

# Sights and sounds

## 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 noisy	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.)

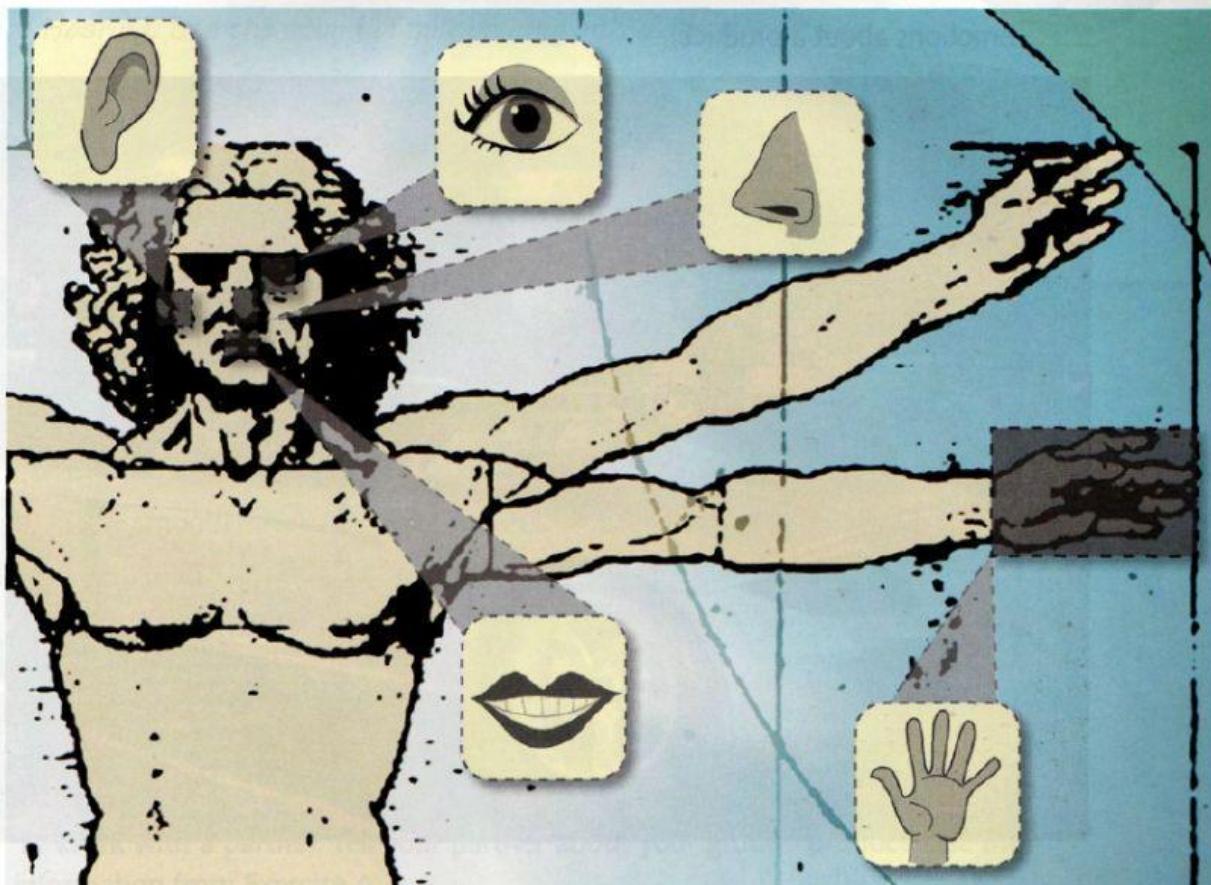
\_\_\_\_\_ hearing \_\_\_\_\_

\_\_\_\_\_ 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.

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

true      false

<input type="checkbox"/>	<input checked="" type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>
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## The smell of money

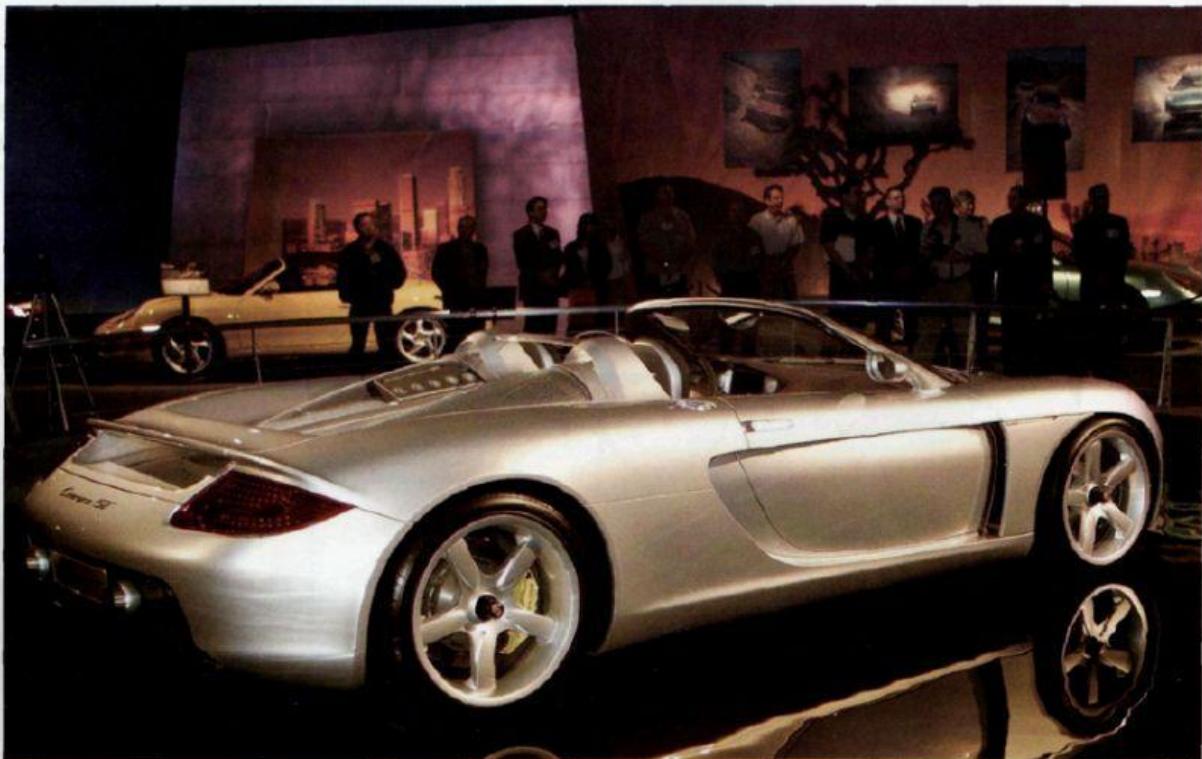
MAIN IDEA



**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
- 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

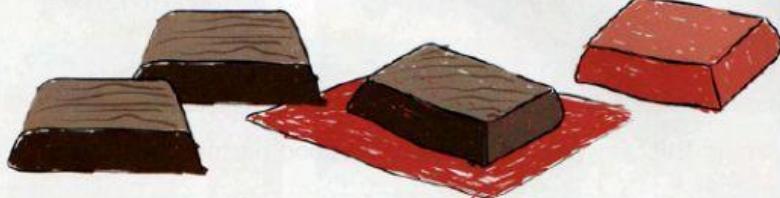
**A** Work in groups of four. Think of a product you would like to sell. On a separate piece of paper, write the name of your product and three ways you could use the senses to sell it.

## 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 /shapes/      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...