

LÍNGUA INGLESA

Você lerá dois textos que tratam da influência da publicidade em diferentes aspectos da vida das pessoas.

INSTRUÇÃO: Responder às questões de 46 a 52 de acordo com o texto 1.

TEXTO 1

01 SACRAMENTO, CALIF. (REUTERS) –
02 Thursday, September 2nd, 1999.
03 California schoolchildren will no longer
04 learn their classroom lessons by counting
05 M&M's, calculating the cost of Nike tennis
06 shoes or pondering the benefits of Gatorade
07 drinks.
08 Under a new law signed by Gov. Gray
09 Davis Wednesday, product logos and brand
10 names will be banned from textbooks in
11 California – the first state in the nation to act
12 against overt advertising in schoolbooks.
13 The law prohibits product references in
14 textbooks bought with state money, unless
15 the state education board finds they are
16 needed for educational purposes or if they
17 appear incidentally in illustrations or pictures.
18 “I don't think our children should be
19 subjected to needless advertising”,
20 democratic Assemblywoman Kerry Mazzoni,
21 the bill's author, said in a telephone
22 interview.
23 Mazzoni introduced the bill after a parent
24 approached her about his child's math
25 textbook, which was filled with references to
26 products such as Gatorade drinks, M&M
27 candies and Oreo cookies.
28 One math textbook, for example, asked:
29 Bob is saving his allowance to buy a pair of
30 Nike shoes that cost \$68.25. If Bob earns
31 \$3.25 a week, how many weeks will he need
32 to save?”
33 “That is very typical of one example,” she
34 said.
35 Most of the product examples were found
36 in word problems in books at a wide range of
37 levels, Mazzoni added. The state Board of
38 Education has had a policy against such
39 references since 1997, but enforcement has
40 been lax.
41 Although the publisher maintained it used
42 the product examples to make lessons more
43 relevant and did not receive money for
44 including them, Mazzoni said textbooks were
45 no place for advertising – whether intended
46 or not.

46) The aim of the text is to

- A) alert children to avoid products such as M&M's, Nike and Gatorade.
- B) exemplify the product logos for each brand name.
- C) show the benefits of products such as Gatorade drinks, M&M candies and Oreo cookies.
- D) inform the reader about the new law that bans brand names from textbooks.
- E) justify the inclusion of product references in Math textbooks.

47) The text **does not** offer information to answer the question

- A) What are the benefits of Gatorade drinks?
- B) Who signed the new law that bans advertising from school books?
- C) Which textbooks cannot present product references?
- D) Which year has the California Board of Education prohibited product references in schoolbooks?
- E) What was the justification given by the publisher of a math book?

48) According to the text it is **not** correct to say that

- A) if advertising appears incidentally in textbooks, the State Education Board may permit its presence.
- B) the bill's author affirms that California schoolchildren should not be subjected to needless advertising.
- C) one parent showed his child's math textbook to the Democratic Assembly woman.
- D) the publisher of a Math textbook claimed that his company is not being paid for including advertising.
- E) other states in the USA will soon prohibit the presence of product logos and brand names in school books.

49) Check the pair of words that **do not** relate to in meaning

- A) counting (line 04) – calculating (line 05)
- B) banned (line 10) – prohibits (line 13)
- C) product references (line 13) – advertising (line 19)
- D) said (line 21) – maintained (line 41)
- E) earns (line 30) – save (line 32)

50) The word "bill" (line 21) is used in the text with the same meaning as in

- A) "I found a ten-dollar bill in the bus yesterday".
- B) "The new bill against smoking in public places has not been enacted yet".
- C) "You are prohibited from posting bills on this wall".
- D) "As a dramatic novel this book fills the bill".
- E) "He presented a bill half the price the other specialist did".

51) The correct active voice for the sentence "*Most of the product examples were found in word problems in books*" is "People

- A) will have found most of the product examples in word problems in books".
- B) found most of the product examples in word problems in books".
- C) will be finding most of the product examples in word problems in books".
- D) had been found most of the product examples in word problems in books".
- E) had found most of the product examples in word problems in books".

