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## MÓDULO 21

## Discourse markers

Discourse markers are words and expressions that show how a piece of discourse is constructed. Match the markers and their functions.

- |  |   |
|--|---|
| 1. <b>Basically</b> , you're spending too much money. ( )          | a) Don't forget this. It explains why I'm right.              |
| 2. You think I'm wrong, but <b>actually</b> I'm right. ( )         | b) I don't know why you don't agree with me.                  |
| 3. <b>Quite honestly</b> , you need a better job. ( )              | c) I'm adding new information to what I said                  |
| 4. <b>Apparently</b> , there are good jobs in the city. ( )        | d) I'm correcting or changing what I just said.               |
| 5. <b>Admittedly</b> , you have to move. ( )                       | e) I'm trying to make things clear to you.                    |
| 6. <b>Surely</b> you can understand what I'm saying. ( )           | f) This fact cannot be doubted.                               |
| 7. <b>After all</b> , I gave you good advice before. ( )           | g) I'm considering every part of the situation.               |
| 8. <b>As a matter of fact</b> , I saved your company. ( )          | h) This isn't connected to what we've been talking about.     |
| 9. <b>Mind you/Still</b> , that was a long time ago. ( )           | i) This is the most important point.                          |
| 10. <b>Actually</b> , you didn't thank me either. ( )              | j) I'm going to speak to you sincerely.                       |
| 11. <b>I mean</b> , why should I bother about you? ( )             | k) I'm using words that don't have their usual meaning.       |
| 12. <b>Obviously</b> , you aren't going to take my advice. ( )     | l) I've heard this but I don't know if it is true.            |
| 13. <b>At least</b> , I doubt if you will. ( )                     | m) This is a fact which might surprise you.                   |
| 14. <b>Naturally</b> , you'll do what you think is best. ( )       | n) Of course this is what I would expect.                     |
| 15. <b>Anyway</b> , it's up to you. ( )                            | o) It occurs to me that this contrasts with what I just said. |
| 16. <b>All in all</b> , finding an interesting job isn't easy. ( ) | p) I know this point weaken what I'm saying.                  |
| 17. The ball is in your court, <b>so to speak</b> . ( )            | q) I'm concluding, and not talking about that anymore.        |
| 18. <b>By the way</b> , can you lend me some money? ( )            | r) I'm correcting you as gently as possible.                  |

## Persuading Leonardo

Although both Ben Shneiderman's *Leonardo's Laptop: Human Needs and the New Computing Technologies* and B.J. Fogg's *Persuasive Technology: Using Computers to Change What We Think and Do* are written by academics, the books transcend academia to provide a different view of the Internet's potential. Shneiderman prepares the groundwork for what he calls the “new computing,” while Fogg describes how to make that computing persuasive.

The idea behind *Leonardo's Laptop* is a consideration of what Leonardo da Vinci would demand from a laptop computer and what he would do with it. To Shneiderman, who is founding director of the Human-Computer Interaction Lab at the University of Maryland, the new computing puts users first. Shneiderman begins with a brief history of computing and computer applications, declaring that, “These founders of the old computing overcame technological limitations to build impressive projects and then turned to producing tools for themselves, giving little thought to the needs of other users.” Although not a founder, I admit to being of the old computing generation. I programmed in dead languages such as IBM's 1401 Autocoder and 360 Assembler before progressing to Cobol and RPG. I have now learned Visual Basic and C++, and I can report that there is nothing intrinsic to any of these languages that center a programmer's focus on those who use their applications. The new computing is not about languages but, as Shneiderman suggests, about understanding human activities and human relationships.

With Leonardo as both creator and user, his laptop will enable greater creativity and grander goals. This book goads you with ideas for applications in e-learning, e-business, e-healthcare, and e-government. Each area is built around a framework for technology innovation that Shneiderman calls the “four circles of relationships” and the “four stages of activities.” (...)

Although the mental picture of Leonardo with a notebook computer excites the imagination, as a literary device, it does not wear well as the book progresses. Nonetheless, Shneiderman achieves the objective of *Leonardo's Laptop* – creating a foundation for the new computing.

With a new computing application in hand, B.J. Fogg's *Persuasive Technology: Using Computers to Change What We Think and Do* gives you advice on its implementation. To Fogg, who launched Stanford's Persuasive Technology Lab and who holds seven patents in the area of UI\* design, a web site must first be credible to be persuasive. Fogg has coined the term “captology” to describe this branch of the study of computers. From the book's “Introduction:”

*Captology focuses on the design, research, and analysis of interactive computing products created for the purpose of changing people's attitudes or behaviors.*

It is the computer's ability to provide interactivity that gives its applications an advantage over other forms of media.

