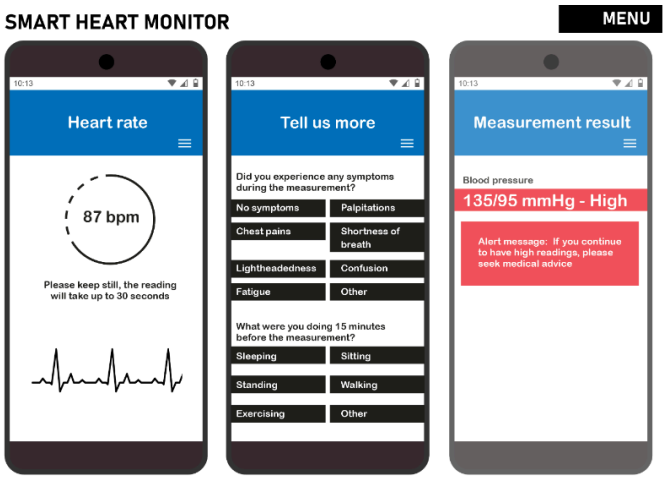
Reference 1 : 4 types of devices to monitor health and their apps



English	Science
Purpose: The app is designed to **inform** and **warn** users about their heart health. It's **functional**, **clear**, and **urgent** when necessary (example: the red alert message). **Audience**: General users — **non-medical people** who want to monitor their health at home. Notice how the language is simple, with **short sentences** and **commands** ("Please keep still", "seek medical advice"). **Language Techniques**: - **Imperatives** (commands) → "Please keep still," "Tell us more" → This gives **clear instructions** quickly. - **Use of color** → Blue for neutral information, **red for warning** — visual language to guide emotions. - **Concise** communication → No long explanations, because the app needs to work fast and under pressure. - **Formal and serious tone** → especially when talking about high blood pressure ("seek medical advice"). **Critical Thinking**: - The **design choice** (like the 3-step flow: measuring → asking symptoms → giving result) is very **logical**, supporting **user trust**. - There is a subtle **bias toward medicalization** — the app encourages users to rely on it and seek professional help if needed.	**Heart Rate**: - Measured in **beats per minute (bpm)**. - Normal resting heart rate for adults: **60–100 bpm**. Here it's showing **87 bpm**, which is **normal**. **Blood Pressure**: - **135/95 mmHg** is considered **high**. - **135** = systolic pressure (when heart pumps). - **95** = diastolic pressure (when heart rests). - Normal blood pressure should be around **120/80 mmHg**. **Technology**: - Likely uses **photoplethysmography (PPG)** — sensors detect blood flow changes under the skin. - Might combine with **oscillometric measurements** for blood pressure using pressure cuffs or similar tech. **Symptoms Monitoring**: - Tracking symptoms like **chest pain, palpitations, confusion** are early warning signs of heart problems (e.g., heart attack, arrhythmias). **Scientific and Technical Innovation**: - This app represents **innovation in mobile health (mHealth)**. - Reduces need for constant in-person doctor visits. - Early detection can **save lives**.

Synthesis

Scientific and Technical Innovation (Global Context):

- The **science** (measuring bpm and blood pressure) is made accessible and understandable through **English** language choices like simple sentences and clear warnings.

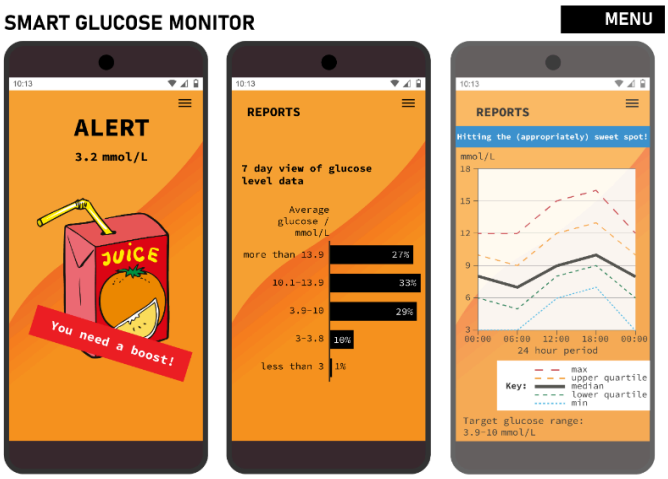
Without clear communication, even a smart technology like this could fail because users wouldn't know how to act on their results.

