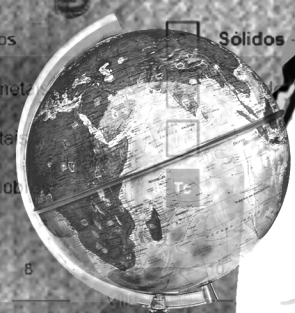


# OBJETIVO

ITA  
Inglês

13



Atinídios	Sólidos					
Outros met.						
Não-Meta						
Cases no						
6	7	8	9	10	11	12
26	26	26	28	47	50	54
Mn	Fe	Co	Ni	Ag	Sn	K
Manganés	Ferro	Cobalto	Níquel	Prata	Estanho	Chumbo
54.938045	55.845	58.933200	58.6934	107.8682	118.710	207.2
43	44	45	46	47	50	54
Tecnécio	Ru	Rh	Pd	Ag	Sn	K
(88)	Rútenio	Ródio	Paládio	Prata	Estanho	Chumbo
	101.07	102.90550	106.42	107.8682	118.710	207.2
75	76	77	78	79	82	86
Re	Os	Ir	Pt	Au	Pb	Bi
Rênio	Osmio	Írquio	Platina	Áurio	Chumbo	Bismuto
186.207	190.23	192.222	195.084	196.96657	207.2	208.9804



## MÓDULO 25

## Main Business Jargon and Slang

1. to be between jobs = to be unemployed = \_\_\_\_\_
2. to get a raise = to get an increase in wage = \_\_\_\_\_
3. to trim the fat = to discharge the employees who are not needed = \_\_\_\_\_
4. off-the-record = unofficially = \_\_\_\_\_
5. to be cash-strapped = to have an insufficient amount of money = \_\_\_\_\_
6. prime time = the hours between 7 PM and 11 PM when the largest number of people are watching TV = \_\_\_\_\_
7. mark-up = a price increase as a way of making a profit = \_\_\_\_\_
8. word-of-mouth advertising = satisfied consumers tell friends about a product = \_\_\_\_\_
9. to go belly up = to come to an end usually because of failure or death = \_\_\_\_\_
10. to spend big bucks = to spend a lot of money = \_\_\_\_\_
11. big-wig = executive = \_\_\_\_\_
12. cash-flow = movement of money in and out of a business = \_\_\_\_\_

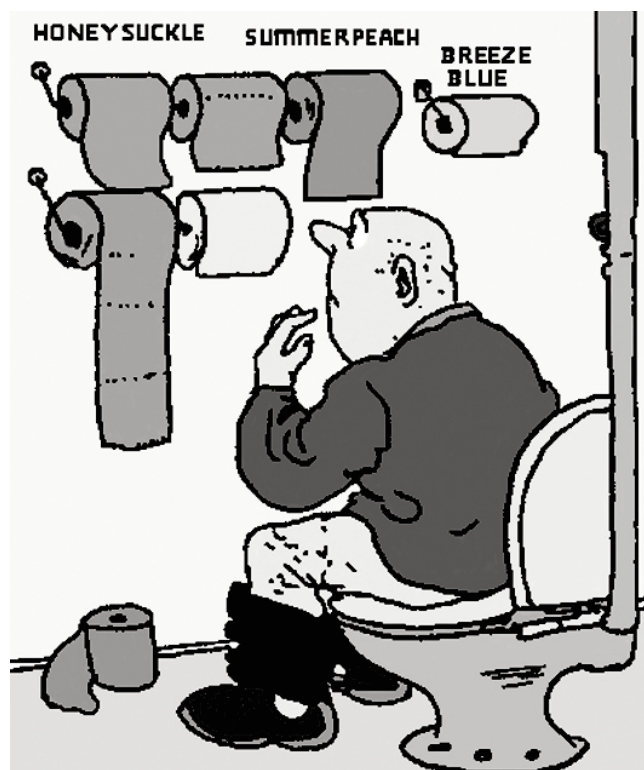
13. to oust (someone) = to fire, to lay off = \_\_\_\_\_

14. to work overtime = to work beyond normal hours = \_\_\_\_\_

15. safe bet = a risk-free business = \_\_\_\_\_

16. to break even = to make back only what was invested without profit or loss = \_\_\_\_\_

## GOING SOFT?



Why does it cost more to wipe your bottom in Britain than in any other country in the European Union? According to John Bridgeman, it is because British consumers are extremely fussy when it comes to toilet paper. British bums, in short, demand and get the best.

