

Caderno de Questões

Bimestre 3.o	Disciplina Inglês-Teoria	Turmas 1.a Série	Período M	Data da prova 22/09/2017	P 173009
Questões P III	Testes 20	Páginas 14	Professor(es) Cláudio /P atrícia G. / Sandra Braid		
Verifique cuidadosamente se sua prova atende aos dados acima e, em caso negativo, solicite, imediatamente, outro exemplar. Não serão aceitas reclamações posteriores.					
Aluno(a)			Turma	N.o	
Nota		Professor		Assinatura do Professor	

Part I: Multiple Choice Questions (0.15 each = 3.0)

Extract

Read the excerpt below and answer questions 01-03.

Six months ago I made a rash promise. The leader of the youth club in our village rang me in March saying, "We're thinking of running a children's playscheme for a day in October half-term. Would you be prepared to help?" My response was "Sure, why not?" In truth I was a little flattered to be asked, even though working as a care assistant with old people hardly qualified me for the role. Still, I duly put the date in my diary and of course I forgot all about it. I don't know if you've noticed this but time has a habit of speeding along faster than a police car chasing a robber and, before I knew it, the day was dawning.

I arrived at the youth centre that morning feeling full of trepidation. There was a gang of 12 helpers including me and each pair had been allocated a particular age group. Mine was the 10 to 11 year olds. Even with the planning meeting I had attended the week before, I worried about whether I was up to the task. Why hadn't I read through the copious lesson plans we were given beforehand? And wasn't the average 10-year-old more interested in the latest Play Station game than making things with paper and glue?

All too quickly the children began arriving. The look of relief on parents' faces as they handed their offspring over to us was quite comical. A handful of the children were already members of the club but the other forty-five or so were from the local primary schools. Again, I asked myself why I had elected to spend a day with all these 'little monsters' especially when I have two all of my own to contend with! I needn't have worried of course as it turned out to be a marvellous day. We watched entertaining DVD clips, learned 'action' songs, made clay pyramids, decorated biscuits, played memory games and spent some time in quiet reflection. I say 'we' because I rediscovered my inner child and joined in all the activities.

The particular highlight for me was the final rendition of "He's got the whole world in his hands" in the closing part of the day. The children knew the words and actions off by heart and sang so loudly it was almost enough to bring the roof down. It's difficult to explain those moments; only that the body tingles with the pleasure of having witnessed something so magical.

Of course there were also moments of great poignancy. I found it difficult to stop thinking of one little girl, who mentioned oh-so-casually that her mum was in hospital and would be there for a long time. It's easy for us adults to idealise childhood and forget that some children have their own burden of anxieties and concerns. When I got home utterly exhausted, still with modelling clay under my fingernails, I reflected on what a privilege it had been.

There was one disappointment for the children and that was that the playscheme was only running for a day, and not the whole week. As I said farewell to my group, one of the children turned and said "Can we do it again in the next holiday, Miss?" My response was, "Sure, why not?"

01. After having read the excerpt, we can infer that the writer

- a. is used to dealing with violence since she mentions a gang of members and police chases.
- b. is married with 2 children and is somehow surprised at the idea of having agreed to help.
- c. regrets not having attended the planning sessions on the playscheme earlier on.
- d. felt a little sick at the beginning of her workday with the children due to the trepidation she'd felt before.
- e. at first felt doubtful whether she would be able to handle the children since she'd had little experience of working with children.

02. According to the writer, the parents were

- a. happy to stay with their children all day.
- b. nervous that their children might not behave themselves.
- c. glad to leave their children.
- d. worried about children from the other schools.
- e. having fun with the comical lines their children produced when the day was over.

03. According to the writer, adults

- a. don't have a stressful life.
- b. are usually exhausted by bringing up their children.
- c. think that being a child is a privilege.
- d. are not aware of how precious spending a day with their children might be.
- e. sometimes forget that children have worries too.