Interdisciplinary Understanding:

- Science provides the facts (heart rate, blood pressure).
- English frames the experience → It makes the app user-friendly, reliable, and emotionally sensitive (alert messages, color use).
- Together, they empower the user to make decisions about their health.

Innovation Connection:

- New technologies like these are transforming healthcare — this app is a scientific tool shaped by technical innovation in how it's presented and communicated.



English	Science
Purpose: This app is designed to **inform**, **warn**, and **support** people about their **blood glucose (sugar) levels**, especially useful for **people with diabetes**. **Audience**: Mostly **patients** managing diabetes — but notice how it's made *very friendly*, not scary (using cartoons like the juice box). **Language Techniques**: - **Visual Metaphor** → The juice box = **"boost" your sugar**. A friendly image to reduce panic. - **Urgent yet playful tone** → "You need a boost!" uses **casual** language instead of scary words like "danger," making it less stressful for the user. - **Color Coding** → Orange background (warm, energetic) helps users stay alert but not fearful. - **Statistics Simplified** → In the reports, the app gives **simple categories** and **percentages** — makes data more accessible. - **Charts with color codes and lines** → Easy to read patterns over 24 hours. **Critical Thinking**: - By mixing a **serious health issue** with **playful visuals and language**, the app keeps users engaged and not overwhelmed.	**Blood Glucose Levels:** - Normal target range = 3.9–10 mmol/L. - **3.2 mmol/L** (shown on alert) is low blood sugar — a condition called hypoglycemia. - Symptoms of **hypoglycemia**: dizziness, sweating, confusion, fainting — that's why the app tells the user to boost sugar immediately. **Diabetes Management:** - People with **Type 1 or Type 2 diabetes** have to constantly monitor sugar levels to avoid complications like coma or organ damage. - Managing glucose is about balancing **insulin, food intake, and activity levels.** **Technology:** - The device probably uses **Continuous Glucose Monitoring (CGM)** technology → **tiny sensors** under the skin measure sugar levels every few minutes. - Data is transferred to the app for real-time alerts and trend reports. **Scientific and Technical Innovation:** - Old method: blood pricking many times a day.

- Good example of **designing for emotional support** alongside functionality.	- New method: automated, real-time monitoring without pain, connected directly to smartphones.

Synthesis

Scientific and Technical Innovation (Global Context):

- The science (**continuous glucose monitoring**) is made accessible through language and **visual design** (cartoons, simple warnings, easy-to-read data).

Interdisciplinary Understanding:

- Science detects and records blood sugar changes.
- English communicates in a way that motivates action without overwhelming users.
- Together, they **empower users to manage health independently and comfortably.**

Innovation Connection:

- Not just the monitoring technology — also the communication style is innovative:
  → Using friendly visuals + simple language to keep patients calm but responsive.
  → Encouraging positive behavior change through user-centered design.

English	Science
Purpose: The app is meant to **inform users about their body composition** (not just weight!) — to **encourage healthy lifestyle** management. **Audience:** Mainly **fitness-focused individuals** or people tracking their health. Notice it's more detailed compared to the first two apps because the audience probably has more prior knowledge about fitness terms. **Language Techniques:**	**Body Composition Measurements:** - **Weight**: mass of the body. - **Body Fat Percentage**: proportion of fat in the body. Healthy range varies based on age and gender. - Muscle Mass: mass of muscles, crucial for strength and **metabolism**. - **Subcutaneous** Fat: fat stored under the skin. - **Visceral** Fat: dangerous fat around internal organs; high levels linked to **heart disease.**

- **Minimalist text** → just keywords like "weight," "muscle mass," "body water" — makes it clean and professional.
- Use of **symbols/icons** → Instead of heavy explanations, small icons next to each health factor simplify understanding.
- **Color Coding** → Green for "Standard" (good) and Red for "Low" (problematic) — universal colors for fast emotional reaction.
- **User Personalization** → Displays user name ("Sébastien") and tracks individual history → builds personal engagement.

Critical Thinking:

- It relies heavily on **visual summaries** rather than storytelling or emotional persuasion.
- Assumes a **motivated user** who will seek more information if they see something concerning (like low body water).
- Slight bias → It encourages users to constantly **compare to "standards**," which could have **psychological effects (effect on audience)** if not handled well.