*Persuasive Technology* describes three basic roles that computers play: the computer as a tool, as media, and as a social actor. Further, there are seven types of persuasive tools described by Fogg. Such tools persuade by simplifying, tunneling (guiding), customizing, being there at the right time, removing tedium, rewarding after observation, and reinforcing proper behavior. As media, computers can modify behavior by simulating new endeavors. As a social actor, computers persuade through praise. However, no matter the role, to persuade, the application must be credible.

Perhaps the most interesting parts of Fogg's book are the two chapters that discuss the ways in which computer applications destroy their own credibility and what an application or web site must do to be considered, by its users, trustworthy. According to Fogg, a computing device or application is perceived to be credible only if it is first perceived as believable-trustworthiness based on expertise. In brief, an application is trustworthy if it is thought to be fair and unbiased. It is trustworthy if its author or origin is thought to be skilled and knowledgeable. The crux of the issue is that credibility matters.

Both books are thoroughly documented and both are excellent points of departure for a more detailed inquiry into the available material. If both books are taken to heart, using computers and their applications will become enjoyable and satisfying.

\* U.I. – User Interface

1. Indique o gênero, em inglês, ao qual o texto acima pertence.
  - a) summary
  - b) review
  - c) essay
  - d) abstract
  - e) report
  
2. Considere as seguintes afirmações.
  - I. As duas obras discutidas no texto têm como assunto principal o uso do computador e suas aplicações atuais e potenciais.
  - II. Shneiderman e Fogg, autores do texto, mostram a potencial aplicação da internet nos dias atuais.
  - III. De acordo com Shneiderman, o computador eficaz deve ser, concomitantemente, uma ferramenta capaz de persuadir e um agente interativo.

Está(ão) correta(s)

  - a) apenas a I.
  - b) apenas a II.
  - c) apenas a III.
  - d) apenas I e II.
  - e) apenas I e III.
  
3. Com relação a *Leonardo's Laptop: Human Needs and the New Computing Technologies*, **NÃO** se pode dizer que a obra
  - a) em como foco o usuário de computadores, seja ele um iniciante ou especialista no assunto.
  - b) destaca a importância de programas como Autocoder e Assembler, assim como COBOL, RPG, Visual Basic e C++.
  - c) discute o tipo de uso que Leonardo da Vinci faria, caso tivesse um computador portátil.
  - d) mostra a importância das relações humanas no uso do computador.
  - e) apresenta ao usuário possibilidades de diferentes usos do computador, dentre eles, para negócios eletrônicos.
  
4. Com relação a *Persuasive Technology: Using Computers to Change What We Think and Do*, analise as afirmações a seguir:
  - I. O trabalho foi idealizado no Laboratório de Tecnologia Persuasiva da Universidade de Stanford e consiste na sétima criação intelectual do autor.
  - II. Ao propor um novo conceito na área computacional, o autor destaca mudanças de atitude ou de comportamento dos usuários.
  - III. A obra argumenta que uma página da *web* deve ser confiável para seduzir o usuário.

Está(ão) correta(s)

  - a) apenas a I.
  - b) apenas a II.
  - c) apenas a III.
  - d) apenas I e II.
  - e) apenas II e III.

## ❑ Módulo 21

Complete the conversation with the appropriate adverb below.

**LUCKILY – APPARENTLY –  
INCIDENTALLY – HOPEFULLY**

**Mary:** Did you hear that Sam Davies had failed his exams? He's a bright boy – \_\_\_\_\_ (1) he didn't do much revision. \_\_\_\_\_ (2) he'll get a chance to take the exams again in October.

**Anne:** oh good. \_\_\_\_\_ (3) he'll pass next time. \_\_\_\_\_ (4) when does your son finish university?

## ❑ Módulo 22

As questões de 1 a 4 referem-se à entrevista abaixo:

### Ten Questions Over a Cell Phone

Milton Hatoum is the award winning author of *Dois Irmãos (Two Brothers)* and *Cinzas do Norte (Ashes from the North)*. His new novel, *Órfãos do Eldorado (Eldorado Orphans)*, will be released next April.

#### 1 ■ Which was your best trip ever?

The trip I took with my father to Lebanon, in July 1992. He had not seen his Lebanese family for over 30 years. Visiting Lebanon and meeting dozens of relatives was a very emotional experience.

#### 2 ■ What is your dream trip?

To go to Kashmir and some parts of India. I also would like to visit several African countries.