04. (ENEM–2011/adapted)



The comic strip above conveys a humorous message. The presence of this effect in the dialogue between John and Garfield happens because:

- a. Garfield assumes that other girlfriends John had could also predict the future.
- b. Jodell is the only psycho girlfriend John had, and Garfield thinks it's weird.
- c. Garfield is sure that John's ex-girlfriend is sensible, John happens to be the only psycho.
- d. Garfield knows John's ex-girlfriends and considers more than one to be a psycho.
- e. John considers the ex-girlfriend to be a psycho and does not understand Garfield's face.

05. (ENEM–2015/Adapted) A marketing campaign may aim to raise awareness of the population on a social issue. In the UK campaign, the sentence used in the picture was used to emphasize

- a. social inequality.
- b. shortage of plantations.
- c. waste of food.
- d. nutritional education.
- e. cost of food.



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06. Which word does not complete any of the sentences?

- Cars continued to zoom past, mere _____ of color and noise.
- The amniotic fluid and membrane cushion the fetus against bumps and _____ to the mother's body.
- A _____ held the door open while the movers brought the furniture in.
- A post-mortem examination found she had died of multiple injuries but had pre-existing _____ on her body.

- a. likelihood
- b. bruises
- c. jolts
- d. blurs
- e. wedge

07. Which alternative completes the sentences correctly?

Diversity Vice President Danielle Brown has condemned a manifesto written by one of Google male engineers arguing women aren't suited for tech jobs for "biological" reasons. She affirms it is not a viewpoint that she or the company _____, promotes or encourages.

Apple is a phenomenon that has lasted for decades. No other appliances maker enjoys _____ that borders on the religious.

The banks are offering _____ in the battle to win our current accounts, some of them completely unrelated to their activity: coolers, candy, scarfs, even flip flops. Whose ideas are those? This is an inside sales position making a high volume of outbound _____. You will be focused on sales to the small & mid-sized business market. Extensive training will be provided.

- a. launches – hard sell – free samples – sure fire
- b. gives credibility – icon – a fraction – hard sell
- c. endorses – brand loyalty – freebies – cold calls
- d. spreads– stands – gifts – freebies
- e. approaches – marketing campaign – hard sell - fraction

08. Which of the phrases with the word **point** cannot be used to rewrite these sentences?

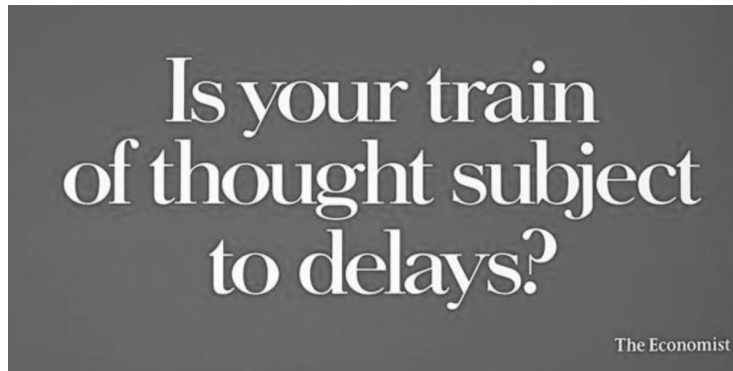
- Samantha didn't understand why the clothes needed to be ironed.
 - The referee was about to blow the whistle when the Ravens scored.
 - The Pentagon said it sympathises with the oceanographers' plight, partly, since money is as much of a problem for the US military as it is for civilian agencies funded by government.
 - When students have to answer an open question, few give a straightforward answer, most of them keep beating around the bush.
- a. up to a point
 - b. get to the point
 - c. see the point
 - d. prove one's point
 - e. on the point of

09. Which pair of sentences cannot be completed with the same word?

- a. The snow will _____ the ground in less than an hour.
A good marathon runner will _____ 20km in less than one hour.
- b. Giselle Bundchen has _____ hair and blue eyes.
Life is not _____; sometimes people who don't do anything get rich, and those who work hard get nothing in return.
- c. If you want to _____ speed, do not use the brakes when you are cycling downhill.
You were taught that you shouldn't _____ at people, weren't you? It's considered rude.
- d. Pyetra was sick and missed lessons the whole week. She'll have to work hard to _____ up with the rest of the group.
The police was called to _____ a huge snake when a couple found out it had eaten their pet hamster. It had escaped from the zoo the day before.
- e. _____ the beginning of the school year, Laura has read about fifteen books.
Beatriz decided not to pay attention to the physics lecture, _____ she thought it was too hard for her to understand.

