

Sonic Seasoning listening

Listen and do the activities.

1) Complete with the missing word.

- a. The saying _____ means that food seems more desirable when it looks good on the plate.
- b. First, you see your favourite bacon sandwich, then comes its _____, quickly followed by the crunchy feel and salty taste as you take a bite.
- c. Now scientists are learning more about the power of another of our senses – _____ – and how affects our _____.
- d. In the UK, for example, the chocolate company, Cadbury, hired the London Contemporary Orchestra to _____ tunes symbolising each flavour of their Dairy Milk chocolates.
- e. After years studying how our brains _____, he believes sound plays a _____ in how we taste our food than we think.

2) Choose the correct option.

- a. Professor Charles Spence answers Mike Johnson's question saying that sounds contribute to perceiving food before / after we put anything into our mouth.
- b. Professor Spence believes that hearing sounds food makes while we eat, intensifies / improves the flavours of food in a psychological way.
- c. The food industry has discovered that sound has got / hasn't got a power to sell.
- d. An impulse buy is to buy something just because you see it / buy something because you had planned to.
- e. Customers linger because of a good restaurant atmosphere / money a restaurant makes.

3) Answer the questions.

- a. Which sound did the drinks company Singletons use to advertise their whisky?
- b. What is an onomatopoeia?

c. What's the meaning of "linger"?