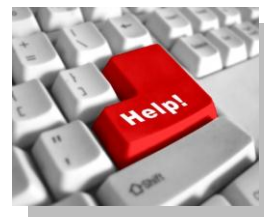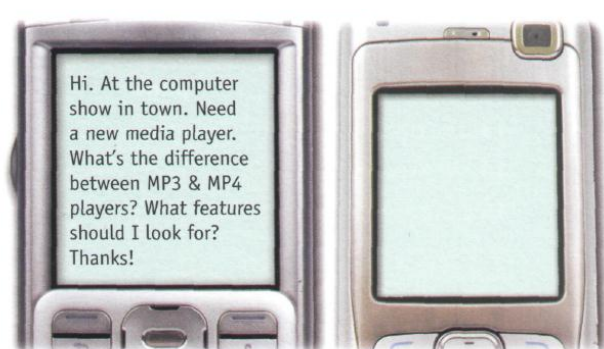**Em que situações um profissional de sua área ajuda outras pessoas a comprar um computador ou uma impressora?**

Você costuma ser muito requisitado por amigos/clientes na ajuda de um novo computador? De que maneira?

<u>EXERCÍCIO 1:</u> **Você acaba de receber a seguinte mensagem de um amigo. Como você a responderia?**

> Hi. At the computer show in town. Need a new media player. What's the difference between MP3 & MP4 players? What features should I look for? Thanks!

<u>EXERCÍCIO 2:</u> **Veja a seguir a descrição de alguns dispositivos de armazenamento que estão disponíveis em um catálogo de produtos. Qual deles você recomendaria para cada situação abaixo?**

a) To keep the operating systems and the programs on a home computer
b) To watch a movie on a plane or in the back seat of a car.
c) To hold your favorite photos and music
d) To make backup copies and to transport files between computers in a big company
e) To hold historical records in the National Library
f) To read, write and re-write high definition video and TV

Seagate hard drive
Superfast 8ms hard drive. Capacity ranges from 80GB to 1TB.

Iomega portable hard drive
160GB, 2.5" external hard drive. An affordable way to back up all your data, from business documents to emails.

LaCie DVD drive
16x DVD writer with free Nero DVD burning software. Can play and record both DVD+R and DVD-R discs, plus their rewritable counterparts, as well as all types of CD.

Panasonic portable DVD player
8" portable LCD DVD Player with Car Kit. Compatible with DVD-Video, CD, JPEG image CD and MP3-formatted audio CD.

Sony Blu-ray disc drive
Sony's Vaio AR laptop is the first portable Blu-ray studio, which includes a Blu-ray disc drive and a TV tuner, alongside a 17" widescreen display and a 2GHz Intel Core Duo processor.

Toshiba USB flash drive
High-speed 16GB pen drive with a built-in MP3 player. Plugs directly into any USB connection.

Memory in a flash!

Which Type of Printer Should I Buy?

1   Printing is the final stage in creating a document. <u>Since</u> the results you can obtain with different types of printers will vary substantially, here is a guide to help you decide which one is most suitable for your needs.

        <u>To begin with</u>, you should take into account that printers vary in cost, speed, print quality, and
5   other factors <u>such as</u> noise or printing method. Technology is evolving so quickly that there is always a printer for every application or need.

        Dot-matrix printers use pins to print the dots required to shape a character. They can print text and graphics: however, they produce relatively low resolution output – 72 to 180 dots per inch (dpi). They are used to print multi-part forms, self-copying paper and continuous-form labels. They are
10   slower than laser printers but much cheaper.

        Inkjet printers operate by projecting small ink droplets onto paper to form the required image. Color and hues are created by the precise mixing of cyan, magenta, yellow and black inks. Inkjets re fairly fast, quite, and not as expensive as laser printers. Nevertheless, you can still expect high quality results <u>because</u> there are some inkjet printers on the market with a resolution of 2,400 dpi.

15   **Laser** printers produce output at great speed and with a very high resolution of 1,200 – 2,400 dpi. They scan the image with a laser beam and transfer it to paper with a special ink powder called toner. They are constantly being improved. In terms of speed and image quality, laser printers are preferred by expert for various reasons: <u>for instance</u>, they have a wider range of scalable fonts than inkjets, can emulate different language systems, and can produce high-quality graphics: however, they are still expensive for home users.

20   **Thermal transfer** printers are used to produce color image by transferring a wax-based ink onto the paper. They are popular for printing bar codes, labels and medium-resolution graphics.

        Image setters produce very high-resolution output (up to 3,540 dpi) on paper or on the actual film for making the printing plates. In addition, they are extremely fast. Image setters are most often used in desktop publishing (DTP). Although the produce the highest quality output, they have one important disadvantage: they are too expensive for homes or small offices.