- Body Water Percentage: important for cellular functions — **50–65% is normal** depending on gender and fitness level.

Technology:

- Likely uses **Bioelectrical Impedance Analysis (BIA)**:
  → A small electrical current is passed through the body to measure resistance.
  → Different tissues (fat, muscle, water) conduct electricity differently.

Scientific and Technical Innovation:

- Old method: doctors using **skinfold calipers and manual calculations.**
- New method: quick, **non-invasive, home-use technology** giving full body analysis through an app.

Synthesis

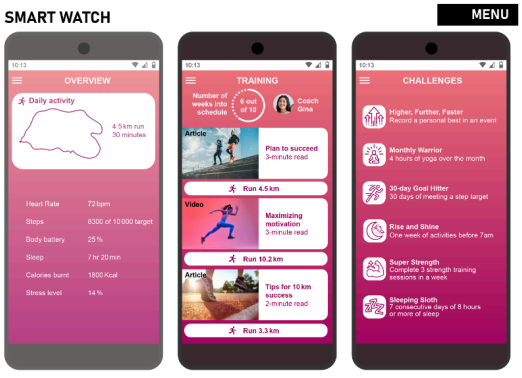
Scientific and Technical Innovation (Global Context):
The **science** (bioelectrical impedance, fat/muscle/water analysis) is **translated into daily use** through a **clear and minimalist app interface**.
Without the right language and presentation, users could feel overwhelmed by the complexity of body health measurements.

Interdisciplinary Understanding:

- Science **measures and tracks**.
- English **summarizes, categorizes, and emotionally guides** users (through colors and words like "standard" or "low").
- Together, they **make advanced health science available to non-expert users**.

Innovation Connection:
- The innovation is not only about the scales — it's about **how easily complex biological data is understood** and acted upon by everyday users.

Click on the image of the device to reveal the phone app.



English	Science

Purpose:
The app is aimed at **tracking physical activity** and **motivating users** to maintain or improve their fitness levels. It helps users track their **heart rate**, **steps**, and other fitness metrics like **calories burned**, **stress level**, and **sleep**.

Audience:
Fitness enthusiasts, **athletes**, or **health-conscious individuals** who want to track their progress and stay motivated to achieve fitness goals.

Language Techniques:
- **Simple and motivational language**: "Maximizing motivation," "Plan to succeed," "Rise and Shine." The use of action-oriented words encourages users to feel positive about their goals.
- **Personalized content**: The inclusion of "Coach Gina" gives a sense of connection and guidance. It also offers practical tips and challenges like "Super Strength" and "Sleeping Sloth."
- **Clear data presentation**: Data such as heart rate, calories, and steps are presented clearly in an easily digestible format. The goal is to show users their progress at a glance.

Critical Thinking:
- The **clear and straightforward language** allows users of various fitness levels to understand the information without feeling overwhelmed.
- The **motivational tone** encourages users to stay committed to their fitness journey. However, it assumes that users are already motivated and might not cater to those who struggle with consistency.

Physical Activity Tracking:
- **Heart Rate**: Indicates cardiovascular health. Monitoring it helps determine the intensity of physical activity and assess if users are in the ideal **fat-burning zone** or **cardio zone**.
- **Steps**: Directly related to the **daily physical activity** level. It's a basic but effective measure of how active a person is.
- **Calories Burned**: Tied to **energy expenditure** during physical activity. Helps users understand how much energy they're using compared to what they're consuming.
- **Stress Level**: High levels of stress can affect overall health and fitness. Monitoring stress can help users identify when they need to relax or adjust their lifestyle.
- **Sleep**: Crucial for **recovery** and **muscle repair** after exercise. The app tracks sleep, encouraging users to get sufficient rest for optimal performance.

Science Behind Tracking:
- The **technology behind heart rate tracking** typically uses **photoplethysmography (PPG)**, where light is shone onto the skin, and the sensor measures changes in the light reflection due to blood flow.
- **Activity monitoring** is based on **accelerometers** within the smartwatch, which detect movement and help calculate steps, distance, and calories burned.
- **Stress level** measurement might be linked to heart rate variability (HRV), which is a common indicator of stress. Lower HRV often correlates with higher stress levels.