Five-star treatment, however, comes at a price. A recent government survey of international prices found that the British pay twice as much as the Germans and the French, and nearly two-and-a-half times as much as Americans for a four-roll pack of toilet paper.

One reason for this discrepancy is that British consumers insist on a softer, more luxurious texture than their less discriminating continental and American cousins. The average British toilet roll is also 14mm longer and 2mm wider than a continental roll. British toilet paper is four grammes heavier per square metre because it contains more fibre than European tissues. The British product also has 40 more sheets per roll.

Philip Plotkin, consumer sales director of Fort James, which supplies British and European supermarkets, says these differences are rooted in history. The market leader, Andrex, now owned by America's Kimberly-Clark, with over a third of the market, has set standards which private-label brands have had to copy. Focus groups and extensive consumer testing have established that British consumers are not willing to be fobbed off with less.

One other factor distinguishes the British toilet-roll market. Go to any supermarket and you will be confronted by an extraordinary choice of more than 50 colours, sizes and brands. Honeysuckle, warm pink, summer peach, pearl white, meadow green, breeze blue and magnolia are just some of the shades on offer. The reason for this variety is apparently that the British shopper insists that her toilet paper matches the colour scheme of her bathroom. On the continent, consumers settle happily for white, with pink thrown in as a wild alternative.

Mr Plotkin waxes lyrical about the state of the market in Britain. "It is 50 years of heritage and tradition," he says, insisting that no one should underestimate the importance of toilet paper to the nation's well-being.

*The Economist*

## VOCABULARY

I) Give the opposites of the following adjectives (they are all in the text).

1. lighter = \_\_\_\_\_
2. shorter = \_\_\_\_\_
3. hard, rough = \_\_\_\_\_
4. public = \_\_\_\_\_
5. narrower = \_\_\_\_\_

II) Complete the following sentences with words or expressions from the box. Pay attention to the verb tense.

<b>to wipe</b>	<b>toilet paper (tissue)</b>	<b>fussy</b>
<b>to demand</b>	<b>heritage</b>	<b>to match</b>
<b>bottom (bum)</b>	<b>to supply</b>	<b>to underestimate</b>
<b>brand</b>		

1. Do you think these two colors \_\_\_\_\_?
2. \_\_\_\_\_ is soft, absorbent paper, usually in a long roll, that people use to clean themselves.
3. She always \_\_\_\_\_ the highest standards of behaviors from her children.
4. This isn't my usual \_\_\_\_\_ of deodorant.
5. Never \_\_\_\_\_ your enemy!
6. Don't \_\_\_\_\_ your nose on your sleeve – that's what your handkerchief is for.

7. These old buildings are an invaluable part of our national \_\_\_\_\_.
8. Three people have been arrested for \_\_\_\_\_ arms to the terrorists.
9. \_\_\_\_\_: the part of your body at the top of your legs on which you sit.
10. If there's the slightest crease in his trousers he won't wear them – he's so \_\_\_\_\_.

**III)** Find in the text the English equivalent to the following words and expressions (they are underlined to help you).

