A. INSTRUCTIONS

Read the paragraph. Match each **bold** word to its meaning. You will hear these words in the TED Talk.

Melissa Marshall believes that we **desperately** need great communication from our scientists and engineers. This is because scientists **tackle** some of the world's biggest problems—like climate change. While it is important for scientists to make everyone understand their work, Marshall points out that they must not **dumb down** their ideas. Scientists need to communicate their ideas without **compromising** them. Marshall also recommends that scientists use stories to **engage** us and get us excited.

**1.** making something weaker

**2.** to make something too simple

**3.** to form a connection with

**4.** seriously; urgently

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**5.** to deal with (a problem)

1. **What analogy does Marshall use?**

**a.** an animal

**b.** a fantasy story

2. **Why do you think she makes this analogy?**

**a.** to describe how unfamiliar the situation was for her

**b.** to describe how exciting the situation was

3. **What is the amazing new world that Marshall wants us to see?**

**a.** the ideas that scientists and engineers have

**b.** the lives of scientists and engineers

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C. Choose the advice that Marshall has for scientists and engineers.

| | |
|---|---|
| Show how science is relevant to non-scientists. | |
| Give demonstrations where possible. | |
| Avoid using jargon when speaking. | |
| Simplify ideas as much as possible. | |
| Don't use bullet points in presentations. | |
| Use less text and more visuals on slides. | |

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