Scientific and Technical Innovation:
- Traditional fitness monitoring used to require external devices (e.g., heart rate monitors), but now, smartwatches have combined multiple technologies into a **single, wearable device**.
- The **data-driven approach** allows for a deeper understanding of one's fitness and health, helping users make **data-backed decisions** on their lifestyle choices.

Synthesis

Scientific and Technical Innovation (Global Context):
The **science** of physical health is brought to **everyday life** through **wearable technology**. The watch doesn't just monitor fitness but also **uses advanced algorithms** to give actionable insights, driving users toward better health outcomes.

Interdisciplinary Understanding:
- The **science of heart rate, steps, and sleep** gives users insights into their health metrics.
- The **English aspect** of this app ensures users stay engaged with **motivational prompts**, simple instructions, and an easy-to-navigate interface.
- The **integration of challenges** like "Super Strength" and "Rise and Shine" makes it not just a tool, but also a **motivator** — this makes science practical and **relatable** to users.

Innovation Connection:
- The integration of **advanced fitness tracking** in a smartwatch format makes personal health monitoring easily accessible. This innovation is shaping how we approach fitness and wellness.
- **Data interpretation** in the form of accessible metrics and motivational challenges is a direct result of the ongoing progress in **scientific health tracking** technologies.

App	Tone	Innovation focus	Science focus
Smart heart monitor	Serious, clinical	Health risks alerts	Heart rate, blood pressure

			monitoring
Smart Glucose Monitor	Fun, playful	Monitoring glucose	Blood glucose analysis
Smart watch	Motivational, supportive	Fitness tracking + motivation	Heart rate, steps, calories, stress, sleep

Reference 2 : Video : where does my data go?

English	Science
Purpose: To **inform** and **warn** users about the **hidden risks** of mobile app data collection and privacy policies. **Audience**: General users , everyday people who use mobile apps without thinking deeply about what they agree to. **Language Techniques**: - **Formal, direct narration**: Serious tone builds **trust** and **urgency**. - **On-screen questions**: ("What are privacy policies?", "What about privacy settings?") → Forces the viewer to think critically. - **Powerful wording**: Words like *"giving up control," "worldwide permission,"* and *"even after deleting your account"* evoke **fear** and **concern**. - **Quotations**: Formal legal quotations sound official and serious, showing **how complicated** and **deceptive** the terms can be **Emotional shift**: ➔ Happy faces at first → confused and worried faces later = visual storytelling through facial expressions. ➔ Supported by the **slower background music** during serious moments.	**Big Data**: Apps collect huge amounts of user data like names, birthdays, health information, location, etc. **Privacy Policies**: Originally designed to **protect users** but now often give **corporations more rights** over the user's data. **Tracking Technologies**: - **GPS/location tracking** — companies can know where you are in real-time. - **Device cross-linking** — information is collected from all connected devices (phones, smart watches, laptops). **Data Persistence**: Even after deleting an account, **data can still remain** on servers, stored by companies. **Terms and Conditions**: Legally binding documents that users must agree to, often without fully reading, giving up **ownership and control** of their content. **Scientific and Technical Innovation**: - **Creation of mobile apps** that make health monitoring, social media, and transactions easier. - **Advances in cloud computing, data analytics, algorithms** to process and use personal data at a massive scale.

Synthesis

Scientific and Technical Innovation (Global Context):
Innovation has led to the development of smart devices and apps that **enhance daily life** — making communication, health tracking, and social interaction faster and easier.

But the video highlights the hidden side:
- While the technology is advanced and beneficial, it also **opens vulnerabilities** where personal data can be exploited.
- The **English techniques** (narration, emotional visuals, dramatic lighting, and urgent language) make the **scientific issues of data collection and privacy** clear and emotionally powerful.

Interdisciplinary Understanding:
- Science **provides innovation** (apps, GPS, cloud data).
- English **communicates** the **risks** (through emotional connection, storytelling, and powerful visuals).
- Together, they help users **understand that innovation must be managed carefully** to protect rights and freedoms.

Final Message:
Innovation must be **balanced** with **ethical considerations** — users should be aware of the **power they give up** when agreeing blindly to technology's terms and conditions.