10. Which alternative contains vocabulary wrongly used?

- a. Such disrespect for the religious beliefs and religious art practices of others is the sign of an ignorant and thoughtless person.'
- b. In one heart-warming instant, Decker's truck crashed into a lamppost and almost ran over an elderly lady.
- c. *My colleague and I looked at each other and then dissolved into helpless laughter.'*
- d. A sensible diet will maximize the effects of your training
- e. When the savvy investor sold his stock before its value dropped, he made a very profitable transaction



11. For decades, the publication The Economist had positioned itself as a differential for the corporate elite, and this had the unintended consequence of turning away some liberal potential readers. As a result, a series of eye-catching ads were launched.

The advert above points to

- a. alert the reader to study his/her process of thinking and verify how rapid his/her shifts of focus occur.
- b. advise the reader to check his line of reasoning and perceive whether they lack coherence or immediate response.
- c. question the reader to compare the coherence of his thoughts to that of a line of railroad cars.
- d. warn the reader to examine whether his/her slow thinking is due to lack of information.
- e. advise the reader to buy the Economist to train his/her memory through reading.

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12. These are some posters portraying how women were depicted and called to help during World War II. Which poster does not depict women in an idealistic and essential role during the war?

a



b



c



d



e



13. In which alternative is there a gerund/infinitive mistake?

- Johnny mentioned going to the cinema, but I don't know what he decided to do in the end.
- The old man refused getting out of bed so I offered him help. Was that a bad idea?
- You'd better stop cursing. The lady next door will start complaining about you guys again.
- Writing essays is a good way to improve one's English. Anyway, you need to practice more.
- This criminal deserves to get a long sentence. That's what I expect the jurors to do.

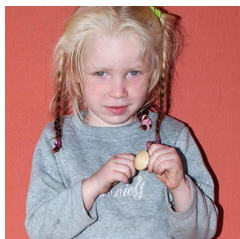
14. Mark the alternative whose meaning is the same as the sentence below.

"The editor will only publish your scientific articles if you have some recognition in this field."

- Unless you will be recognized in this field, the editor will publish your scientific articles.
- Supposing the editor will publish your scientific articles, you ought to have some recognition in this field.
- The editor will publish your scientific articles as long as you have some recognition in this field.
- The editor was to publish your scientific articles only if you had some recognition in this field.
- You wish the editor should publish your scientific articles but only if you had some recognition in this field.