#### 3 ■ In what other country would you like to live?

Well, I have already lived in three countries and eight different cities. I now just want to stay around here. But when I think of Provence or Tuscany, I feel like spending some time in France and Italy.

#### 4 ■ What do you admire most about a person?

His or her character. What elevates or demeans a human being is not religion, gender, color, ethnicity—none of that. It's the character.

#### 5 ■ What do you hate most in a person?

I think an arrogant person looks ridiculous. I hate meanness, deceit, dishonest people.

#### 6 ■ Would you be happy without friends?

I would be unhappier without them.

#### 7 ■ What animal would you like to be?

The very same one I was destined to be. Our fate is to be human.

#### 8 ■ What do you do when you have nothing to do?

I get bored when I don't do anything. Right now, after finishing a novel, I feel a bit like I'm hanging in mid-air, aimless. But there's always a book to read or re-read.

#### 9 ■ Who is your favorite film director?

I love Rossellini, Visconti and the directors of Italian neo-realism.

#### 10 ■ What character would you like to be?

It's hard to say... I would be a terrible actor. But all the characters in my novels have a bit of me in them.

Ano n.º 2 *Ocean Air em revista*, 2008 (adapted).

1. Leia as informações abaixo sobre Milton Hatoum:
  - I. Viveu em diferentes países e cidades e pretende conhecer lugares na Índia e na África.
  - II. Destaca a viagem ao Líbano, com seu pai, há 30 anos, como uma das mais marcantes de sua vida.
  - II. Elegeu Provença ou Toscana para fixar residência.

Está(ão) correta(s)

- a) apenas a I.      b) apenas a II.      c) apenas a III.  
d) apenas I e II.      e) nenhuma.

2. De acordo com a entrevista, Milton Hatoum
  - I. é um renomado escritor, que recebeu premiação recentemente pela novela *Dois Irmãos*.
  - II. costuma reler suas obras quando está com tempo livre.
  - III. reconhece características pessoais nos personagens que cria.

Está(ão) correta(s)

- a) apenas a I.      b) apenas a II.      c) apenas a III.  
d) apenas I e II.      e) todas.

3. Considere as seguintes traduções das respostas de Milton Hatoum:

I. *What elevates or demeans a human being is not religion, gender, color, ethnicity – none of that.*

O que enaltece ou descaracteriza um ser humano não é a religião, o sexo, a cor, a ética – nada disso.

II. *I hate meanness, deceit, dishonest people.*

Eu odeio mesquinha, falsidade, pessoas desonestas.

III. *Right now, after finishing a novel, I feel a bit like I'm hanging in mid-air, aimless.*

Agora, depois de terminar uma novela, eu me sinto totalmente no ar, sem rumo.

Está(ão) correta(s)

- a) apenas a I.      b) apenas a II.      c) apenas a III.  
d) apenas I e II.      e) apenas II e III.

4. Marque a opção incorreta.

- a) *Can you describe the trip you took in 1992?* pode substituir a pergunta n.º 1, sem comprometer a resposta de Milton Hatoum.

b) *What is the main aspect that attracts your attention in a person?* pode substituir a pergunta n.º 4, sem comprometer a resposta de Milton Hatoum.

c) *What is an arrogant person like?* pode substituir a pergunta n.º 5, sem comprometer a resposta de Milton Hatoum.

d) *None except a human being* pode ser outra resposta de Milton Hatoum à pergunta n.º 7.

e) *How do you feel when you have nothing to do?* pode substituir a pergunta n.º 8, sem comprometer a resposta de Milton Hatoum.

## respostas dos exercícios-tarefa

### ❑ Módulo 21

- 1) apparently
- 2) luckily
- 3) hopefully
- 4) incidentally / by the way

### ❑ Módulo 22

1) Segundo as informações a respeito de Milton Hatoum, a única alternativa correta é a que afirma que ele viveu em diferentes países e cidades e pretende conhecer lugares na Índia e na África.

No texto:

“I have already lived in three countries and eight different cities.” “I also would like to visit several African countries.”).

Resposta: A

2) De acordo com a entrevista, Milton Hatoum reconhece características pessoais nos personagens que cria.

No texto:

“But all the characters in my novels have a bit of me in them.”)

Resposta: C

3) A opção II é a única tradução correta.

Na opção I:

- to demean = menosprezar
- ethnicity = etnia

Na opção III:

- novel = romance
- a bit = um pouco

Resposta: B

4. *Can you describe the trip you took in 1922?* (Você pode descrever a viagem que você fez em 1922?) não substituiria a pergunta n.º 1 (Qual foi sua melhor viagem?)

Resposta: A

