
















Warming up

- A** Think about your five senses: hearing, sight, smell, taste, and touch. Then add at least one more word for each sense.

The Five Senses				
				
Hearing	Sight	Smell	Taste	Touch
loud quiet <i>noisy</i>	bright dark	strong sweet	bitter sour	rough soft

- B** Work with a partner. Take turns choosing one of the pictures and describing it. Can your partner guess which picture it is?

This feels very soft. It's a pet and ...

Is it a kitten?

This —

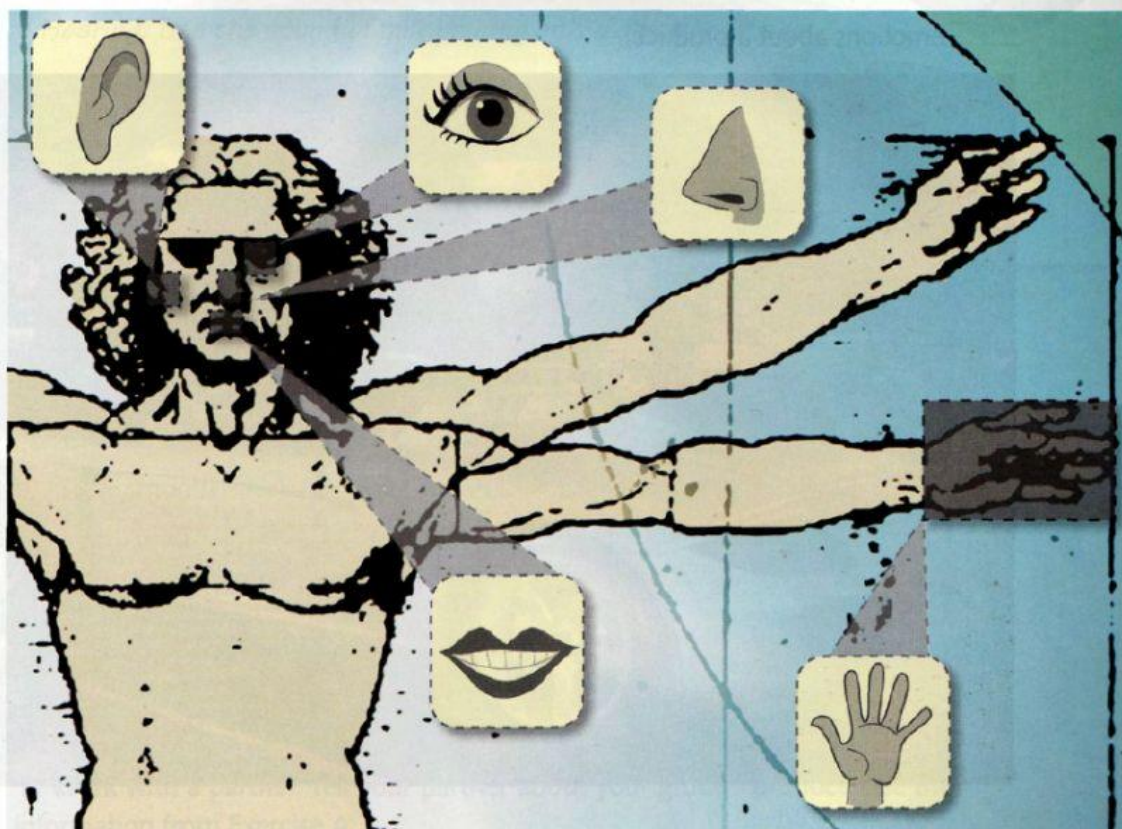
- sounds ...
- looks ...
- smells ...
- tastes ...
- feels ...

The five senses

INFERENCE

A Listen. Which sense is the speaker talking about? Number the senses from 1 to 4. Then write the words that gave you the hints. (There is one extra sense.)

- _____ hearing _____
 _____ smell _____
 _____ sight _____
 _____ touch _____
 1 taste food, sugar, salt



Source: Leonardo da Vinci's Vitruvian Man

DETAILS

B Listen again. Are the statements true or false? Check (✓) the correct answers.