15. Choose the alternative in which the second sentence has a participle clause incorrectly formed.
- a. Since we had paid so much for the holiday, we were upset that the weather was so bad.
Having paid so much for the holiday, we were upset that the weather was so bad.
 - b. As I am a listener in the course, I won't be able to participate in the discussions.
Being a listener in the course, I won't be able to participate in the discussions.
 - c. Since my brother has a degree from a well-known university it won't be difficult for him to find a job.
Having a degree from a well-known university, it won't be difficult for my brother to find a job
 - d. Because my uncle was brought up in Holland, he speaks five different languages.
Having brought up in Holland, my uncle speaks five different languages.
 - e. Once I had finished my homework, I decided to go out.
Having finished my homework, I decided to go out.
16. In which alternative isn't the passive voice being used?
- a. Clients are going to be sent folders with all the necessary information within a week.
 - b. Flowers were sent to all the mothers in the staff on Mother's Day.
 - c. Jim could have been more emphatic on the technological aspects of the product in his presentation.
 - d. That kind of mistake should have been avoided at all costs.
 - e. The news on the hurricane has been broadcast all over the area and the population was told not to go out.
17. Choose the sentence that contains a grammar mistake.
- a. According to her coach, Maria is expected to perform well in the tennis game today.
 - b. The passengers were notified by the airline staff that their flight had been cancelled.
 - c. All trains to London have been delayed today because of the heavy snowstorm which struck the area early this morning.
 - d. Sharks have been spotted near Recife several times this year.
 - e. Jeremiah is extremely happy because he has been offered a job as a project manager last week.
18. Choose the sentence that contains a grammar mistake.
- a. Thank you for your application. You will be contacted as soon as we have made a decision.
 - b. You cannot visit the west wing of the museum because some exhibits are being restored at the moment.
 - c. Bad healthcare and bad education are believed to be the worst threats to any society.
 - d. It's said that pigeons are "flying rats" and that they are transmitted a variety of diseases.
 - e. Dad has been cooked his favorite dish for his birthday dinner party.
19. Choose the alternative that completes the sentences:
- If you want _____, you should go to a professional body piercer.
 - Before picture taking was invented, wealthy people _____ portraits of them.
 - We're _____ the earth in our garden and plant new plants and flowers.
 - I still can't show you the photos of my trip to Italy because I _____ yet. I am too old school and refuse to buy digital cameras.
- a. to have your eyebrows pierced; would get painters to paint; having a gardener change; haven't had them developed
 - b. to get your eyebrows pierced; would get painters paint; having a gardener change; haven't had them to develop
 - c. to have your eyebrows pierce; would get painters to paint; having a gardener to change; haven't had them developed
 - d. to get your eyebrows pierced; would get painters to paint; having a gardener to change; haven't had them developed
 - e. to get your eyebrows to pierce; would get painters paint; having a gardener changing; haven't had them develop

20. The alternative that correctly fills in the blanks is:



(www.mirror.co.uk) This is the four-year-old blonde girl who (01) _____ living in a Roma gypsy camp in Greece after allegedly (02) _____ in northern Europe. Police (03) _____ an international appeal to find the family of the child after establishing that the 39-year-old man and 40-year-old woman she (04) _____ with are not her biological parents. DNA tests (05) _____ they are not genetically compatible and the pair (06) _____ on suspicion of child abduction and fraudulently obtaining a birth certificate. The case will offer fresh hope to the parents of Madeleine McCann who (07) _____ from a Portuguese holiday resort in May 2007.

	1	2	3	4	5	6	7
a.	discovered	being kidnapped	are making	found	have been proved	was arrested	had disappeared
b.	was discovered	being kidnapped	have made	was found	have proved	have been arrested	disappeared
c.	has been discovered	been kidnapped	has made	was found	had proved	have arrested	has disappeared
d.	was discovered	having been kidnapped	made	were found	have proved	arrested	was disappeared
e.	had been discovered	being kidnapped	have made	has been found	proved	were arrested	disappeared

Part II: Reading (2.0)

Britain Cracking Down on Gender Stereotypes in Ads

By ILIANA MAGRA JULY 18, 2017

LONDON — One ad for baby formula showed a little girl growing up to be a ballerina and a little boy becoming a mathematician.

Another ad, for a weight-loss drink, asked if viewers were “beach body ready” and showed a bikini-wearing woman whose bronzed image, critics said, promoted an unrealistic **standard** of beauty.

A third ad, for the video game “Game of War,” showed the American actress Kate Upton **scantily** dressed on a horse, making it seem as though sexual desirability were a prerequisite for leadership.

Britain’s advertising regulator, reacting to these ads and similar ones, announced Tuesday that new rules would be developed to ban advertising that promotes gender stereotypes or **denigrates** people who do not conform to them; sexually objectifies women; or promotes unhealthy body images.

The regulator, the Advertising Standards Authority, released a report, titled “Depictions, Perceptions and Harm,” asking whether existing regulations address “the potential for harm or offense arising from the inclusion of gender stereotypes in ads.”