1. mais de um terço = \_\_\_\_\_
2. bem-estar = \_\_\_\_\_
3. pesquisa = \_\_\_\_\_
4. em resumo = \_\_\_\_\_
5. tonalidades = \_\_\_\_\_
6. duas vezes mais = \_\_\_\_\_
7. comprador = \_\_\_\_\_
8. contudo, entretanto = \_\_\_\_\_
9. escolha, seleção = \_\_\_\_\_
10. estão enraizadas / arraigadas = \_\_\_\_\_
11. folhas = \_\_\_\_\_
12. torna-se poético = \_\_\_\_\_
13. extravagante = \_\_\_\_\_
14. por metro quadrado = \_\_\_\_\_
15. padrões = \_\_\_\_\_

## TEXT COMPREHENSION

1. The text states that
  - a) British consumers use toilet paper more often than their counterparts in the EU.
  - b) the British government is sponsoring a campaign to make toilet paper cheaper.
  - c) British consumers would rather have their toilet paper cheaper.
  - d) toilet paper in America is less pricey than in Britain.
  - e) British toilet paper is sold throughout the EU because of its low price.
  
2. Which of these is **not** a feature which differs British toilet paper from American toilet paper?
  - a) Wide range of colors.
  - b) Wide range of sizes.
  - c) More sheets per roll.
  - d) More demanding consumers.
  - e) More scented.
  
3. What does the text mean by “**on the continent**”? (underlined)
  - a) in Britain
  - b) in America
  - c) in the European Community
  - d) in Europe, but not including the British Isles
  - e) all over the world
  
4. In “**British consumers are not willing to be fobbed off with less**”, the underlined expression is closest in meaning to
  - a) to be persuaded to accept something that is of a low quality.
  - b) to accept something of a similar quality.
  - c) to refuse something different to what they really want.
  - d) to be allowed to accept something of a lower quality.
  - e) to be confronted by something different.

# Gay weddings for Germany

Berlin



A row over legal rights for homosexuals gained piquancy over the weekend when the conservative Catholic bishop of Fulda, Johannes Dyba, who a week ago had been jousting ferociously with a leading gay campaigner in the pages of *Der Spiegel*, a weekly magazine, suddenly died.

Being a socially conservative sort of place, Germany adheres strongly to the institutions of marriage and the family. Under the constitution, they are afforded the “special protection of the state”. In comparison with other European countries, Germany has a low rate of illegitimate births: 22% of its babies are born out of wedlock, against 40% in Britain and France, and over 50% in Nordic lands. According to one study published this month, 98% of Germans claim to be “faithful” to their partner. Hence when the Social Democrat-led government recently proposed to grant gay couples similar rights to those enjoyed by married couples, a storm immediately blew up. Several leading politicians reckoned that the issue offered a good stick with which to thump the government.

Under legislation now before parliament, homosexuals wishing to commit themselves formally to a same-sex lover would be invited to “register” their partnership with the state. They would then be entitled to the same rights as married couples with respect to income tax, inheritance, welfare benefits, change of name, landlord-tenant relations, immigration, civil-service privileges and so on, though they would still not be allowed to adopt children.

Pollsters say that more than half of all Germans, and more than 80% of those aged 18-29, like the government’s plans. But the opposition Christian Democrats and their Bavarian allies in the Christian Social Union, whose support is required if the bill is to win approval in the Bundesrat, parliament’s second chamber representing

Germany’s federal states, promise to fight them “with all available means”, including, if necessary, an appeal to the Constitutional Court.

## Gay Vagaries

	Age of consent		Legal recognition of partnership	Anti-discrimination laws
	male	female		
Britain	18	16	x	x
Denmark	15	15	✓	✓
Finland	16	16	x	✓
France	15	15	✓	✓
Germany	14	14	x	x*
Ireland	17	15	x	x
Italy	14	14	x	x
Netherlands	16	16	✓	✓
Spain	12	12	x <sup>†</sup>	✓
Sweden	15	15	✓	✓

\*Varies by state

†Some recognition in Catalonia and Aragon

Source: International Lesbian and Gay Association

*The Economist*

## BASIC VOCABULARY

I) Match the columns.

