kurete* with *kudasatte* or *kudasaimashite*.

Formation

- [Verb; *te* form] + *kudasatte* + *arigatō gozaimasu*
- [Verb; *te* form] + *kudasaimashite* + *arigatō gozaimasu*

**Kudasaimashite* is more formal and is preferred in formal announcements.

Sample Sentences

1. 教えてくださいます、ありがとうございます。
Oshiete kudasaimashite, arigatō gozaimasu.
"Thank you for letting me know."
2. ご来店 (して) くださいます、ありがとうございます。
Go-raiten (shite) kudasaimashite, arigatō gozaimasu.
"Thank you for visiting our shop."
3. ご協力 (して) くださいます、ありがとうございます。
Go-kyōryoku (shite) kudasaimashite, arigatō gozaimasu.
"Thank you for your cooperation."

*As you see in the second and third sample sentences, for *suru* verbs, we usually omit *shite*, and *o* or *go* precedes the noun describing an action.

Reference

Please also review the following Grammar Points.

- *zahi* ⇒ Beginner Season 5 Lesson 21
- *kureru* ⇒ Beginner Season 5 Lessons 19, 20

CULTURAL INSIGHT

What's *Taimusēru*?

Taimusēru or "time sale" refers to when certain items at a store are discounted for a limited period of time (often only minutes, sometimes hours). For example, in the dialogue, butter and cheese were thirty percent off, and yogurt and milk were forty percent off during the morning. This is most common at supermarkets and clothing stores. In some cases, the "time sale" will be announced through loud megaphones to attract the shoppers' attention.