
Prova Escrita de *INGLÊS*

11º ano de Escolaridade

Prova 367/2ª Fase

5 Páginas

Duração da Prova: 90 minutos

2010

Utilize apenas caneta ou esferográfica de tinta indelével azul ou preta.

Não é permitido o uso de corrector. Em caso de engano, deve riscar, de forma inequívoca, aquilo que pretende que não seja classificado.

Escreva de forma legível a numeração dos grupos e/ou dos itens, bem como as respectivas respostas.

Para cada item, apresente apenas uma resposta. Se escrever mais do que uma resposta a um mesmo item, apenas é classificada a resposta apresentada em primeiro lugar.

Pode utilizar dicionários unilingues ou bilingues, sem restrições nem especificações.

As citações dos itens encontram-se na página 5.

ACTIVITY A

1. Look at the picture and provide 3 words connected with it.



2. Read the text that follows and fill in the gaps with the words given.

advertises assistance market materials money marketing advertisers advertising

Online (1) _____ is the fastest growing (2) _____ medium for reaching kids at school and at home. Today, even elementary school students need to be able to analyse and evaluate advertising without adult (3) _____.

The report revealed that children spent about \$73 billion per year of their own (4) _____ and influenced the spending of \$196 billion of their parents' money. It also discussed the efforts of (5) _____ to reach that lucrative (6) _____ through (7) _____ placed on book covers, on school buses, on bulletin boards and in educational (8) _____.

ACTIVITY B

1. Before you read the text, comment on this cartoon in no more than 50 words.



Read the following text.

Advertising and Children's Health

Children are surrounded by advertising. On television, in magazines, at the movies, on-line and on billboards, children are encouraged to consume. And consume they do. Not only do children influence the purchases their parents make, they also spend lots of **their** own money - from allowances and part-time jobs – on the latest fashions, the coolest new video games and their favourite snacks.

5 No doubt, this is music to advertisers' ears. After all, **they** advertise in the hope that they will be able to shape desires, influence preferences, change buying habits and create brand loyalty. But are advertisers aware that their ads also have an impact on children's health? In a number of key areas, research exists linking ads to serious health concerns for children.

10 Paediatricians and nutritionists agree that rising obesity among young people is closely linked to an increasingly sedentary lifestyle in which TV, video games and computers are fast becoming the leisure activities of choice. Of course, a lack of physical activity is just one side of the weight gain equation. The other is an unbalanced diet **that's** heavy on high-fat foods.

15 Advertising plays a role in expanding children's waistlines in three primary ways: firstly the types of products targeted at kids; secondly the influence of ads on children's food preferences; and thirdly the extent to which these preferences actually impact children's food consumption.

Studies have found that the vast majority of television ads targeted at children are for food products and services. Of those ads, most are for candy, sweetened cereals and fast-food restaurants. But does exposure to such ads translate into requests for those foods?

20 The research indicates that it does. Ads for junk food and sweets have been found to influence children's short and long-term food preferences. Furthermore, there is evidence that children's television viewing is positively related to their consumption of candy and snack foods.

The more TV kids watch, the less active they are, the more commercials they see and the more they ask for and this, no doubt, is an inevitable contribute to their ever increasing consumerist tendencies.

Source: <http://www.childrennow.org> (adapted)

2. Scan the text and say whether the sentences are True or False. In both cases, support your choice by quoting exact words from the text.

- a) Children only spend their parents' money when they shop once they don't have any economic independency.
- b) Obesity among youngsters is decreasing.
- c) There's interdependency between a sedentary lifestyle and consumerism.

3. Explain the meaning of these words / phrases as they are used in the context of the text.

- a) encouraged (line 2)
- b) allowances (line 3)
- c) brand loyalty (line 6)
- d) sedentary (line 10)

4. What or who do these words refer to?

- a) their (line 3)
- b) they (line 5)
- c) that (line 12)

5. Complete these sentences according to the ideas contained in the text. Use your own words as far as possible.

- a) Advertisers' ultimate purposes are...
- b) Today's free time occupations seriously affect young people once...

ACTIVITY C

1. Complete with the right form of the verbs in brackets.

Teenagers (1) _____ (influence) by brands and other techniques, to buy products. Did you know, for instance, that if shops play music and have lights like a club, it (2) _____ (tempt) you to go into the shop? And once you are in a shop, if the music is played loud, the purchase will be made more quickly?

The students who (3) _____ (do) research on this said that they only (4) _____ (become) aware of the problem after their research was complete. But will many governments follow the example of the Swedish parliament and outlaw advertising to children under 12 years old? I don't think so.

An ironic aspect of advertising is when it (5) _____ (show) world sports champions

2. Complete the following sentences using a compound of the words in brackets.

- a) Children are _____ manipulated by advertising. (**ease**)
- b) Advertisers _____ young people's lack of certainty. (**exploitation**)
- c) America is considered to be a _____ society. (**material**)

3. Rewrite the sentences beginning them as indicated and without changing their meaning.

- a) "Where is the new advertising agency? I forgot to bring its address."
My friend wondered ...
- b) Teenage parents expected their children to end up being responsible consumers.
Teenagers ...
- c) Children are influenced by advertising. However, they are well aware of its importance.
In spite of ...
- d) As soon as I saw the ad, I called my friend to congratulate her for the great marketing campaign.
No sooner ...

ACTIVITY D

Decide for ONE of the following topics and develop it in 120-150 words. Identify it clearly.

1. Advertising is often aimed at young people. What is the role advertising plays in your life? Are you aware of the persuasion tactics advertising campaigns use to get you to buy the product? Mention those that are commonly used to allure consumers.

OR

2. What's your opinion about the "Generation Gap"? Mention:

- the existence (or not) of a barrier or lack of tolerance and understanding between older and younger people;
- the practical, emotional and social problems it can create;
- how these problems can be solved.

FIM

COTAÇÕES

Actividade A

1.(3X2)..... 6 pontos
2.(8X2)..... 16 pontos

22 pontos

Actividade B

1. 17 pontos
2.(3X5)..... 15 pontos
3.(4X4)..... 16 pontos
4.(3X3)..... 9 pontos
5.(2X9)..... 18 pontos

75 pontos

Actividade C

1.(5X3)..... 15 pontos
2.(3X2)..... 6 pontos
3.(4X8)..... 32 pontos

53 pontos

Actividade D

1. 50 pontos

TOTAL 200 pontos