

Inglês

Texto I

The Language Of Life

05 *I know you'd rather talk instead about the things inside your head, but everything, everything that I overheard, tells me you just don't have the words. Cause you never learned to speak the language of life, and here you are a grown man who can't talk to his wife. And the children you don't understand.*

10 *You think you've come on pretty far, still got the job, the house and the car. But there's one thing, one thing that you never get – a grip on life's sweet alphabet. Cause you never learned to speak the language of life, and here you are a grown man who can't talk to his wife.*

15 *And when things get out of hand, and the kids you don't understand – love is a foreign land. Over words you have no command, you have no command.*

20 *But it's not that you don't care – admit it baby, and you're half way there. Cause you know, you know that you feel much more than you ever have the words for. Cause you never learned to speak the language of life, and here you are a grown man who can't talk to his wife, and the children you just don't understand.*

Written by Ben Watt & Tracey Thorn

Sung by Everything but the girl

Questão 46

Text I presents the following theme:

- (A) love in family relationships
- (B) acquisition of expensive goods
- (C) control over children education
- (D) management of financial problems

Questão 47

The tone of the text is:

- (A) critical
- (B) ironical
- (C) satirical
- (D) nonsensical

Questão 48

"I know you d rather talk instead (...)" (verse 1).

The underlined expression indicates:

- (A) advice
- (B) preference
- (C) permission
- (D) comparison

Questão 49

O trecho introduzido pelo travessão em "*- a grip on life's sweet alphabet*" (versos 9 e 10) tem a função de:

- (A) listar
- (B) deduzir
- (C) comentar
- (D) especificar

Texto II

Health alert

05 **I**T SEEMS AS IF the morning paper and the TV evening news, every day, have stories about a new health study or finding. Red wine does, or red wine doesn't, help in lowering cholesterol. Drink more milk. Increase daily calcium intake. Increasingly, over-the-counter healthcare brands are taking the news to heart quickly, and adding such information to their advertising.

10 As long as folic acid is listed on the approved label of American Home Products Corp.'s Centrum vitamins, for example, then Centrum ad copywriters can grab hold of the latest study and write, "may help reduce homocystine levels in the blood. . . ." And executives in the field seem to agree that the news elements add to a brand's message and "legitimize OTC drugs." But there are two dangers
15 here for advertising.

One is the negative ads that often result, when one brand decides to advertise *against* another by citing the absence of the ingredient du jour in a rival's product, or some side effect or consumer risk with that brand. While the tactic may provide a sales boost for the advertised brand, it
20 also casts doubt overall and registers negatively for the industry. Confronted by confusing, changing claims, consumers can start questioning advertising in the category generally even the intent is to provide worthwhile information.

25 The second consideration, of course, is the rapidity of the health news. We're being deluged with reports as our nation becomes a more health-aware, self-medicated society. But the TV news isn't a medical authority. Those brands that jump before the medical community fully debates the issue at hand run the risk of an unattractive side effect: Ads with claims outdated by the next day's news. □

AdvertisingAge

CRAIN'S INTERNATIONAL NEWSPAPER OF MARKETING

AUGUST 25, 1997

p. 12

Questão 50

Ao observar a fonte do texto II, o leitor conclui que esse texto tem como clientela alvo:

- (A) comunidades médicas
- (B) roteiristas de televisão
- (C) redatores de propaganda
- (D) consumidores de medicamentos

Questão 51

A palavra, em português, que tem o mesmo significado de "*finding*" (linha 3) é:

- (A) intenção
- (B) descoberta
- (C) informação
- (D) questionamento

Questão 52

The word can in "(...) *consumers can start questioning advertising* (...)" (lines 21 and 22) expresses:

- (A) possibility
- (B) probability
- (C) permission
- (D) intention

Questão 53

"(...) even the intent is to provide worthwhile information." (lines 22 and 23).

The underlined word indicates:

- (A) comparison
- (B) purpose
- (C) addition
- (D) contrast

Questão 54

The first of the dangers for the sort of advertising mentioned in the text can lead to the following attitude:

- (A) patients tend to abolish every kind of self-medication
- (B) producers tend to reduce most TV news on health
- (C) clients tend to accept several opponent brands
- (D) consumers tend to discredit all sorts of brands

Questão 55

After reading the text, as far as general meaning is concerned, we may infer that:

- (A) doctors should not allow medicine advertisement
- (B) companies should avoid referring to side-effect risks
- (C) consumers should be careful about TV news information
- (D) government should sue ad agencies for health care propaganda

Texto III

Photojournalists Speak

05 Photojournalists around the world are being slandered and assaulted after the death of Diana, Princess of Wales. As professionals, we find this abuse unjustifiable and appalling.

10 Photojournalists are often people who feel a powerful social responsibility to document the atrocities of humanity in order to provide evidence to the world. In turn, they often believe that these documents will make our world a better place.

15 There are thousands of photographs that stimulate people's consciousness, move to tears or anger or even make people smile, proving that photojournalists' efforts have not been in vain and that
20 theirs is indeed an honorable profession. We hope that readers will

25 recall photographs that have given them a greater understanding of the world. Behind the majority of these images stand intelligent and honorable men and women.

30 Today the media are in the process of publicly denouncing this important profession. The accident that led to Diana's death on Aug. 31 is a tragedy. But we strongly condemn the current all-out assault on photojournalism, which is having highly negative consequences
35 on a serious profession.

ANTHONY SUAUA.
Paris.

The writer, a photojournalist, signed this letter on behalf of 156 others in his profession.

INTERNATIONAL HERALD TRIBUNE
TUESDAY, SEPTEMBER 16, 1997
p. 11

Questão 56

A argumentação do texto é apresentada sob a forma de:

- (A) exemplificação
- (B) comparação
- (C) especulação
- (D) classificação

Questão 57

O autor da carta define “*photojournalists*” como profissionais que:

- (A) elogiam uma carreira séria
- (B) servem a um propósito social
- (C) defendem as opiniões dos leitores
- (D) satisfazem a curiosidade das pessoas

Questão 58

Considering both the context and the suffixes, the alternative which contains words that belong to the same class is:

- (A) consciousness, honorable, photojournalists
- (B) unjustifiable, appalling, powerful
- (C) majority, responsibility, publicly
- (D) strongly, highly, humanity

Questão 59

The alternative which presents a false cognate is:

- (A) “*atrocities*” (line 10)
- (B) “*evidence*” (line 11)
- (C) “*honorable*” (line 21)
- (D) “*condemn*” (line 33)

Questão 60

“ (...) in order to provide evidence to the world.” (lines 10 and 11).

The underlined expression is a marker of:

- (A) result
- (B) reason
- (C) purpose
- (D) consequence

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