

OBJETIVO

ITA Inglês Livro do Professor

4

Actinídeos
Sólidos
Outros met.
Não-Meta.
Gases nob.

26 Mn Manganês 54.938045	26 Fe Ferro 55.845	27 Co Cobalto 58.933200	28 Ni Níquel 58.6934	36 Kr Criptônio 83.80
43 Tc Tecnécio (88)	44 Ru Rútenio 101.07	45 Rh Ródio 102.90550	46 Pd Paládio 106.42	47 Ag Prata 107.8682
75 Re Rênio 186.207	76 Os Ósmio 190.23	77 Ir Iridium 192.222	78 Pt Platina 195.084	79 Au Ouro 196.966569

THE UNITED STATES OF AMERICA

MÓDULO 7

Business English II

Translate into Portuguese (1 to 50).

1. glutted market = mercado saturado
2. bear market = mercado em baixa
3. bull market = mercado em alta
4. purchasing power = poder aquisitivo
5. going rate = taxa de mercado
6. interest rate = taxa de juros
7. cash in hand = dinheiro em caixa
8. to increase
to rise
to raise
to skyrocket
to go up
to soar } = aumentar
9. to decrease
to diminish
to lower
to go down
to drop
to fall
to lessen } = diminuir
10. loss = perda
11. bankruptcy (= failure) = falência
12. to fail (= to go bust) = falir
13. debt = dívida
14. supply / demand = oferta / procura
15. supplier = fornecedor
16. shadow economy = economia informal
17. seed money = capital inicial
18. goal (= target) = meta, objetivo
19. schedule = cronograma, programação
20. budget = orçamento
21. billing = faturamento
22. GDP / GNP (= Gross Domestic/National Product) = PIB
23. wholesale = atacado
24. retail = varejo
25. forecast = previsão
26. income (= revenue) = renda
27. income-tax = imposto de renda
28. assets / liability = ativo / passivo
29. lender = credor
30. borrower = devedor
31. loan = empréstimo
32. loan-shark = agiota
33. downpayment = entrada, 1º pagamento
34. installment = prestação
35. shortage = escassez, déficit
36. surplus = superávit
37. default = inadimplência, calote, moratória
38. to slash prices = cortar preços
39. spot price = preço do dia
40. a plunge in prices = uma queda nos preços

41. sample = amostra
42. a branded product = produto de marca (de grife)
43. trade mark = marca registrada
44. fee = taxa, honorário
45. toll = tributo, pedágio
46. fare = tarifa
47. to sponsor = patrocinar
48. to charge (= to bill) = cobrar
49. to account for (= to be in charge of) = _____
ser responsável por
50. state-of-the-art product = _____
produto de ponta, de última geração

MÓDULO 8

THE POLITICS OF SNOW

CHICAGO



In Washington, city officials panic about snow. In Detroit, they don't much care. In Chicago (which has just endured the second-worst snowstorm in its history, with 21½ inches of snow, 55 cm, in two days), clearing up the cold white stuff is a political necessity.

In 1979, when the Windy City had its last whopping storm, the clean-up was so botched that the city ran television commercials pleading for help from anyone with snow-removal equipment. A few months later, voters tossed out the mayor. Mayor Richard Daley, up for reelection in February, is not about to make the same mistake. Chicago has already spent more than \$17m ploughing the streets, \$5m above the snow-removal budget for the whole year (and more snow is forecast). The city hitched ploughs to more than 500 city trucks, including rubbish-haulers, hired another 400 private trucks, and put city workers on 17-hour shifts.

Despite all that, Mr Daley's Democratic rival in the mayor's race, Bobby Rush, the black congressman for the city's largely black South Side, called a press conference on a snowy street corner to accuse the mayor of neglecting poor districts.

The Economist

I. Known Vocabulary

1. second-worst = segunda pior
2. snowstorm = tempestade de neve, nevasca
3. inch (= 2,54 cm) = polegada
4. to clear up → clean up = limpar
5. help = ajuda
6. to run TV programs = transmitir programas na TV
7. mayor = prefeito
8. the same = o mesmo
9. mistake = erro
10. already = já
11. to spend = gastar
12. street = rua
13. the whole year = o ano todo
14. truck = caminhão
15. despite = apesar de
16. race = corrida
17. press conference = entrevista coletiva
18. corner = esquina

II. Unknown Vocabulary (in context)

1. official = autoridade
Officials in Brasilia say that our inflation rate won't return.

2. to care = preocupar-se
As I care much about you, I'd like you to take this aspirin and try to fight fever.

3. to endure = padecer, sofrer
Brazil has been enduring its worst summer in years.

4. stuff = produto, substância, coisa
I won't offer you any coffee: I know you hate the stuff.

5. whopping = enorme, colossal
His knowledge of Shakesperare's works is whopping!
I've never seen anybody that knows more about them.

6. botched = mal feito
Your exercises are botched – please, redo all of them.

7. to plead (for) = pedir
He is pleading for money in order to buy something to eat.

8. to toss (out) = exonerar, por para fora
The population was not satisfied with the president and tossed him out.

9. to be about to = estar prestes a
The teacher is about to arrive – I think in 5 minutes, or so.

10. to plough (= to plow) = abrir caminho
He plowed his way through the forest.

11. budget = orçamento
The company's budget for next year is \$ 1 million.

12. forecast = previsão
Did you hear what the weather forecast on TV said?

13. to hitch = engatar, atrelar
I hitched a sparetire to my Jeep.

14. rubbish-haulers = caminhões de lixo
Men who work with rubbish-haulers should earn more money than they do: after all, it is an unhealthy job.

15. to hire = contratar
The company must hire some more salesmen.