ENGLISH		PORTUGUESE
1. bishop	1	a) aprovação
2. ferociously	2	b) parceiro
3. rate	3	c) herança
4. faithful	4	d) tempestade
5. partner	5	e) aliados
6. rights	6	f) imposto de renda
7. storm	7	g) bispo
8. to wish	8	h) fiel
9. income tax	9	i) meios disponíveis
10. inheritance	10	j) taxa, índice
11. allies	11	k) desejar
12. to require	12	l) ferozmente
13. approval	13	m) exigir
14. available means	14	n) direitos

II) Match the words in column A with their synonyms in column B.

A		B	
1. leading	1	a) a formal request to change an official decision	
2. sort	2	b) backing	
3. to adhere to	3	c) a thin piece of wood	
4. to claim	4	d) to permit	
5. to enjoy	5	e) kind, type	
6. issue	6	f) important	
7. stick	7	g) to maintain (a rule, a standard...)	
8. welfare	8	h) group of people who form a parliament	
9. to allow	9	i) to state, to say	
10. support	10	j) to have the benefit of	
11. chamber	11	k) matter, subject	
12. appeal	12	l) social services provided by the government to people who need them	

**NEW VOCABULARY**

Translate the underlined words and/or expressions.

1. A row is a noisy quarrel or argument, or disagreement of any kind.

\_\_\_\_\_

2. A little vinegar adds piquancy to a sauce.

\_\_\_\_\_

3. Barcelona and Real Madrid are jousting for position at the top of the football league.

\_\_\_\_\_

4. Her seat afforded her a good view of the stage.

\_\_\_\_\_

5. In many European countries children are increasingly being born out of wedlock.

\_\_\_\_\_

6. The Tanakas will be granted American citizenship next month.

\_\_\_\_\_

7. When a storm blows up it starts.

\_\_\_\_\_

8. "I think you've got a good chance of getting that job".  
"Do you reckon?"

\_\_\_\_\_

9. He thumped him in the face.

\_\_\_\_\_

10. A membership entitles you to take a guest with you free.

\_\_\_\_\_

11. My landlord is threatening to evict me if I don't pay the rent by the end of the month.

\_\_\_\_\_

12. The landlord threatened to evict the tenants if they didn't pay the rents they owed.

\_\_\_\_\_

13. Pollsters say that most Brazilians think that politicians can't be trusted.

---

14. When a bill is passed in parliament it becomes law.

---

## TEXT COMPREHENSION

1. The text states that

- a) Johannes Dyba, bishop of Fulda, died at the moment he was having an argument with an important gay compaigner.
- b) the wedding among gays is an issue the German government is not engaged in.
- c) most Germans are not used to cheating their spouses.
- d) due to the fact that Germany is a liberal country, there will be no problems to legitimate gay weddings.
- e) in Europe, 22% of the babies are born out of the wedlock.

2. According to the text, it is **incorrect** to say that

- a) more than half of the children are born of unmarried parents in Nordic lands.
- b) when the German government proposed putting gays' rights to the same level of married couples, the whole population supported the idea.
- c) the German parliament agrees on the fact that even though homosexuals have married couples' same rights, they are not allowed to adopt children.
- d) gay weddings is an issue that the German government is engaged in dealing with.
- e) the institutions of marriage and the family are taken very seriously in Germany.

3. People who have conducted the polls say that

- a) the government's plans are very likely to be approved of.
- b) Christian Democrats are backing the idea of gay couples having the right to adopt children.
- c) there has already been an appeal to the Constitution Court against gay weddings.
- d) most people in their twenties support the government's plans.

e) homosexuals count on the support of married couples concerning the fact that a huge number of orphans in Germany could be adopted by them.

