**Task 3.**

Read the article below about data presentation.

Choose the best word to fill each gap from A, B, C, D.

**Clear presentation of data**

The preparation and presentation of data is a common part of business life. In terms of preparation for meetings, it is essential to remember that it should be presented in a user-friendly way. That means it must be in a form to which members of the meeting can easily (1) ...................

"Never underestimate intelligence, but never over-estimate knowledge" is a good expression to remember in this context. Most people can understand the most complex information, (2) it is presented in a form they find accessible. Thus, all data should avoid jargon and use (3)...................... language. Written text should be presented in a way that will (4) .................... to the average reader. It should be prepared carefully, (5) .................. use of headlines, illustrations and photographs. Remember that the human eye sees a page as a picture. If the aim of a document is to be understood, it must be designed in a way that (6) ....... the reader comprehends it. This may seem an obvious point but many business people do constantly (7) it. Public companies are required by law to produce an annual report on their financial and other activities. These tend to be expensive, professionally-presented documents. However, research (8).................................that only about 5% of shareholders actually read and understand the content. The problem is that such accounts are often so complex that only the authors are (29) of following them. It's essential to remember that the point of any document is that it is fully accessible to the (30) reader.

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| 1 | A | associate | B | relate | C | join | D | unite |
| 2 | A | according | B | providing | C | depending | D | seeing |
| 3 | A | ordinary | B | usual | C | typical | D | frequent |
| 4 | A | appeal | B | interest | C | engage | D | attract |
| 5 | A | doing | B | putting | C | taking | D | making |
| 6 | A | convinces | B | confirms | C | ensures | D | allows |
| 7 | A | make over | B | overlook | C | put over | D | oversee |
| 8 | A | points | B | tells | C | indicates | D | informs |
| 9 | A | able | B | possible | C | skillful | D | capable |
| 1 | A | target | B | aim | C | goal | D | ambition |