

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Estudante:*** | | | | |
| ***Turma: 3º*** | ***Turno:*** | ***Data de Aplicação:*** | | ***1º Bimestre*** |
| ***Prof(a).*** | | | ***Nota Final:*** | |
| ***INÍCIO: TÉRMINO:*** | | | | |
| ***PROVA DE INGLÊS*** | | | | |
| ***INSTRUÇÕES GERAIS***  1. Confira atentamente a construção da prova. Qualquer falha de impressão ou falta de folhas deve ser comunicada ao professor no prazo máximo de **15 (quinze) minutos.**  2. Inicie a prova identificando todas as páginas com seu **nome e turma.**  3. Resolva as questões nos locais correspondentes usando caneta com tinta azul ou preta. Responda a lápis somente quando determinado.  4. Utilize somente o material autorizado. É proibido o uso de qualquer tipo de corretivo; de aparelho celular.  5. Esta prova é individual. Ao término do tempo, levante o braço e aguarde o fiscal recolher a prova.  6. A posse e/ou uso de meios ilícitos para a execução da prova é(são) considerado(s) falta disciplinar grave, acarretando a atribuição de **grau ZERO.**  7. As questões indicadas com **\***são questões de desafio e correspondem a um ponto adicional.  8. Esta prova vale de **0 a 10 (dez)**  **9. Em provas de exatas é obrigatório apresentação do cálculo, para validação da questão. Caso não conste será anulada.** | | | | |

1. Time was, advertising was a relatively simple undertaking: buy some print space and airtime, create the spots, and blast them at a captive audience. Today it’s chaos: while passive viewers still exist, mostly we pick and choose what to consume, ignoring ads with a touch of the DVR remote. Ads are forced to become more like content, and the best aim to engage consumers so much that they pass the material on to friends – by email, Twitter, Facebook – who will pass it on to friends, who will... you get the picture. In the industry, “viral” has become a usefully vague way to describe any campaign that spreads from person to person, acquiring its own momentum.

It’s not that online advertising has eclipsed TV, but it has become its full partner – and in many ways the more substantive one, a medium in which the audience must be earned, not simply bought.

De acordo com o texto, a indústria publicitária:

1. passou a criar anúncios mais curtos.
2. deixou de comprar tempo na TV devido ao aumento de custo por minuto.
3. foi forçada a se modificar em função das novas tecnologias.
4. aumentou sua audiência cativa.
5. começou a privilegiar a forma em vez de conteúdo.
6. Although robots have made great strides in manufacturing, where tasks are repetitive, they are still no match for humans, who can grasp things and move about effortlessly in the physical world.

Designing a robot to mimic the basic capabilities of motion and perception would be revolutionary, researchers say, with applications stretching from care for the elderly to returning overseas manufacturing operations to the United States (albeit with fewer workers).

Yet the challenges remain immense, far higher than artificial intelligence obstacles like speaking and hearing. “All these problems where you want to duplicate something biology does, such as perception, touch, planning or grasping, turn out to be hard in fundamental ways,” said Gary Bradski, a vision specialist at Willow Garage, a robot development company based in Silicon Valley. “It’s always surprising, because humans can do so much effortlessly.”

De acordo com o texto, o especialista Gary Bradski afirma que:

1. a sua empresa projetou um robô com capacidade de percepção.
2. os robôs já estão bem mais desenvolvidos, atualmente.
3. a construção de robôs que reproduzam capacidades biológicas é difícil.
4. as pessoas podem ser beneficiadas por robôs com capacidade de planejamento.
5. a habilidade das pessoas em operar robôs sofisticados é surpreendente.
6. Although robots have made great strides in manufacturing, where tasks are repetitive, they are still no match for humans, who can grasp things and move about effortlessly in the physical world.

Designing a robot to mimic the basic capabilities of motion and perception would be revolutionary, researchers say, with applications stretching from care for the elderly to returning overseas manufacturing operations to the United States (albeit with fewer workers).

Yet the challenges remain immense, far higher than artificial intelligence obstacles like speaking and hearing. “All these problems where you want to duplicate something biology does, such as perception, touch, planning or grasping, turn out to be hard in fundamental ways,” said Gary Bradski, a vision specialist at Willow Garage, a robot development company based in Silicon Valley. “It’s always surprising, because humans can do so much effortlessly.”

Segundo o texto, um grande desafio da robótica é:

1. não desistir da criação de robôs que falem e entendam o que ouvem.
2. melhorar a capacidade dos robôs para a execução de tarefas repetitivas.
3. não tentar igualar as habilidades dos robôs às dos seres humanos.
4. voltar a fabricar robôs que possam ser comercializados pela indústria norte-americana.
5. projetar um robô que imite as habilidades básicas de movimento e percepção dos seres humanos.
6. To live the longest and healthiest life possible, get smarter. Institute for Health Metrics and Evaluation (IHME) data show that past a certain threshold, health and wealth are just weakly correlated. However, overall health is closely tied to how many years people spend in school. Mexico, for instance, has a fifth the per capita gross domestic product (GDP) of the United States, but, for women, more than 50 percent of the latter’s schooling.

In line with the trend, Mexico’s female adult mortality rate is only narrowly higher. Vietnam and Yemen have roughly equivalent per capita GDP. Yet Vietnamese women average 6.3 more years in school and are half as likely to die between the ages of 15 and 60. “Economic growth is also significantly associated with child mortality reductions, but the magnitude of the association is much smaller than that of increased education,” comments Emmanuela Gakidou, IHME’s director of education and training. “One year of schooling gives you about 10 percent lower mortality rates, whereas with a 10 percent increase in GDP, your mortality rate would go down only by 1 to 2 percent.”

De acordo como texto, “about 10 percent lower mortality rates” é resultado de:

1. “10 percent increase in GDP”.
2. “child mortality reductions”.
3. “equivalent per capita GDP”.
4. “economic growth”.
5. “one year of schooling”.