52) The correct indirect statement for the sentence

"I don't think our children should be subjected to needless advertising" said Ms. Mazzoni

is "Ms. Mazzoni said she

- A) doesn't think their children should be subjected to needless advertising".
- B) has not thought their children should be subjected to needless advertising".
- C) would not think their children should be subjected to needless advertising".
- D) will think their children should be subjected to needless advertising".
- E) thinks their children should be subjected to needless advertising".

INSTRUÇÃO: Responder às questões de 53 a 60 de acordo com o texto 2.

TEXTO 2

Couple Sells Ads to Pay for Wedding

01 Monday, August 16, 1999 (Reuters) – Talk
02 about a marriage of love and money.

03 Tom Anderson and Sabrina Root paid for
04 their \$14,000 wedding this weekend by
05 selling advertising space at the ceremony
06 and reception.

07 Everything from the wedding rings to a
08 week at a penthouse in Cancun, Mexico,
09 were donated after Anderson got 24
10 companies to sponsor the nuptials in
11 exchange for having their names appear six
12 times from the invitations to the thank-you
13 cards.

14 Anderson, 24, a bartender, spent his own
15 money for his wife's \$1,400 engagement ring
16 while Root, 33, a hair stylist, paid \$1,600 for
17 the dress.

18 The groom got the idea of corporate
19 sponsorships while working in a small
20 struggling animation studio that often had to
21 barter for services.

22 "So I was in a sales mode, and I got to
23 thinking", he told the Philadelphia Inquirer,
24 which ran a photo of the couple sitting among
25 their corporate-sponsored wedding "gifts" in
26 its Sunday edition.

27 The bride's perfume came from a local
28 distributor, and coffee was provided gratis
29 from a neighborhood supplier.

30 Advertisers had their names appear on the
31 invitations and thank-you cards, on cards at
32 the buffet, on scrolls at the dinner table, in an
33 ad placed in a local independent newspaper
34 and in a verbal "thank you" that followed the
35 first toast.

36 The Inquirer said the groom had bought
37 two addresses on the Internet's World Wide
38 Web, namely: sponsoredwedding.com and
39 weddingssponsors.com.

53) Assinale a alternativa correta em relação ao conteúdo do texto.

- A) Tom e Sabrina gastaram tudo que tinham na festa de casamento.
- B) Tom e Sabrina adoram ganhar dinheiro.
- C) Somente o anel de noivado e o vestido não foram patrocinados.
- D) O noivo é fotógrafo e trabalha em um bar.
- E) Tom e Sabrina casaram em um domingo.

54) As companhias patrocinadoras da festa exigiram que

- A) a foto dos noivos fosse publicada no jornal.
- B) os nomes das empresas fossem divulgados seis vezes.
- C) a cerimônia fosse transmitida na Internet.
- D) o romance seja transformado em um filme de animação.
- E) as despesas não ultrapassassem quatorze mil dólares.

55) According to the text it is correct to say that

- A) the ring is as expensive as the dress.
- B) most gifts were given by the sponsors.
- C) Sabrina's reception was more expensive than Tom's.
- D) Sabrina is the oldest person at the wedding.
- E) Sabrina is older than Tom.

56) The word that best describes Tom and Sabrina is

- A) ungrateful.
- B) party-loving.
- C) romantic.
- D) dreamy.
- E) businesslike.

57) The word "groom" (line 18) can be substituted by

- A) couple.
- B) bride.
- C) hair stylist.
- D) bartender.
- E) advertiser.

58) The word "which" (line 24) can be substituted by

- A) that.
- B) who.
- C) whose.
- D) where.
- E) when.

59) The word "while" as in "while working in a small struggling animation studio (lines 19-20) is used in the text with the same meaning as in

- A) I watched the show a **while** ago.
- B) Sabrina is blonde **while** Tom is redheaded.
- C) **While** she knows he's not rich, she still wants to marry him.
- D) I met her **while** I was studying at PUC.
- E) We haven't seen them for a **while**.

60) Choose the alternative that best completes the sentence:

"Today's issue of The Inquirer _____ that another couple wants to have their wedding sponsored. It also _____ a photo of them".

- A) says – runs
- B) say – run
- C) said – running
- D) saying – ran
- E) says – running

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