The answer, the report found, is no. The agency found that stereotypes could “restrict the choices, aspirations and opportunities” of ad viewers, especially girls and teenagers who are figuring out their identities and goals.

“Our review shows that specific forms of gender stereotypes in ads can contribute to harm for adults and children,” said Ella Smillie, the lead author of the report. “Such **portrayals** can limit how people see themselves, how others see them, and limit the life decisions they take.”

The Committee of Advertising Practice, which sets British advertising standards, in consultation with the industry, will develop new standards, starting later this year. The Advertising Standards Authority, an independent body, will then enforce those rules. "While advertising is only one of the many factors that contribute to unequal gender outcomes, tougher advertising standards can play an important role in **tackling** inequalities and improving outcomes for individuals, the economy and society as a whole," said Guy Parker, the chief executive of the Advertising Standards Authority.

The specifics have yet to be developed, but the regulator offered some examples.

"It would be inappropriate and unrealistic to prevent ads from, for instance, depicting a woman cleaning," the report said. But, it said, "an ad which **depicts** family members creating mess while a woman has sole responsibility for cleaning it up" might be banned under the new guidelines.

That would affect major British **retailers** like Asda, the supermarket **chain**, which ran a television commercial that shows a mother bearing the bulk of the work — carrying groceries, cooking and setting up a Christmas tree — while the father is either passive or absent. The ad ended with the slogan, "Behind every great Christmas, there's mum."

According to GfK, a market research firm that gathered survey and other qualitative evidence used in the report, some participants felt the Asda ad "failed to demonstrate the mother's value to the family," although others felt the portrayal was accurate.

Showing a father "trying and failing to undertake parental or household tasks" could be **deemed** problematic under the new rules, according to the report.

Sam Smethers, chief executive of the Fawcett Society, a feminist organization, said stereotypes were central to gender inequality "from the gender pay gap to violence against women and girls." She added, "They are well past their sell-by date and cause significant harm."

The industry's project to address stereotypes in ads, which began in April 2016, has not been universally praised. In an article in The Times of London, a journalist, Andrew Ellson, called the proposed new standards an assault on freedom of speech.

But Lindsey Clay, chief executive of Thinkbox, a marketing group in Britain, called the report "a wake-up call for the advertising industry." She said the new standards should not be regarded as a restriction, but as an opportunity for greater creativity.

As an example, Ms. Clay referred to "This Girl Can," a 2015 ad by Sport England, an organization that promotes physical fitness. It showed a wide variety of women and girls — of different ages, shapes and sizes — engaging in fitness activities. Their bodies are far from perfect, and the ad captures the effort and even the frustration of working out.



<https://www.nytimes.com/2017/07/18/world/europe/britain-ads-gender-stereotypes.html?emc=eta1>

A. Taking into consideration the context in which the words in **bold** in the text are used, infer their meaning and use them in the sentences below. Do not change their form. There are more words in the text than necessary. (0.1 each = 0.5)

01. Would the fast-food market have grown to its present size if McDonald's had not pioneered franchising? Would Body Shop be a household brand if it had elected to sell through traditional retail outlets instead of creating its own retail network?

The increasing consolidation of _____ and wholesalers makes it hard for small manufacturers to compete, however.

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02. The president asked Congress for authority to take whatever steps he _____ necessary, including the use of force.
03. The Corporation has a _____ of 14 hotels in prime locations of Brussels.
04. Another iconic work is by Canadian artist Anita Kunz. The pigment print titled Girls Will Be Girls features three women on a New York subway. One is a Muslim woman with her body and face fully veiled, the other is a Catholic nun in traditional dress. Between them sits a _____ clad blonde in a bikini top, flip-flops and mini skirt. The two religious women are similarly veiled, despite the enormous differences in their faiths, while the blonde is veiled in her own way: Despite her skimpy clothing, she covers her eyes behind sunglasses.
05. When the Chartered Institute of Environment Health tested 100 home dishcloths this year, the level of unhealthy bacteria was even higher. Its report suggests more emphasis be put on _____ food poisoning in the home. It advises dishcloths be washed regularly and not left lying on the sink.
- B. Answer the following questions with complete sentences. (0.2 each = 0.8)
01. Explain why some ads are believed to promote gender inequality and give one example taken from the text.
- _____
- _____
- _____
02. How would the new guidelines deal with an ad showing a woman cleaning?
- _____
- _____
- _____
03. Take from the text one example of an ad that is not considered to harm viewers.
- _____
- _____
- _____
04. According to the article, what's wrong with the slogan, "Behind every great Christmas, there's mum."?
- _____
- _____
- _____