4. Hence, underlined in the text, is similar in meaning to:

- a) therefore            b) although            c) despite
- d) however            e) unlikely

5. Whenever a row is mentioned (as in the first line of the text) you may infer that it is related to a...

- a) freight            b) fought            c) flight
- d) fight            e) fright

6. In the text, the underlined expressions leading, same-sex and plans are respectively

- a) verb, noun, noun
- b) adjective, adjective, verb
- c) adjective, noun, noun
- d) verb, noun, verb
- e) adjective, adjective, noun

7. In which of the following alternatives the word "bill" has the same meaning as shown in the text?

- a) They sent us a bill for the work they had done.
- b) He found a ten-dollar-bill on the pavement yesterday.
- c) It is forbidden to post bills on the wall.
- d) Members on both sides of the House supported the bill.
- e) He got up of his table, paid his bill and left.



## ❑ Módulo 25

### Latin American Currencies

Like a country's flag or anthem, money is a powerful emblem of nationhood that is instantly recognized, understood and even cherished by all citizens. But where economies are feeble, a handsome bank note can be a hollow, and expensive, symbol. "We still confuse currency with the national banner", says the Argentine economist Aldo Abram. "In fact, money is just an instrument of economics." A badly managed instrument, at that. Despite a decade of bold free-market reforms and handsome money, Latin America is in the midst of its worst recession since the 1980s, the "lost decade". According to the International Monetary Fund, foreign-capital flows to the region were down 55 percent last year. Poverty is deepening. There are plenty of reasons for these travails. But wherever there is economic emergency in Latin America, a crumbling currency is not far away.

1. According to the text, money
  - a) is merely an instrument of economics.
  - b) must be seen as the most powerful symbol of a nation.
  - c) might be an economic mechanism.
  - d) is instantly cherished by developed nations.
  - e) should replace the country's flag or anthem.
2. According to the text, Latin America
  - a) openly favours dollarization.
  - b) has been facing its worst recession since the 1980s.
  - c) considers bank notes as a mere instrument of economics.
  - d) successfully overcame its worst recession in 1980.
  - e) benefits from expensive bank notes.
3. The text refers to the 1980s as "the lost decade" because it was a period of
  - a) fiscal surpluses.
  - b) rapid economic growth.
  - c) forgotten structural reform.
  - d) virtually no progress.
  - e) missing foreign debt.
4. A "crumbling currency" refers to a currency which is
  - a) powerful.
  - b) illegal.
  - c) solid.
  - d) healthy.
  - e) battered.

## ❑ Módulo 26

### Naturalization

In the United States under laws passed by Congress naturalization is a judicial proceeding which is performed in federal district courts and in state courts which have been vested with federal authority for this purpose. The state courts so vested are courts of record. The naturalization procedure is rather complex, but it consists of two basic steps. First, the applicant, who has been admitted to the United States in accordance with the laws on immigration, may appear before a naturalization court and file a petition for citizenship. At this time a preliminary examination of his character and his sincerity is made. Second, after five years' residence the applicant reappears at the place where the petition was filed, for the final hearing on the application in open court. Two American citizens must appear with the applicant to swear to his loyalty to the United States and certify to the character and residence of the applicant. The applicant must renounce allegiance to his former country and take an oath to uphold the laws and bear arms in defense of the United States, if required, and not to engage in subversive activities.

*Newsweek*

1. The procedures regarding naturalization in the United States are
  - a) unexpensive and quick.
  - b) costly and above all take a long time.
  - c) complex and open to anyone.
  - d) simple and often done.
  - e) somewhat complicated.
2. Every time the text mentions the term applicant it refers to
  - a) an unmarried couple.
  - b) a foreigner who's been living in the United States for over a decade.
  - c) somebody who would like to become an American citizen.
  - d) childless couple.
  - e) anybody who left his home country because of either war or famine.
3. Anybody who wants naturalization in the United States needs, among others,
  - a) to have had children born in America.
  - b) a well-paid job.
  - c) two witnesses.
  - d) to prove loyalty and knowledge of American laws.
  - e) to prove sincerity and knowledge of how to handle guns in case of war.

# respostas dos exercícios-tarefa

## ❑ Módulo 25

- 1) A      2) B      3) D      4) E

## ❑ Módulo 26

- 1) E      2) C      3) C