

INGLÊS

Responda a todas as perguntas EM PORTUGUÊS

13. Leia a propaganda abaixo e dê um significado para *deceiving*.

GO AHEAD,
MEASURE IT:

THE STAR IS NOT
CLOSER
TO THE TOP OF
THE TRIANGLE

Your eyes are deceiving you
at this very moment. Perhaps now is a good
time to talk to you about your organization?

Our approach isn't based only on what we see, but what we know, and how we apply that knowledge.

MANAGEMENT CONSULTING
TECHNOLOGY AND PRODUCT DEVELOPMENT
ENVIRONMENTAL, HEALTH, AND SAFETY CONSULTING

Arthur D. Little

Leia o texto abaixo e responda às questões 14, 15 e 16

Toxic Feeding Frenzy

Genetically-engineered microorganisms that devour toxic wastes and oil are being touted as the solution to a variety of environmental problems, but the government is reluctant to let them out of the laboratory until scientists come up with a proven method of controlling their spread. The best method

researchers have devised so far is a “suicide gene” system that signals a microbe to kill itself once its mission is completed. These genes will be engineered to degrade toxic substances such as toluene and xylene in the soil.
— *Popular Science*

14. Qual seria a função desses microorganismos produzidos através da engenharia genética?
15. Por que razão a utilização desses microorganismos não passou da fase experimental?
16. Qual a solução proposta por pesquisadores para que o uso desses microorganismos se faça sem problemas?

As questões 17 e 18 dizem respeito à propaganda abaixo:

NATIONAL CENTER for FAMILY LITERACY

One in five American adults cannot read well enough to understand this ad.

That's why the National Center for Family Literacy is currently behind literacy programs for families in over 1,000 communities across America. But there is much more we need to do.



We urge you to write the National Center for Family Literacy, Waterfront Plaza, Suite 200-B, 325 West Main Street, Louisville, Kentucky 40202-4251, for information on how to support family literacy. Or call (502) 584-1133 ext. 33.

If we, as a nation, can achieve full literacy, then we achieve anything.

**To 12 million adults this is an ad about a dog.
Actually, it's an ad about literacy.**

.. .. .

WE ARE GRATEFUL TO THIS PUBLICATION FOR SUPPORT IN PRINTING THIS AD.



12 BUSINESS WEEK/ MARCH 20, 1995

17. O texto da propaganda acima estabelece um contraste entre dois tipos de público. Que tipos de público são esses?
18. Explique a afirmação contida na chamada da propaganda:

TO 12 MILLION ADULTS THIS IS AN AD ABOUT A DOG.

nutritionnews

How many *insects* are in your *popcorn*?

The FDA says it's okay to eat some insect fragments, a few rat hairs and mammalian excreta along with your food *by Maggie McComas*

At last, a calm evening on your own. Nothing to do but settle in with a bowl of munchies and a favorite video. Yet despite the quiet, you are not alone. Little critters, probably so small as to remain unseen, are with you. They may not actually be alive — or even complete. We're talking insect body parts, and in some cases, related matter — you know, ummm, *body wastes*.

Most of us are well aware of the possible lethal contamination that may lurk in raw oysters or undercooked chicken, but that's just the tip of the iceberg. There are plenty of other contaminants, or, as the bureaucrats would prefer to call them, "defects," in most processed foods. These little bits of grasshopper or excreta or rodent hair are so common, in fact, that the Food and Drug Administration (FDA) regulates exactly how much of each is allowable. It sets ceilings, or "action levels," for these defects that appear to be amazingly arbitrary. Reading them you might think scientists had determined that some foods are rendered inedible by just a few grasshopper parts while others are perfectly healthful in spite of a few maggots. For example:

Popcorn Two rodent hairs (or 20 gnawed grains) per pound

Frozen broccoli 60 aphids per 3½ ounces

Tomato juice 10 fly eggs (or five fly eggs and one maggot) per 3½ ounces

Brussels sprouts 30 aphids per 3½ ounces

This means, folks, that if there are 29 aphids per 3½ ounces of brussels sprouts, the FDA is willing to certify that they're okay for you to eat. But 30 aphids are another matter. You say you never eat brussels sprouts anyway. Well, what about fig bars? The FDA's action level for fig paste stands at 13 insect heads per 3½ ounces. Does this mean that a mere dozen little skulls may have rolled into each package of Fig Newtons you consume? Or take infested peanut butter, please, which will sound the FDA alarm bells with 30 or more insect fragments per 3½ ounces. Since that amount makes a nice thick peanut-butter-and-jelly sandwich, any serious peanut-butter addict might wind up consuming thousands of fragments a year. What exactly is a fragment, anyway? Is the head of a grasshopper a fragment? Perhaps the entire grasshopper body is a fragment. Why not switch to chocolate-covered ants as the snack of choice? At least you'd know which fragment of what critter you are eating.

Self, June 1995

19. Caracterize o clima criado pelo início do texto e seu papel no artigo.
20. Qual a opinião da autora sobre os critérios utilizados pelo FDA para determinar a quantidade de partes de animais tolerada nos alimentos?
21. Por que, no final do texto, a autora pergunta: *Why not switch to chocolate-covered ants as the snack of choice?*

Leia o texto abaixo e responda às questões 22 e 23:

THE BREWING OF THE KOBE EARTHQUAKE

The earthquake that devastated Kobe last January could have been predicted, Japanese scientists say, by monitoring of one of the country's most valued resources: the clear mineral water used to brew the rice drink *sake*.

Two studies recently published in *Science* proposed that the clues lay in chemical changes in the

groundwater.

In one study, Urumu Tsunogai and Hiroshi Wakita of the University of Tokyo analyzed 72 bottles of mineral water that had been collected near Kobe before the earthquake, bottled and dated for use as drinking water and for brewing *sake*. The scientists found that chlorides and sulfates in the water increased steadily from

August 1994 and peaked just before the earthquake.

In another study, George Igarishi of Hiroshima University and colleagues reported that the concentrations of radon gas in a well being monitored near Kobe peaked nine days before the earthquake at a level more than 10 times higher than they were in October 1994.

According to the researchers, such fluctuations in the chemistry of groundwater might reflect the buildup of stress in the crust. Thus they might serve as predictors of a quake.

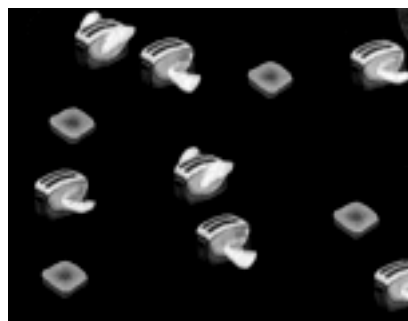
— Alexandra Witze

EARTH, October 1995

22. *Brewing* é um processo de fermentação utilizado para fabricação de bebidas como cerveja e saquê. No entanto, no título, *brewing* não se refere a saquê. Explique o uso metafórico desse termo no título do texto.

23. Em que se basearam os estudos dos cientistas japoneses, cujas conclusões são apresentadas no texto?

24. A partir da leitura do texto abaixo, responda: em que consiste a polêmica entre **Berkeley Systems** e a banda de rock **Jefferson Airplane**?



You Be the Jury

Who invented flying toasters? Berkeley Systems sells a popular bit of software, a computer screen saver featuring winged toasters, above. But a once-popular rock band, the Jefferson Airplane, used similar objects in 1973 on the album cover of "Thirty Seconds Over Winterland," left. The band is now suing the software company over use of the image.

SKATER: CHARLIE SAMUELS FOR THE NEW YORK TIMES. JEFFERSON AIRPLANE: GRUNT/RCA RECORDS

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