C. Write the name of the person/organisation/document whose statements below refer to. Write **NA** in case it is not applicable. (0.1 each = 0.7)

01. Stereotypes are pretty much linked to the way people perceive or deal with gender inequalities. Be it the differences between women and men's salaries or even the violence suffered by females.

02. Although advertising is not the unique cause of unequal gender outcomes, taking stronger actions to control the quality of ads is an important thing to do. _____
03. These new guidelines or standards represent an aggression towards people's right to express themselves. _____
04. Boys and girls who are exposed to scenes which express diversity, such as boys practicing ballet or girls playing football, might somehow be led them to mental confusion as to what they are supposed to be like. _____
05. Depicting ordinary people doing physical activities in an ad is a creative way to conform to the new standards. _____
06. We were seen as a company who does not consider the woman to be a valuable part of the family. On the contrary, we believe women play a central role within the family, since they are the only ones responsible for cooking, doing the shopping, raising the kids, etc. _____
07. It has shown us that our regulations did not address the damage advertising containing stereotypes of gender roles might represent to individuals. _____

Part III: Language Use (5.0)

A. Complete the second sentence so that it has a similar meaning to the first. If there is a word in parentheses, you have to use it in your answer. **You must use between 2 and 5 words.**
(0.15 each = 2.4)

01. I really don't like when people laugh at me. (hate)
I _____ at.
02. The professor gives his students permission to leave class early. (lets)
The professor _____ class early.
03. When they told me I had to hold off the caffeine following a heart operation, I discovered Nescafé Decaff. (been)
_____ I had to hold off the caffeine following a heart operation,
I discovered Nescafé Decaff.
04. We found living in the countryside a little strange at first as we weren't used to that much peace. (not)
_____ much peace, we found living in the countryside a little
strange at first.
05. I am expecting to receive a pay-rise next month. (given)
I am expecting _____ a pay-rise next month.

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06. The customer insists that a refund for his purchase should be given to him. (given)

The customer insists on _____ for his purchase.

07. They have given Peter a good piece of advice

Peter _____ a good piece of advice.

08. The baby likes it when her mother holds him.

The baby likes _____ by her mother.

09. The low number of participants in the competition was worrying the organizers and therefore they created a marketing campaign to motivate people from other states to join. (worried)

_____ of participants in the competition, the organizers created a marketing campaign to motivate people from other states to join.

10. Some dangerous looking men were following me the whole evening.

I _____ the whole evening by some dangerous looking men.

11. They have offered me a job in Budapest.

I _____ a job in Budapest.

12. I'm organizing someone that can drive the kids to the airport. (getting)

I'm _____ the kids to the airport.

13. Make sure someone cleans up this mess by the time I get back. (cleaned)

Have _____ by the time I get back.

14. You need to take your car to the mechanic to repair the brakes. (repaired)

You need to take your car to the mechanic _____.

15. Harriet hoped to impress her boss and that's why she worked two weekends in a row. (make)

_____ good impression on her boss, Harriet worked two weekends in a row.

16. I promised my friend I wouldn't tell her secret to anyone. Actually I promised because she forced me to!

My friend _____ I wouldn't tell her secret to anyone.

