

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

5. to deal with (a problem)

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**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

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

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| 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.       |  |