Describing a product

Verbs, adverbs and adjectives

PRODUCT

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Advertising

Strategy

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Structure



Descriptive language

How to sound more natural

The six senses

Look, sound, taste, smell, feel and seem

Adjectives vs Adverbs

What's the difference

Nouns

Keeping things simple and avoiding 'of'

The right questions

What does it look like? vs How does it look?

Useful language

Language to describe a product

160,000

Number of adjectives in English





English is a language with a lot of words which means that if you want to describe something successfully you will need to expand your vocabulary.

But there is a delicate balance between integrating variety into your vocabulary and using words that are too fancy and rarely used by native speakers in casual conversation.

Descriptions

How to sound more natural



In English we usually use an adverb after a verb.

For example: They talked **quietly** after the kids went to bed.

However when we use look, smell, taste, feel, sound & seem we use an adjective.

Adverbs

When to use them

The six senses

Look, smell, taste, feel, sound & seem



There are six verbs in English that we use with an adjective.

- 1. The soup **smells** nice.
- 2. The cake tastes fantastic.
- 3. The painting **looks** incredible.
- 4. Beethoven's 9th symphony **sounds** amazing.
- 5. Be careful! It feels cold outside.





Adjective or Adverb

Adjective

It is a word that modifies a noun or a pronoun. In general, the purpose of an adjective is to describe a noun or pronoun by stating its characteristics or by providing more information about it.

Adverb

It is a word that modifies a verb, an adjective, a clause or even another adverb. In general, adverbs provide more information.



When to use an adverb

- 1. Words that explain how, when, or where
- 2. Words that end in -ly
- 3. Words that describe how you do the action





Adverb examples

- They carefully packaged the product.
- Maggie joyfully blew away the dandelion.

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• She has never forgotten a birthday.

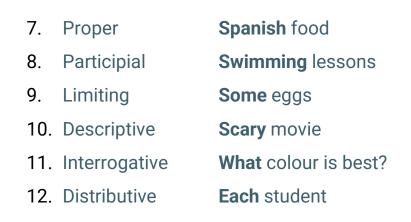
Some words can be an adverb and something else; tomorrow, fast, late...

Different types of adjectives

Understanding the differences

There are 12 types of adjectives in English.

1.	Comparative	bigger than
2.	Superlatives	the biggest
3.	Predicate	John is tall
4.	Compound	brand-new
5.	Possessive	My parents
6.	Demonstrative	This weekend



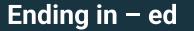




Adjectives that end in -ed generally describe emotions. They are used to tell us how people feel.

I was so **bored** in that lesson I almost fell asleep. He was **surprised** to see Lissa after all those years. She was really **tired** so she went to bed early.

Adjectives







Adjectives

Ending in – ing

Adjectives that end in -ing generally describe the thing that causes the emotion.

Have you seen that movie? It's really frightening!I could listen to Brian for hours. He's so interesting.I can't sleep. That noise is really annoying.

- ed vs - ing



- ed

annoyed bored confused disappointed excited interested surprised tired worried

– ing

annoying boring confusing disappointing exciting interesting surprising tiring worrying

Adjectives



PHRASE	SIGNIFICADO
This text is very confusing.	Este texto es muy confuso.
We were very embarrassed.	Estábamos muy avergonzados.
It is colder in Teruel than in Ávila.	Hace más frio en Teruel que en Ávila.
Bangkok is the craziest city that I know.	Bangkok es la ciudad más loca que conozco.
The movie was more boring than a night with your family.	La película fue más aburrida que una noche con tu familia.
What is the most exclusive hotel in the world?	¿Cuál es el hotel más exclusivo del mundo?
She has long, brown curly hair.	Tiene el pelo largo, moreno y rizado.
He was a chubby, hairy baby.	Era un bebe regordete y peludo.





How does it look?

What does it look like?

Understanding the difference

Two important questions



How does it ... ?

Used to described current characteristics.

E.g.

How does this Gazpacho taste?

It tastes like the one from Mercadona. It tastes too salty What does it ... like

Used to describe permanent aspects.

E.g.

What does Gazpacho taste like?

It tastes like tomatoes It tastes refreshing.

Joining nouns together



Understanding the three ways to join nouns





3 ways to join nouns

Saxon Genitive

Maria's house, Mike's experience, yesterday's meeting, January's profits

Noun + Noun

Team leader, tangible assets, credit card, bank account, training manager

Noun + of + Noun

A glass of wine, a kilometer of cable, the result of the merger The effect of inflation



The Saxon genitive ('s) indicates ownership and there are specific rules regarding when we use this.