Audiovisual techniques from reference 2 :

Technique	Example from the video	Effect
Overhead shot	Opening scene in the living room.	Establishes normal, everyday environment → shows how tech is casually part of life.
close-ups	man holding phone, woman with phone.	Focuses attention on the action: signing up, agreeing to terms. Creates personal connection.
Fade transitions	Between each major scene.	Smooth, thoughtful transitions → shows development of the story (from casual use to hidden dangers).
Lighting changes	Natural → Blue → Dark/Black lighting.	Blue = technology, Black = seriousness/danger. Lighting reflects emotional shifts.
On-screen digital effects	Web/network lines connecting devices, codes floating, globe with graphs.	Visualizes the invisible concept of *data flow* and *internet tracking*.
Split screens	Showing codes on top, diverse people below.	Shows duality: visible life vs invisible data tracking
Colour symbolism	Red = danger (tracking, deleted account), Green = accepted (even when bad for user), Bright at first but darkens	Colors guide emotional reaction: warning, danger, loss of control.
Icons and symbols	Lock, location points, balance scale, tick.	Symbolic visual language for privacy, control, approval, rights.
Facial expressions	Happy → concerned (diverse people).	Shows emotional shift: at first people are unaware, then they realize the risks.
Background music	Fast-chill at first → slows down → speeds up again.	Matches the mood: casual → serious → urgent → reflective.
Editing tricks	Transparent layers, floating codes, zoom in and zoom out on key terms.	Makes the tech world feel overwhelming and inescapable.

Reference 3 : 4 perspectives on data collection

English	Science
Structure and Format: The source is structured as four short monologues by different people. Each "speaker" has their **title** (e.g., App Developer, Teenage User), their **photo**, and their **individual experience**. This personal format creates an emotional and relatable tone. **Language Techniques**: - **First-person narrative** ("I use", "I have", "We have been struggling") — makes the experiences personal and authentic.	**Scientific Concepts Presented:** - Wearable Devices: Technology embedded in devices (watches, monitors) to collect real-time biometric data (heart rate, blood sugar levels, location). - Data Collection and Storage: Devices collect personal data that needs to be securely stored, processed, and sometimes analyzed for improvements. - Medical Monitoring: Continuous glucose monitoring (CGM) for diabetes, heart rate consistency checks for athletes, and real-time remote patient monitoring in healthcare.

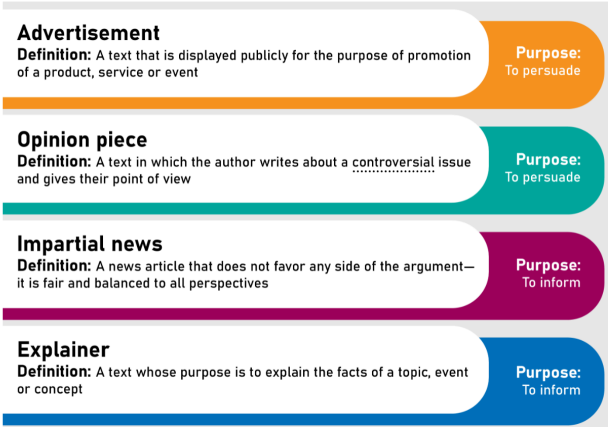
- **Positive diction** ("enhance", "improve", "keep me safe", "quality of life") — emphasizes the **benefits** of technology. - **Concerns and Doubts** are also included ("struggling to store data", "nervous about trusting technology") — creates a **balanced** view (not blindly optimistic). - **Technical terms** ("real-time health data", "location tracker", "heart rate monitor") — make the speakers sound **credible** and knowledgeable. **Audience effect**: - Builds **trust** by showing different users' voices (teenagers, seniors, professionals). - Encourages readers to **relate** or **reflect** on their own use of technology. - Shows that **technology has both opportunities and challenges**.	- Data Security Risks: Risk of data breaches if health/location data is not well-protected. **Impact on Healthcare Systems:** - Reduces hospital visits. - Gives patients greater independence. - Requires new IT infrastructures (e.g., hiring IT companies to help doctors handle digital data). **Innovation Challenge:** - Devices must be reliable (especially for health-critical situations). - Developers must handle massive amounts of sensitive data safely.

Synthesis

This source highlights how **wearable health technology** is not just a **scientific innovation** but also a **human story**.
Through the use of **first-person narratives**, the **English techniques** show **emotional engagement**: teenagers feeling safer, seniors trusting technology with health, and developers striving for better service.
At the same time, **scientifically**, the source demonstrates real **applications of data-driven innovation**, wearable devices improve life quality, but also create new **technical and ethical challenges** like **data security**.
Thus, the source connects **human experience** (language, emotions) with **scientific progress** (technology, data systems) under the global context of **Scientific and Technical Innovation**.