- B. Word Formation. Read the text below. Use the words given in capitals at the end of the line to form the correct word needed in the space. (0.1 each = 0.6)

Influencers are the new brand	
Influencer marketing is a social media-marketing concept where brands use the name and (01.) _____ of an influencer to reach out to his/her followers. As competition (02.) _____, your brand will look more authentic if an influencer markets your product. Well, of course, to make a campaign (03.) _____, we need the right "influencer".	CREDIBLE INTENSE EFFECT
Using social influencers has (04.) _____ impact; it is a great way for companies to differentiate themselves. The influencers come with built-in audiences saving some time and money (05.) _____ spent on market research. The power of influencers does not necessarily lie in their follower count, but in their ability to actually influence through (06.) _____.	INSTANT TYPICAL AUTHENTIC
Digital influencers have proven that they have become more powerful, as consumers find more credibility in their endorsement than in traditional celebrities.	

- C. The words in the box are part of compound adjectives. Provide their correct "associates" to complete the sentences. Words can be repeated or not used. (0.1 each = 0.6)

eye	ear	heart	mind	soul	hair	nail
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01. "Annabelle" is a(n) _____ horror movie, with a cursed doll, a violent satanic cult and indescribable evil frightening you out of your wits.
02. The concert was absolutely _____, brilliant! I've never seen anything like it, and maybe I never will.
03. The Sonic Book Alarm Clock shakes your bed like a British nanny. And if that's not enough to wake you, the _____ 113-decibel alarm will.
04. The success of the Condé Nast Travel magazine is attributed to its layout and articles, as well as the _____, full-page pictures, which make some places look even more beautiful than they really are.
05. During the depression, people did everything possible to seek work and to make themselves employable. Their inability to find a job was heartbreaking and _____.
06. Jack's analysis on the current economic situation was _____. Things are much worse than the government claims and now people are aware of that.

D. Complete all three sentences in each group with the same word. (0.1 each = 0.6)

01. I don't really get your _____. What are trying to tell me, exactly?
Because of the strong magnetic field in the area, the compass didn't _____ north, as it should. We got lost and walked in circles for hours.
As we were on the _____ of giving up hope, Dad arrives.
02. Sometimes machines _____ down and need to be fixed. They are not perfect.
Why don't we have a _____ to get some coffee?
Be careful! This is the 10th floor! If you fall, you're certainly going to _____ more than just a rib or two.
03. The weather was quite _____, sunny with no clouds in the sky.
The director made it _____ that if the staff didn't work hard, they would be fired.
You need to give simple, _____ instructions to this robot, or it won't understand what you want.
04. Can you _____ people's faces well? I'm good at landscapes and flowers, but not people.
The professor wanted to _____ the students' attention to the difference between communism and socialism, which they often mixed up.
United had the advantage in the first half, 2-0, but Arsenal scored in the second half, and the match ended in a _____, 2-2.
05. The travel agent gave us the _____ sell, but we resisted it.
The math examination was very _____, but we did fine because we had studied for it.
I hate camping. The floor is too _____ for a good night's sleep.
06. The detectives are looking for witnesses to give them a full _____ of what they had seen or heard. You can't drive 15 hours non-stop. You forgot to take into _____ that you need to stop to eat and to go to the bathroom.
'Sports cars have been called selfish cars on _____ of the fact you don't have to give anyone a lift but one cupholder was a bit much!

E. Substitute the definitions in parentheses for the correct word/s in their **correct form**. (0.1 each = 0.4)

Hundreds of passengers had to face long waits at the airport after so many flights had been cancelled. The Bergs had been able to make the first part of the journey and were anxiously waiting for the connecting flight to Oslo. Little Anne tried to (01.) _____ (hold on tightly) to Dad's leg and 7-month-old baby Anton (02.) _____ (fasten) in a chest (03.) _____ (a set of strong bands used for fastening). All of sudden, passengers started shouting 'bomb, bomb' and a panicked (04.) _____ (a sudden quick movement) for the doors began.