Notice here that unlike the noun + noun structure, for the most part, the two nouns here do not combine to refer to one object.

Generally they refer to 2 different things, e.g. Monday's meeting.

Noun + 's + noun

The Saxon Genitive

The Saxon Genitive

Understanding when

The Saxon genitive indicates the possession and the owner.

eclap

Does the possessor refer to **people** or **time**? Yes? Then it **MUST** use the Saxon genitive.

Can you **personify** the possessor? Then you **may** use the Saxon Genitive

Is the possessor a thing?

Then it's not alive and therefore can't possess = no Saxon Genitive

Noun + 's + Noun

Example translations

People

- 1. La idea de Mike
- 2. La oficina del director
- 3. La llamada de Elaine

Companies

- 4. La reputación de BMW
- 5. El CEO de Tesla
- 6. Las oficinas centrales de la empresa

Mike's idea The director's office Elaine's call

BMW's reputation Tesla's CEO The company's headquarters



Noun + 's + Noun

Example translations

Short time expressions

- 7. La reunion del lunes pasado
- 8. La conferencia de este verano
- 9. Las cifras de enero
- 10. La entrevista de esta tarde

Last Monday's meeting

This summer's conference

January's figures

This afternoon's interview





Noun + Noun

The quickest and simplest way

- Used for everyday objects/concepts. 2 nouns combine to form 1 new thing
- Invert the word order when translating, e.g. jefe de equipo = team leader

For example, we could say 'the card I used to buy things on credit' but 'credit card' is much quicker and easier.

We could also say 'the towel that I take to the beach' but beach towel is a far more efficient way to express the idea.

Noun + Noun

Example translations

Figures & data

- 1. El margen de beneficios
- 2. El presupuesto de publicidad
- 3. Las cifras de producción

Places & Buildings

- 4. La fábrica de Cadiz
- 5. La planta de Logróno
- 6. La oficina de Londres

The profit margin The advertisting budget The production figures

The Cadiz factory The Logróno plant The London office



Noun + Noun

Example translations

Teams & posts/positions

- 7. El director de ventas de Europa
- 8. El equipo de servicio al cliente
- 9. Los miembros del equipo

Projects, processes, campaigns, systems

- 10. El proyecto de ingeniería civil
- 11. La campaña de relaciones públicas
- 12. El proceso de paz

The European sales director The customer service team The team members

The civil engineering project The PR campaign The peace process





- 1. Referring to a container and its contents
- 2. Units and measurements
- 3. Increases and decreases
- 4. Describing titles / organisations that are important



Noun + of + noun

Specific cases

Noun + of + Noun

Example translations

Referring to a container and its contents

- 1. el envío de muebles
- 2. un vaso de vino

Units and measurements

- 3. un kilo de arroz
- 4. mil kilómetros de cable

The shipment of furniture

A glass of wine

A kilo of rice

A thousand kilometres of cable



Noun + of + Noun

Example translations

Increases and decreases

- 5. el aumento de 3 puntos
- 6. una caída de 7%

Describing titles / organisations that are important

- 7. La junta directiva de la empresa
- 8. El presidente de España
- 9. La Cámara de comercio

the Board of Directors

The President of Spain

the Chamber of Commerce

the increase of 3 points

a fall of 7%





You could smell the ripe strawberries before you saw them, the fragrance mingling with the smell of the sun on the damp ground. It was the smell of June, of the delicious last of school."

-Robin Wall Kimmerer





Describing your product

- 1. Appeal to imagination
- 2. Seduce with sensory words
- 3. Use casual language and tone
- 4. Know your customers



Seduce the senses



Sight

Gloomy, dazzling, bright, foggy, gigantic

Smell

Pungent, rancid, flowery, fragrant, lip-smackingly

Touch

Itchy, crunchy, slimy, crisp, sticky, ice-cold

Hearing

Crashing, thumping, piercing, tingling, squeaky

Taste

Bittersweet, zesty, scrumptious, bitter, tantalising

Motion

Vibrating, turbulent, mindboggling, staggering, bumpy

Idioms with the senses



Turn a blind eye

To refuse to acknowledge something you know is real.

Smell something fishy

To detect something that isn't right.

To bite your tongue

To avoid talking



Thanks!

Does anyone have any questions?