- We often want to eat sweet foods after we exercise.
- Babies use this sense to recognize their mothers.
- This sense is stronger for humans than for dolphins.
- Humans use this sense the most.

true	false
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

The smell of money

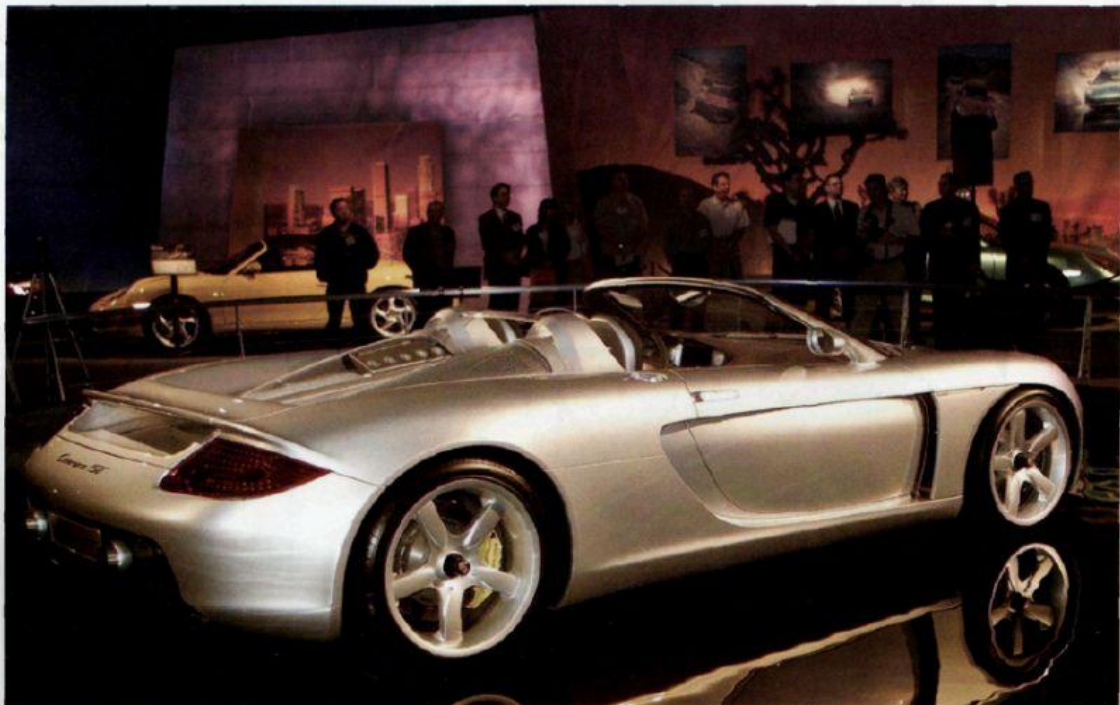
MAIN IDEA



A Listen. How can the senses affect shoppers? Number the items from 1 to 4.
(There is one extra item.)

by influencing ...

- ___ the decision-making process
- ___ ideas about the quality of a product
- ___ beliefs about brands
- 1 beliefs about the value of a product
- ___ emotions about a product



DETAILS



B Listen again. Circle the correct information.

1. The smell made people think the price was higher / lower.
2. Loud / Soft music sometimes helps stores make money.
3. Some companies require employees to wear certain hairstyles / uniforms.
4. Some car companies create a special sound for the car door / horn.

Sales sense

PREPARE

A Work in groups of four. Think of a product you would like to sell. On a separate piece of paper, write the name of your product and three ways you could use the senses to sell it.

Smooth Milk Chocolate

Sight: Use a bright red wrapper to make people feel happy.

Taste: Mix chocolate with unusual flavors like lemon and coconut.

Hearing: Use the sound of milk pouring into a glass in TV ads.



PRACTICE

B 1. Listen and practice. Notice the pronunciation of the vowel sounds.

/æ/ = brand	/ɔ:/ = soft	/e/ = sense	/ou/ = nose
/u:/ = smooth	/i:/ = sweet	/eɪ/ = taste	/ʌ/ = touch

2. Listen. Circle the words you hear.

- | | | |
|--------------------------|-----------------|------------------|
| a. shops / <u>shapes</u> | c. taste / test | e. eat / ate |
| b. store / star | d. fail / feel | f. shoes / shows |

SPEAK

C 1. Work with a partner. Tell your partner about your group's product. Use the information from Exercise A.

Our product is called Smooth Milk Chocolate.
We'll use a bright red wrapper...

2. Would you buy your partner's product? Why or why not?

I'd definitely buy Smooth Milk Chocolate.
I love lemon and coconut, and...