It teaches us that **innovation success** is not just about building new gadgets, it's about building **trust**, **safety**, and **practical value** for real people

Reference 4 : Journalistic text types



How we can possibly use this source in the exam

- In the English Section:
  - Quickly identify the type of text (Advertisement, Opinion Piece, Impartial News, or Explainer).
  - Then, link it to the language choices (is it emotional, factual, balanced, or persuasive?).
  - This will help you answer structure, tone, audience, and purpose questions easily and precisely.

- In the Science Section (Indirectly):
  - Understanding the type of text helps you judge if the scientific information is reliable or biased.

- For example, an impartial news article about wearable tech will be more scientifically reliable than an advertisement.

- During Synthesis:
  - When merging English and Science ideas, you can say that the text type affects how the audience perceives the scientific information.
  - (E.g., A persuasive ad might exaggerate the benefits of wearable devices, while an impartial news article would present scientific facts objectively.)

Advertisement	**Opinion Piece**
5 techniques that can be used for adverts Emotional Appeal → Connect to the audience's feelings — happiness, fear, love, excitement — to make them care about your product or message. Example: A charity advert showing smiling children after receiving help. Celebrity Endorsement → Use a famous person to promote the product or idea, making it seem more desirable and trustworthy. Example: A football player promoting a brand of shoes. Bandwagon Effect → Suggest that "everyone is using it" so you should too — people don't want to be left out! Example: "Join the millions who have already switched to our network!" Repetition → Repeat the product name, slogan, or key phrase several times to make it stick in people's minds. Example: "Just do it." (Nike repeating this slogan across many ads.) Shock Factor → Show something surprising, shocking, or unexpected to grab attention quickly and make your advert unforgettable. Example: Anti-smoking campaigns showing dramatic health consequences.	5 techniques used for opinion pieces Anecdote (Personal Story) → Start with a short personal story or real-life example to grab attention and make your argument relatable. Example: "When I first volunteered at a shelter, I saw how badly resources were needed..." Facts and Statistics → Use real numbers or facts to back up your opinion and make it stronger and more credible. Example: "According to UNICEF, over 130 million girls worldwide are out of school." Rhetorical Questions → Ask powerful questions that make readers think and guide them toward agreeing with you. Example: "How can we call ourselves a fair society if so many children go hungry?" Emotive Language → Use strong, emotional words to stir feelings like anger, hope, or urgency in the reader. Example: "It is heartbreaking to see abandoned animals suffer in silence." Counterargument and Rebuttal → Mention the opposite opinion briefly and then explain why it's wrong — this shows you've thought deeply and strengthens your argument. Example: "Some argue that online learning is just as effective, but studies show students miss out on key social skills."
Impartial news	**Explainer**
5 techniques used for impartial news Formal and Neutral Tone → Use calm, non-emotional language — avoid words that sound too positive or negative. Example: Instead of saying "the brilliant leader," say "the newly elected leader." Balanced Reporting → Present both sides of the story fairly, even if one side seems more popular. Example: "Supporters argue the law will boost the economy, while critics	5 techniques used for explainer Simple Language → Use clear, easy words — avoid complicated jargon unless you explain it. Example: Instead of saying "photosynthesis," you could first say, "the way plants make their food using sunlight." Step-by-Step Structure → Break down the process into small, logical steps so it's easy to follow. Example: "First, gather the ingredients. Then, mix them together..."

believe it may harm small businesses." Use of Verified Facts → Only include facts from reliable sources, not opinions or rumors. Example: "According to the World Health Organization, cases have dropped by 15% this month." Clear Attribution → Always say who said what — don't present opinions as facts. Example: "The mayor stated that new parks would be built by next year." Objective Headlines → Keep headlines factual, not sensational. Example: Instead of "Disaster Strikes Again!" use "Floods Cause Damage in Northern Region."	Examples and Analogies → Use relatable examples or comparisons to make tricky ideas easier to understand. Example: "Electricity flows through wires like water flows through pipes." Visuals or Descriptions → Mention diagrams, charts, or describe images to help the reader picture the idea. Example: "Imagine a tree with many branches — that's how the internet connects different devices." Answer Common Questions → Think about what someone new to the topic might ask, and answer those questions in your explanation. Example: "You might wonder: Why does bread rise? It's because of yeast creating gas bubbles."

