

## 2. Mouth to Ear

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You are at Joe's stag weekend and his brother  
puts something on the stereo.  
You like it and you ask him what it is: Khruangbin.  
Two days later, streaming it at work,  
you think Jon will like it. You will send him a message  
to say so. Word of mouth.

You are at Fuse and up on the steps  
of the second room talking to Al. Her voice  
is going. So you show her the trick  
Ana showed you when you were at Lux  
of pressing the tragus closed with your thumb  
(the little bit of lobe in front of the hole)  
then talking really close to the ear.  
Words are audible without  
that shouty blast. Having learnt it you don't understand  
why it isn't more widely done in clubs.  
It requires a degree of trust, you guess, getting  
hands up around faces. Mouth to ear.