

SENSE		TITRE		TIMING	
		Soap-er Hero		 45 minutes	
AUTEURS		LES MOTS CLÉS		LANGUE	
Patrick Maillot Laurent Fabre		Chemistry, English, soap, making process		English	
NIVEAU		GROUPE D'ÉLÈVES		ÂGE	
B1		Lycée		16-17	
COMPÉTENCES					
•	Globale	•	Production Orale		
•	Comprehension Orale	•	Expression Écrite		
•	Expression Orale	•	Comprehension Écrite		
OBJECTIFS					
GENERAL OBJECTIVES		• Understand the chemical reaction of saponification			
PRAGMATIC OBJECTIVES		• Make artisanal cold-process soap.			
LINGUISTIC & LEXICAL OBJECTIVES		• Build lexical and grammatical mastery around sensory perception (focus: SMELL)To develop descriptive vocabulary in the studied language around the sense of smell (olfactory sense). • Use of injunctions and modals and simple present • Quantities (some, a little, ...) • Structures about security measures and risks (must/ be obliged to / Be required to / Ban to do/from doing / forbid to do) • Measures & weight vocabulary			
TECHNIQUES		Educational material • Olive oil • Caustic soda • Water • Essential oils • Chemistry materials and utensils			
RESSOURCES		A guide : how to make a custom-made soap			
ICT TOOL		YOUTUBE - CANVA (create posters) - ELEVENLABS (create voice) - AUDACITY (edit sound) - AUDIOJUNGLE (choose music) - LALA.AI(Ai creates music) CAPCUT (create movies)			

DESCRIPTION DES ACTIVITÉS		
Entrée	10'	Warm up https://www.youtube.com/watch?v=KXMAXMN_OUg Ad or Science?" How do ads play with our emotions, senses and reason? Objective: Activate critical thinking and product-related vocabulary. Procedure (10 minutes, advanced level): 1. Show a short advertisement for a soap brand (e.g. Dove, Lush, etc.). 2. Ask students: - o "What adjectives do they use?" - o "Do you think it's scientific or emotional language?" SOAPER HERO_Annexe 1
Le plat principal	35'	Activité 1 - Transition: "Now, let's make our own soap — not an ad, but a real chemical reaction!" Activity 1 Let's make our soap : Follow the 'recipe' or the orders of your teacher Mixture Preparation (20 min) 1. Pour the water into the beaker. 2. Add the caustic soda (lye) slowly (Warning: never the reverse!). 3. Mix slowly until completely dissolved. Caution: the reaction is exothermic, meaning it releases heat. Your beaker will be hot, so you must let it cool in a cold water bath (crystallizing dish with water). 4. Meanwhile, measure your oil mass and add it gradually, stirring gently. 5. Continue mixing until you achieve a "trace" texture (a bit thick, similar to mayonnaise). 6. Add a few drops of colorant and/or essential oil if desired. 7. Before adding: Choose the essential oil. Smell the pure essential oil and describe it using the Olfactory Lexicon in the annex. Is the fragrance strong? Subtle? Which family does it belong to? Floral? Woody? etc. 8. Pour the preparation into the mold. 9. Let it rest in the laboratory for 24 to 48 hours for the soap to harden. 10. After unmolding your soap carefully, which means with gloves! Then, let the soap dry for 4 to 6 weeks in greaseproof paper (=baking paper) before use (cure).
Travail à faire à la maison	5'	Activité 2 Homework – Assessment activity Lexical Box – Expressing Sensory, Emotional & Scientific Appeal (B2 Level) SOAPER HERO_Annexe 2
Devoir	30'	Activité 3 Final task explanation



Attribution: Original activity from Erasmus + LANSEN Project

Cofunded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

ÉVALUATION

Final Task – Create and Present Your Own Soap Advertisement

Objective: Use **emotional**, **sensory**, and **scientific** language to **design and promote** the soap you have created. Show that you understand **how ads persuade** through words, images, and emotions.

INSTRUCTIONS: You have made your own soap — now it's time to **sell it!**

Use your creativity, your senses, and your English skills to design an advertisement that **convinces** your audience.

Your ad must appeal through **smell**, **emotion**, and/or **science**.