Reference 5 : Advertising campaign

Video :

English	Science
Purpose: To **motivate** and **encourage** people to take small steps toward better health, emphasizing that **small actions** (like stepping on a scale) lead to **big health achievements**. **Audience**: Everyday users, especially beginners who are starting a fitness or health journey and might need **emotional encouragement**. **Language Techniques**: - **Repetition**: ➔ Phrases like "one small step" and "step by step by step" create rhythm and **reinforce the core message**. - **Motivational Messaging**: ➔ Positive reinforcement with scale messages ("Great start!", "Keep it up!", "You're really doing great!", "Nearly there!", "Great job!") keeps the user **feeling encouraged** throughout the journey. - **Symbolism**: ➔ Stepping on the scale = **symbol for beginning change**. - **Minimal Narration**: ➔ The narrator speaks little but meaningfully — showing that **actions** matter more than words. - **Historical Reference**: ➔ "One small step for man, one giant leap for mankind" links the idea of **personal achievement** to **something historically huge** (moon landing) — inspires big thinking even for small health goals. **Tone and Mood**: - **Hopeful, positive, determined** — music supports this by being calm, upbeat, and optimistic.	**Health Monitoring**: - Using a **smart scale** to track **weight changes over time** — key for fitness, weight loss, muscle building, or managing health conditions (like diabetes or heart disease). **Progressive Improvement**: - Small consistent actions (like stepping on a scale daily) contribute to **behavioral change** over time — a psychological and physiological principle. **Physical Activities shown**: - **Swimming, cycling, skiing, walking** → all aerobic activities that improve **cardiovascular health**, **muscle strength**, and **calorie burning**. - **Exercise science**: Regular activity boosts metabolism, improves body composition, and strengthens the heart and lungs. **Behavioral Science**: - **Positive reinforcement** (showing encouraging messages after small actions) is scientifically proven to **boost motivation and adherence** to fitness goals. **Scientific and Technical Innovation**: - Smart scales represent innovation in **health technology**, enabling people to **self-monitor** easily at home without needing doctors for every check-up. - Integration with apps allows tracking over time, showing **data trends** that help users adjust their habits scientifically.

- **Friendly and casual** tone — no technical language, very **accessible** for all use	

Synthesis

Scientific and Technical Innovation (Global Context):
Technology (smart scales and apps) translates scientific health tracking into daily routines through friendly, motivational communication.

Interdisciplinary Understanding:
- Science measures physical progress.
- English frames that progress in a **positive emotional way** (small steps lead to big dreams).
- Together, they lower the barrier for everyday users to **engage with health science without feeling overwhelmed.**

Innovation Connection:
- The innovation isn't just the scale → it's how the messaging motivates users to view their small health actions as meaningful.
- This makes scientific tracking emotionally sustainable, encouraging users to persist in their journey.

Poster :

English	Science
Slogan/Tagline: ➔ **"Even the biggest dreams start with one small step."** → **Inspiring, hopeful,** and linked perfectly to the small action of stepping on the scale. **Typography:** - Different font sizes → **"biggest" and "small" are highlighted** to show the contrast between dreams and actions. - Step-by-step graphic → uses footprint **symbols** → visualizes the theme of progress clearly. **Tone:** - **Friendly and motivating** — it's not heavy or technical, it's light and achievable.	**Smart Scale Reading:** - The scale shows **78 kg**, emphasizing precise tracking. - Visual communication that health progress is **measurable and scientifically accurate.** **Goal Setting and Tracking:** - The app screen visually shows milestones **("Great start!", "Keep it up!", "Nearly there!") → scientific principle of progressive goal achievement.** **Scientific and Technical Innovation:** - Integration of the scale with an app represents the convergence of **physical health science and digital technology.**

Synthesis

Scientific and Technical Innovation (Global Context):
Just like in the video, the poster uses emotional language ("dreams", "small step") to make scientific health monitoring (tracking weight and progress) seem hopeful and achievable.

Interdisciplinary Understanding:
- Science provides measurable data through the smart scale.

- English inspires action and motivates engagement through slogans and visuals.

Innovation Connection:

- Instead of making health tracking feel technical and boring, the innovation makes it emotional, simple, and motivational — inspiring sustainable healthy behavior through small daily actions.