



INGLÊS

com Marco Antônio

Enem e vestibulares

 Exercises

BECOMING



Back in the ancestral homeland of Michelle Obama, black women were rarely granted the honorific Miss or Mrs., but were addressed by their first name, or simply as “gal” or “auntie” or worse. This so openly demeaned them that many black women, long after they had left the South, refused to answer if called by their first name. A mother and father in 1970s Texas named their newborn “Miss” so that white people would have no choice but to address their daughter by that title. Black women were meant for the field or the kitchen, or for use as they saw fit. They were, by definition, not ladies. The very idea of a black woman as first lady of the land, well, that would have been unthinkable.

Disponível em: www.nytimes.com. Acesso em: 28 dez. 2018 (adaptado).

1. (ENEM) A crítica do livro de memórias de Michelle Obama, ex-primeira-dama dos EUA, aborda a história das relações humanas na cidade natal da autora. Nesse contexto, o uso do vocábulo “unthinkable” ressalta que

- a) a ascensão social era improvável.
- b) a mudança de nome era impensável.
- c) a origem do indivíduo era irrelevante.
- d) o trabalho feminino era inimaginável.
- e) o comportamento parental era irresponsável.

“VOLCANO TOURISTS” CAUSE CONGESTION ON LA PALMA



The volcanic eruption has seen La Palma put up the “no vacancy” sign. Curious onlookers and journalists have joined the tourists visiting the islands, and the planes and ships arriving are loaded with backpackers carrying camera equipment.

“Our associates in La Palma have said to us that a lot of tourists are arriving, mostly coming from other islands,” explains Juan Pablo González, the manager of Ashotel, a hospitality association serving the Canary Islands, which are a Spanish archipelago located in the Atlantic Ocean off the northwestern coast of Africa.

“They are coming with the simple aim of seeing the volcano”, he explains. “Now is not the moment for tourism for La Palma, it’s the time to help, and these people are not doing that and are instead occupying beds that could, for example, be used by the security forces. [...]”.

<https://english.elpais.com/spain>, 27/09/2021(adaptado).

2. (UNITINS) Segundo o texto, La Palma tem atraído turistas que visitam a ilha com o simples propósito de ver a erupção vulcânica. Na frase ‘[...] La Palma put up the “no vacancy” sign’, compreende-se que:

- a) Muitos cidadãos estão indo para ajudar e já não é mais necessário.
- b) Hotéis estão sendo ocupados por agentes de forças de segurança.
- c) Ainda há vagas para turistas.
- d) Há vagas para jornalistas e equipamentos de fotografia.
- e) Não há vagas nos hotéis de La Palma.

SOFT DRINK COMPANIES COPY
TOBACCO PLAYBOOK TO LURE YOUNG USERS



Tobacco conglomerates that used colors, flavors and marketing techniques to entice children as future smokers transferred these same strategies to sweetened beverages when they bought food and drinks companies starting in 1963. As tobacco was facing increased scrutiny from health authorities, its executives transferred the same products and tactics to peddle soft drinks.

American youth currently consume an average of 143 calories a day in sugary beverages. These calorie-dense drinks are associated with obesity and metabolic syndrome, a cluster of conditions that increase the risk for heart disease, stroke and Type 2 diabetes.

Most sweetened beverage manufacturers claim to limit marketing to children of unhealthy foods and drinks. The industry launched both the Children's Advertising Review Unit, to promote responsible advertising to children through industry self-policing, and the Children's Food and Beverage Advertising Initiative, which states that it devotes 100 percent of "child-directed advertising to better-for-you foods."

"The industry claims that these tobacco-inspired marketing strategies are not actually targeting children and should be excluded from these industry-led agreements" said Schmidt.

"But the evidence cited in our research shows that these product lines and marketing techniques were specifically designed for and tested on children." The authors conclude that, given the current high rates of childhood obesity, there is a clear need to replace current industry-led voluntary standards with well-enforced government regulations on marketing sugary beverages to children.

"Parents do play a significant role in what their kids eat and drink," Nguyen said. "However, we cannot underestimate the influence of these beverage corporations and their marketing. They intentionally develop marketing campaigns that appeal to kids by making the drinks fun and exciting.

"Adaptado de: <<https://www.ucsf.edu/news/2019/03/413581/softdrink-companies-copy-tobacco-playbook-lure-young-users>>

3. (CESMAC) Contextually, a good synonym for ENTICE in: "...used colors, flavors and marketing techniques to entice children as future smokers..." is;

- a) dissuade
- b) induce
- c) turn away
- d) disenchant
- e) prevent

4. (CESMAC) It is argued that Tobacco conglomerates

- a) had to come up with more sophisticated methods of persuasion to sell drinks.
- b) were always able to dodge health authorities' scrutiny from their ill intentions.
- c) had always had food and drinks companies so as to diversify their products.
- d) could no longer use their marketing blueprint to sell drinks as they sold tobacco.
- e) used the same approach they had to sell cigarettes in order to sell soda pop.

5. (CESMAC) As for the average consumption of sweetened drinks by kids in America, one can assert that

- a) it is enough to provoke very dangerous health conditions among them.
- b) parents have managed to keep track of that and have had it under control.

- c) it has not complied with the marketing strategies of the industry at issue.
- d) it has remained unchanged for as long as there have been soft drinks for sale.
- e) it cannot have been influenced by commercials of any sort at any time.

GABARITO

- 1. [A]
- 2. [E]
- 3. [B]
- 4. [E]
- 5. [A]

+ Write down



Estamos juntos nessa!



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