

AS QUESTÕES DE 33 A 40 REFEREM-SE A LÍNGUA ESTRANGEIRA (INGLÊS – PÁG. 15 OU FRANCÊS – PÁG. 13)

VOCÊ DEVERÁ RESPONDER ÀS QUESTÕES RELATIVAS AO IDIOMA PELO QUAL OPTOU NO ATO DA INSCRIÇÃO

LÍNGUA INGLESA – QUESTÕES DE 33 A 40

Fast-Food Nation: The True Cost Of America's Diet

1 After four decades, our obsession with fast, cheap food has transformed our towns with steep industrial roofs, and flooded the
2 labor market with low paying jobs. Is this a healthy menu?

3 During the last four decades, fast food has infiltrated every nook of American society. "McDonald's", an industry that began with
4 a handful of modest hot dog and hamburger stands in Southern California, has spread to every corner of the nation, selling a broad
5 range of foods wherever paying customers may be found. Fast food is now served not only at restaurants and drive-thrus but also at
6 stadiums, airports, college campuses and elementary schools, on cruise ships, trains and airplanes, at Kmart, Wal-Mart, gas
7 stations and even hospital cafeterias. In 1970, Americans spent about \$6 billion on fast food. Last year they spent more than \$100
8 billion.

9 Americans now spend more money on fast food than they do on higher education, personal computers, software or new cars.
10 They spend more on fast food than on movies, books, magazines, newspapers, videos and recorded music - combined.

11 The rapid growth of the fast-food industry has been driven by fundamental changes in the U.S. economy. The average
12 American worker's salary peaked in 1973 and then steadily declined until last year. Women entered the work force in record numbers,
13 often motivated less by feminism than by a need to help pay the bills. In 1975, about a third of American mothers with young children
14 worked outside the home; today about two-thirds of such mothers are employed. As the sociologists Cameron Lynne Macdonald and
15 Carmen Sirianni have noted, the entry of women into the nation's work force has represented an increasing demand for the types of
16 services that housewives traditionally performed: cooking, cleaning and child care. The fast-food industry has benefited from these
17 demographic changes, supplying at low cost the meals no longer prepared in the home and hiring at low salaries millions of young
18 women in need of extra income.

19 The McDonald's Corp. has become a powerful symbol of America's service economy, the sector now responsible for ninety
20 percent of the country's new jobs. In 1968, McDonald's operated about 1,000 restaurants. Today it has about 23,000 restaurants
21 worldwide and opens roughly 2,000 new ones each year. It's estimated that one out of every eight Americans has worked at
22 McDonald's. The company annually trains more new workers than the U.S. Army. McDonald's is the nation's largest purchaser of beef
23 and potatoes and the second-largest purchaser of poultry. A whole new breed of chicken was developed to facilitate the production of
24 McNuggets. The McDonald's Corp. is the largest owner of retail property in the world. In fact, the company has been earning the
25 majority of its profits not from selling food but from collecting rent. McDonald's spends more money on advertising and marketing than
26 does any other brand, much of it targeted at children. A survey of American schoolchildren found that ninety-six percent could identify
27 Ronald McDonald. The only fictional character with a higher degree of recognition was Santa Claus.

(Source: adapted from **The Rolling Stone Magazine** (USA), Issue 794, September 3rd 1998 <http://www.mcspotlight.org/media/press/rollingstone1.html>.)

33. According to the text, it is CORRECT to say that:

- a) Americans spend less money on new cars than on fast food.
- b) Americans spend as much money on fast food as on books.
- c) Americans less money on fast food than computers and software.
- d) Americans spend more money entertainment than on fast food.

34. The activity, mentioned in the text, that was NOT associated with women before the 1970's is:

- a) cooking for their family.
- b) taking care of their children.
- c) working outside the home.
- d) cleaning the house.

35. The text states that, McDonald's advertisement campaign has on mind primarily:

- a) teenagers.
- b) children.
- c) adults.
- d) elders.

36. Choose from the following alternatives the word that functions as a verb in the text:

- a) changes (line 17).
- b) stands (line 04).
- c) profits (line 25).
- d) trains (line 22).

37. The word *broad* (line 4) can be best replaced by:

- a) narrow.
- b) thin.
- c) wide.
- d) small.

38. Choose the alternative in which the verb tense is in the passive voice:

- a) has been driven (line 11).
- b) has become (line 19).
- c) has been earning (line 24).
- d) has benefited (line 16).

39. The possessive adjective *its* (line 25) refers to:

- a) the majority.
- b) the company.
- c) food .
- d) profits.

40. Choose the word that functions as an adjective in the text:

- a) increasing (line 15).
- b) selling (line 25).
- c) supplying (line 17).
- d) collecting (line 25).

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