16. shift = turno
I work from 6AM to 2PM; John works from 2PM to 10PM and Alex works from 10PM to 6AM: we work in shifts.

III. Vocabulary Plus

SNOW → SNOWSTORM

1. Snow White and the Seven Dwarfs = _____

Branca de Neve e os 7 anões

2. snowball = bola de neve

3. snow-bound = bloqueado pela neve

4. snow-capped = coberto de neve

5. snow-fall (= snowstorm) = nevasca

6. snowflake = floco de neve

7. snowplow = limpa-neve

8. snowslide = avalanche

IV. Tests

1. According to the text,
- a few months before the astonishing snowfall in Chicago, the city's mayor was dismissed.
 - in 1979, everybody with snow-removal equipment in Chicago volunteered to clean up the city.
 - there's not been such a serious windfall in Chicago since last week.
 - 55cm of snow in two days is not a record of snowfall in Chicago.
 - Mr. Richard Daley is surely going to be Chicago's next mayor.

RESOLUÇÃO:

Resposta: D

2. The annual snow-removal budget for Chicago is

- \$ 5m
- \$ 12m
- \$ 17m
- \$ 21,5m
- \$ 55m

RESOLUÇÃO:

Resposta: B

■ Módulos 7 e 8

The following text refers to questions 1 and 2.

Reader's Digest .com

Work, e-mail, news, bills...

By Ron Geraci

8 Tips to Fight Info Overload



Claire O' Connor
(with daughters Blaise, left, and Darian)
is hardly ever unreachable

1. Spot the signs. *Feel alone even as you communicate with people all day? That's a signal technology is dominating your life.*

2. Take baby steps. *Try being inaccessible for short spurts to see what happens. The world probably won't implode.*

3. Repeat these four words:

"I have a choice." People who say, "My boss wants me to be reachable after 8 p.m." are likely exaggerating the control others have over them.

4. Set limits. *Rein in office e-mail and instant message traffic. Who truly needs 35 daily FYIs on the Henderson case?*

5. Give clear instructions. *Try an e-mail signature that reads "I answer e-mail at 10 a.m., 1 p.m. and 4 p.m. If you need a quicker response, please call."*

6. Make a task list. *If you're interrupted, you'll get back to work faster if you have one.*

7. Stick to a schedule. *Handle recreational Web surfing and e-mail at set times. Dipping in and out is classic self-interruption.*

8. Do a reality check. *After five minutes of unplanned surfing, ask yourself, "Should I really be doing this now?"*

(www.readersdigest.com)

1. The tips given in the text apply to people
 - a) who are busy showering babies and giving instructions.
 - b) who never really plan ahead of time or are inaccessible.
 - c) who tend to exaggerate the amount of information they supply their VIP clients with.
 - d) who will only admit getting 35 daily FYIs on the Henderson case.
 - e) who want to learn how to keep from being overwhelmed.

2. Choose the alternative that contains only adjectives from the text formed by prefixes or suffixes.

- a) inaccessible, reachable, recreational, unplanned.
- b) interrupted, likely, daily, faster.
- c) probably, quicker, really, likely.
- d) exaggerating, dominating, signature, self-interruption.
- e) overload, dominating, dipping, instant.

The following text refers to questions 3 and 4.

What's up? Conceptual metaphors and the teaching of phrasal verbs

By Elaine Hodgson

*Some aspects of a language are considered a real challenge for both teachers and learners. In the case of English, phrasal verbs are certainly amongst the most unpopular topics in the classroom. They are seen as important and, at the same time, almost impossible to be learnt. This probably happens because their meanings are often thought to be arbitrary and sometimes illogical. Being considered arbitrary, it is believed that these verbs cannot exactly be taught, but that they should, most of the time, be learnt **by heart**. Only the very gifted student or someone who has had the chance of living abroad for some time would be able to use them confidently. For the regular EFL student, understandably, this can be extremely off-putting, as one cannot be expected to memorize thousands and thousands of different verbs, especially if we consider that new phrasal verbs are created every day! **Would it be possible to facilitate the path to the learning of phrasal verbs, which are an important aspect of the English language?** The answer, I believe, is yes, even though it may seem very unusual at first: conceptual metaphors. The teaching of a few conceptual metaphors would probably help students (and teachers) deal with phrasal verbs in a more efficient manner.*

(New Routes)

3. According to the text, phrasal verbs
 - a) can only be memorized by native speakers.
 - b) are conceptual metaphors which can make our thoughts less arbitrary and, therefore, able to be put into practice.
 - c) can be learned only by the ones who are really off-putting and popular among the crowds.
 - d) would definitely not be chosen as a student's favorite subject to discuss in class.
 - e) are exclusively taught to EFL students who do not seem to be gifted ones.
4. When you learn something **by heart**,
 - a) you open your heart to new ideas.
 - b) you learn it so well that you can repeat it.
 - c) deep in your heart you know you have a chance to learn it.
 - d) you can outline the information you acquired in your studies.
 - e) you learn it because you love it.

■ Módulos 7 e 8

1) As dicas dadas no texto aplicam-se a pessoas que querem aprender como se livrar de ficarem sobrecarregadas.

No título:

“8 Tips to Fight Info Overload”.

Resposta: E

2) A alternativa *a* contém apenas adjetivos do texto formados por prefixos ou sufixos.

inaccessible

reachable

recreational

unplanned

Resposta: A

3) De acordo com o texto, phrasal verbs não seriam, seguramente, escolhidos como um assunto favorito de um aluno para ser discutido em classe.

No texto:

“..., phrasal verbs are certainly amongst the most unpopular topics in the classroom.”

Resposta: D

4) Quando você aprende algo de cor você o aprende tão bem que pode repeti-lo.

Resposta: B