



# Describing a product

Verbs, adverbs and adjectives

# Structure

## Descriptive language

How to sound more natural

## Nouns

Keeping things simple and avoiding 'of'

## The six senses

Look, sound, taste, smell, feel and seem

## The right questions

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

## Adjectives vs Adverbs

What's the difference

## 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 9<sup>th</sup> 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.
- 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   | <b>bigger</b> than  | 7. Proper         | <b>Spanish</b> food         |
| 2. Superlatives  | the <b>biggest</b>  | 8. Participial    | <b>Swimming</b> lessons     |
| 3. Predicate     | John is <b>tall</b> | 9. Limiting       | <b>Some</b> eggs            |
| 4. Compound      | <b>brand-new</b>    | 10. Descriptive   | <b>Scary</b> movie          |
| 5. Possessive    | <b>My</b> parents   | 11. Interrogative | <b>What</b> colour is best? |
| 6. Demonstrative | <b>This</b> weekend | 12. Distributive  | <b>Each</b> student         |

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

Ending in – ed



# 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



## Translations

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 frío 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 describe 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.

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

**Mike's idea**

**The director's office**

**Elaine's call**

### Companies

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

**BMW's reputation**

**Tesla's CEO**

**The company's headquarters**

# Noun + 's + Noun

## Example translations

### Short time expressions

7. La reunion del lunes pasado

**Last Monday's meeting**

8. La conferencia de este verano

**This summer's conference**

9. Las cifras de enero

**January's figures**

10. La entrevista de esta tarde

**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

**The profit margin**

**The advertising budget**

**The production figures**

### Places & Buildings

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

**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

**The European sales director**

**The customer service team**

**The team members**

### Projects, processes, campaigns, systems

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

**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

**The shipment of furniture**

**A glass of wine**

### Units and measurements

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

**A kilo of rice**

**A thousand kilometres of cable**

# Noun + of + Noun

## Example translations

### **Increases and decreases**

- |                           |                                 |
|---------------------------|---------------------------------|
| 5. el aumento de 3 puntos | <b>the increase of 3 points</b> |
| 6. una caída de 7%        | <b>a fall of 7%</b>             |

### **Describing titles / organisations that are important**

- |                                     |                                |
|-------------------------------------|--------------------------------|
| 7. La junta directiva de la empresa | <b>the Board of Directors</b>  |
| 8. El presidente de España          | <b>The President of Spain</b>  |
| 9. La Cámara de comercio            | <b>the Chamber of Commerce</b> |



**“ 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, mind-  
boggling, 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?