

Ted Talk: The 4 ways sound affect us bu Julian Treasure



A) Watch the first part of the talk (0.00 - 2.55) and complete the table with the correct words or phrases.

4 WAYS SOUND AFFECTS YOU	EXPLANATION	POSITIVE/NEUTRAL EXAMPLE	NEGATIVE EXAMPLE
physiologically	Sound affects our hormones	1.	Alarm Clock
2	3	4	Sad music
cognitively	5	Two versions of his voice	6
behaviourally	We move away from unpleasant sounds towards pleasant ones.	-----	7 8

B) Complete the sentences with these adjectives with the second part of the talk (2.55-)

4.10)

dramatic

dreadful

fast

hostile

inappropriate

powerful

1. Most retail sound is _____ and accidental, and even _____.
2. Sound has a _____ effect on sales.
3. Retailers are losing up to thirty per cent of their business with people leaving because the sound is so _____.
4. Music is the most _____ sound there is, because our recognition of it is _____.