F. What advertising strategy do the pictures display? Use all the words from the box in your answers:
(0.1 each = 0.4)

of	cold	word
publicity	celebrity	freebies
endorsement	mouth	calls



01. _____



02. _____



03. _____



04. _____

Folha de Respostas

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Assinatura do Aluno

Assinatura do Professor

Nota

Part I: Multiple Choice Questions (0.15 each = 3.0)

Quadro de Respostas

Obs.: 1. Faça marcas sólidas nas bolhas sem exceder os limites.

2. Rasura = Anulação.

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
a.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part II: Reading (2.0)

A. (0.1 each = 0.5)

01. _____ 03. _____ 05. _____
02. _____ 04. _____

B. (0.2 each = 0.8)

01. _____

02. _____

03. _____

04. _____

C. (0.1 each = 0.7)

01. _____ 04. _____ 07. _____
02. _____ 05. _____
03. _____ 06. _____

Part III: Language Use (5.0)

A. (0.15 each = 2.4)

01. _____
02. _____
03. _____
04. _____
05. _____
06. _____
07. _____
08. _____

09. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____

B. (0.1 each = 0.6)

01. _____
02. _____

03. _____
04. _____

05. _____
06. _____

C. (0.1 each = 0.6)

01. _____
02. _____

03. _____
04. _____

05. _____
06. _____

D. (0.1 each = 0.6)

01. _____
02. _____
03. _____

04. _____
05. _____
06. _____

E. (0.1 each = 0.4)

01. _____
02. _____

03. _____
04. _____

F. (0.1 each = 0.4)

01. _____
02. _____

03. _____
04. _____

Part I: Multiple Choice Questions (0.15 each = 3.0)

- | | |
|-------|-------|
| 01. b | 11. d |
| 02. c | 12. e |
| 03. e | 13. b |
| 04. d | 14. c |
| 05. c | 15. d |
| 06. a | 16. c |
| 07. c | 17. e |
| 08. d | 18. d |
| 09. c | 19. a |
| 10. b | 20. b |

Part II: Reading (2.0)

A.

- | | |
|---------------|--------------|
| 01. retailers | 04. scantily |
| 02. deemed | 05. tackling |
| 03. chain | |

B. (Suggested answers)

01. Because they show situations where genders are stereotyped as if everyone were the same, which is not true. Relating sexual desirability to having leadership is one example given in the text.
02. It would be unrealistic and inappropriate to ban an ad depicting a woman cleaning, according to the regulator.
03. A 2015 ad by Sport England which depicts people far from having perfect bodies working out.
04. It gives us the idea that the woman is the only responsible person in the household for doing all the chores, while the father does nothing or is not present. Thus, creating a stereotype.

C.

01. Sam Smethers
02. Guy Parker
03. Andrew Ellison
04. NA
05. Lindsey Clay
06. Asda retailer
07. The report/The regulator/The Advertising Standards Authority

Part III: Language Use (5.0)

A.

- 01. hate being laughed
- 02. lets his students leave
- 03. Having been told that
- 04. Not being used to that
- 05. to be given
- 06. being given a refund
- 07. has been given
- 08. being held

B. (0.1 each = 0.6)

- 01. credibility
- 02. intensifies
- 03. effective

C. (0.1 each = 0.6)

- 01. hair-raising/nail-biting
- 02. mind-blowing
- 03. ear-splitting

D. (0.1 each = 0.6)

- 01. point
- 02. break
- 03. clear

E. (0.1 each = 0.4)

- 01. cling
- 02. was strapped
- 03. harness
- 04. rush

F. (0.1 each = 0.4)

- 01. cold calls
- 02. word-of-mouth publicity
- 03. freebies
- 04. celebrity endorsement

- 09. Worried by the low number
- 10. was being followed
- 11. have been offered
- 12. getting someone to drive
- 13. this mess cleaned up
- 14. to have the brakes repaired
- 15. Hoping to make a good
- 16. My friend made me promise

- 04. instantaneous
- 05. typically
- 06. authenticity

- 04. eye-catching
- 05. soul-destroying
- 06. eye-opening

- 04. draw
- 05. hard
- 06. account