
PROVA DE INGLÊS

Read the following passage and choose the option which best completes each question, according to the text:

LIFE AS A GHOST TWEETER

Celebrities have embraced social media outlets like Facebook and Twitter, making it easy for fans to establish a connection with their favorite stars. Regular updates give fans an inside look at a star's day-to-day activities with pictures, locational information and promotional materials. But the busy and glamorous lives of many celebrities make it impossible for them to spend their time hunched over their computers, and some stars hire social media interns to help. Some interns help so much that they do the writing for them. Many stars now use ghost writers who pen the 140-character messages in the celebrity's voice.

Many ghost tweeters have to get into the heads of the celebrities they are channeling. With the sheer volume of social media action, it's understandable that celebrities would be tempted to hire social media interns, but ghost tweeters might be an exception rather than a rule. A social media intern typically works to monitor and advise, rather than act as the celebrity.

Much like a brand, celebrities have teams of people working behind the scenes to help promote them. "When a celebrity becomes a brand, managing all the facets of an identity can become a big task. We recommend that everyone whether they're brands or celebrities are closely involved at all stages of managing their presence. However, recognizing that at times this can be impossible, they should only allow trusted parties who have an intimate understanding of what they are about," says Yunus Akseki, a director of the media agency Imperial Leisure.

Because most celebrities don't disclose whether or not they have hired someone to be a ghost tweeter it may be difficult to tell if the tweets are authentic or not. So followers might never know if they're fans of their favorite celebrities or of their social media interns.

Adapted from: <http://www.bbc.co.uk/news/magazine-12676791>

QUESTION 54

Some stars hire a social media intern to help them because

- a) their fans are too close to them.
- b) they don't like Facebook.
- c) Twitter is not part of their lives.
- d) their lives are full of activity.

QUESTION 55

The word **their** in "to spend their time..." (paragraph 1) refers to

- a) interns.
- b) celebrities.
- c) computers.
- d) lives.

QUESTION 56

Social media interns should

- a) be tempted to become a celebrity.
- b) work mainly to monitor and advise.
- c) act as if they were celebrities themselves.
- d) recognize that celebrities are not busy.

QUESTION 57

The word **to** in "...to help promote them." (paragraph 3) conveys an idea of

- a) purpose.
- b) cause.
- c) opposition.
- d) conclusion.

QUESTION 58

According to Yunus Akseki, when a celebrity becomes a brand

- a) people working with them must be famous too.
- b) he or she will have to use Twitter and Facebook.
- c) managing all the sides of an identity can be hard.
- d) ghost twitters are not necessary any more.

QUESTION 59

The word **may** in "it may be difficult to tell..." (paragraph 4) indicates

- a) possibility.
- b) necessity.
- c) advice.
- d) certainty.

QUESTION 60

Followers might never know if they are fans of their favorite celebrities or of their social media interns because most celebrities

- a) cannot give fans an inside look at their private lives.
- b) cannot be involved at all stages of managing their presence.
- c) do not tell if they have hired someone as a ghost tweeter.
- d) do not like to use Facebook or Twitter every single day.

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