SOAPER HERO_Annexe 4_Final Task_Instructions

SOAPER HERO_Annexe 3_Final Task_Assessment Grid_Accueil



Attribution: Original activity from Erasmus + LANSEN Project

ANNEXE 1

How do ads play with our emotions, senses and reason?

Visual & Sensory Impact • Which colours, textures or images are used? • Which senses are targeted (sight, smell, touch)?	
Vocabulary & Language Techniques • Which adjectives, verbs or slogans stand out? Do you spot any exaggerations, metaphors or repetition?	
Scientific or Rational Elements • Are there any ingredients or “scientific” claims? • How do these create a sense of trust or credibility?	
Cultural & Gender Messages • What kind of beauty or identity is shown? • What social or cultural values are promoted?	
Overall Strategy & Impact What makes the ad effective or manipulative?	



Attribution : Activité originale from Erasmus + LANSEN project

ANNEXE 2

LEXICAL BOX – EXPRESSING SENSORY, EMOTIONAL & SCIENTIFIC APPEAL (B2 LEVEL)

Sensory / Smell Vocabulary	Emotional / Persuasive Vocabulary	Scientific / Rational Vocabulary
fragrant / scented / aromatic / perfumed	appealing / captivating / seductive / enchanting	dermatologically tested / clinically proven / pH-balanced
subtle / delicate / lingering / refreshing	empowering / reassuring / uplifting / comforting	formula / active ingredient / compound / reaction
rich / creamy / smooth / silky / foamy	aspirational / luxurious / idealized / symbolic	tested under laboratory conditions / scientifically formulated
invigorating / intoxicating / soothing / pleasant	persuasive / manipulative / exaggerated / emotional	proven effectiveness / innovative / patented / sustainable
overpowering / faint / natural / artificial	evocative / nostalgic / romantic / authentic	natural extract / chemical-free / hypoallergenic / biodegradable

✂

LEXICAL BOX – EXPRESSING SENSORY, EMOTIONAL & SCIENTIFIC APPEAL (B2 LEVEL)

Sensory / Smell Vocabulary	Emotional / Persuasive Vocabulary	Scientific / Rational Vocabulary
fragrant / scented / aromatic / perfumed	appealing / captivating / seductive / enchanting	dermatologically tested / clinically proven / pH-balanced
subtle / delicate / lingering / refreshing	empowering / reassuring / uplifting / comforting	formula / active ingredient / compound / reaction
rich / creamy / smooth / silky / foamy	aspirational / luxurious / idealized / symbolic	tested under laboratory conditions / scientifically formulated
invigorating / intoxicating / soothing / pleasant	persuasive / manipulative / exaggerated / emotional	proven effectiveness / innovative / patented / sustainable
overpowering / faint / natural / artificial	evocative / nostalgic / romantic / authentic	natural extract / chemical-free / hypoallergenic / biodegradable



Attribution : Activité originale from Erasmus + LANSEN project

ANNEXE 3

ASSESSMENT GRID – Create an advertisement for your soap – CEFR LEVEL B1

Assessment criteria	Insufficient	Developing	B1 achieved	Very good B1	Points
Task achievement	The ad is incomplete or unclear.	The soap is presented, but some elements are missing.	The soap is clearly presented with a slogan and arguments.	The ad is complete, original and convincing.	/5
Vocabulary of the senses	Very little or inappropriate sensory vocabulary.	Some simple but repetitive sensory vocabulary.	Relevant vocabulary describes smell, texture and sensations.	Varied and precise sensory vocabulary creates a vivid impression.	/4
Persuasive content	No clear attempt to convince.	One simple argument is used.	Smell, emotion and/or science are used effectively.	Several persuasive appeals are combined successfully.	/4
Organisation and coherence	Ideas are difficult to follow.	Some organisation, but links are limited.	Ideas are clear and connected with simple linking words.	The message is well structured and flows smoothly.	/3
Grammar and accuracy	Frequent errors make understanding difficult.	Errors sometimes affect clarity.	Language is generally correct and understandable.	Structures are varied and mostly accurate.	/3
Visual presentation	The ad is difficult to read.	The layout is simple but understandable.	The ad is clear and attractive.	The design is creative and supports the message.	/1
				Total	/20