25   In modern lithographic printing, images are created on DTP computer and <u>then</u> output directly to the printing plates, without requiring film as an intermediate step. This technology is called **computer to plate**, or **CTP**, and the machine used is called a **plate setter.**

        <u>Finally</u>, we have **plotters.** Plotters use ink and fine pens held in a carriage to draw very detailed designs on paper. They are used for construction plans, engineering drawings and other technical
30   illustrations. Nowadays, traditional plotters are being replaced with wide-format inkjets.

a)   **Ache palavras no texto com os seguintes significados:**

- designs and images used in magazines, books etc (linhas 7-10)

- output quality, measured in dots per inch (linhas 7-10)

- a particular colour within the colour spectrum (linhas 10-15)

- an ink powder used in laser printers and copiers (linhas 15-20)

- set of characters that can be resized (enlarged or reduced) without introducing distortion (linhas 15-20)

- a rectangular pattern of black lines of magnetic ink printed on an object so that its details can be read by a computer system (linhas 20-25)

- surface that carries a reproduction of the image, from which the pages are printed (linhas 20-25).

- in-between; middle (linhas 25-30)

b) No artigo, há palavras, ou melhor, conectores, que estão sublinhados. Coloque-os nas colunas abaixo de acordo com a ideia que transmitem.

Giving Examples	Listing/Sequencing	Giving Reason/Cause

EXERCÍCIO 4: **Você está procurando impressoras para um cliente e se deparou com os dois anúncios abaixo. Leia-os e sublinhe os fatos e circule as palavras ou frases que expressam opiniões.**

ColourScan XR
from Sunrise

The ColourScan XR from Sunrise is a flatbed scanner with 1,200 dots per inch (dpi) of resolution and 9"x15" of scanning area.

Just think of the possibilities.

You can enter data and graphic images directly into your applications (word processors or databases). You can get crisp, clean scans for colour compositions, video and animation work.

The ColourScan XR comes complete with its own image-capture software, which allows for colour and grey retouching. *And* it's easy to use. What more could you want for only £79? It couldn't be cheaper.

In the field of flatbeds, the ColourScan XR is the clear winner.

ScanPress DF

The ScanPress DF is a self-calibrating flatbed scanner with 2,400 dpi of resolution. You can scan everything from black and white to 24-bit colour. The package includes a hardware accelerator for JPEG compression and decompression. JPEG technology saves disk space by compressing images by up to 50 to 1.

In creating the ScanPress DF, we have chosen the most advanced technology to give you the best scans with the least effort. It produces images with high colour definition and sharpness. And it comes with OCR software and Adobe Photoshop, so you can manipulate all the images you capture.

The ScanPress DF is a fantastic machine that you will love working with. And at only £309, an excellent investment.

a) Qual texto é mais persuasivo? Qual texto é mais factual ou objetivo? Por quê?

_____
_____
_____

A propaganda, de maneira geral, utiliza muitos superlativos* para convencer os consumidores de que aquele produto é a melhor escolha para suprir uma determinada necessidade.

Veja alguns exemplos abaixo:

1) **We have chosen the _most advanced_ technology...**

2) **The _fastest_ personal scanner…**

3) **The _most revolutionary_ computer peripheral…**

4) **The _best_ scans with the least effort…**

*superlativos são é uma forma do adjetivo que indica que algo tem uma característica em um grau maior que qualquer outra coisa com que se possa comparar em um certo contexto.

Veja o quadro a seguir e relembre como se dá a formação de superlativos em inglês		
Número de sílabas do adjetivo	Uma sílaba ou duas sílabas (a maioria)	Duas sílabas (incluindo os que terminam em ing, -ed, -ful, -less)	Duas sílabas terminando em -y
Superlativo	Adição da terminação -est	Utilização de "the most/least"	Utiliza "-est" e o "y" se torna "i"
Exemplos	_Cheap – Cheapest_ _Clever - Cleverest_	_Fantastic – the most fantastic_ _Powerful – the most powerful_	_Noisy – noisiest_ _Cloudy - cloudiest_

Há também as formas irregulares de superlativos	
Good	The Best
Bad	_The worst_
Liittle	_The least_

EXERCÍCIO 5: Agora, complete as frases abaixo com o superlativo dos adjetivos que se encontram entre parênteses:

a) Always buy the (fast) _____ scanner with the (high) _____ resolution you can afford.

b) They have created the (revolutionary) _____ camera to date.

c) FotoFinish is the (easy) _____ photo editing software for your digital camera.

d) This scanner gives you the (good) _____ scans with the (little) _____ effort.

e) Our university has bought the (modern) _____ computer equipment.

EXERCÍCIO 6: Leia abaixo a descrição de quatro pessoas e de quatro configurações de computador e determine qual a configuração ideal para cada pessoa, apontando as razões de sua escolha.

Andy works at a TV station. He deals with digitalized sound and image files. He needs a system that supports multimedia applications, integrating text, pictures, animation and voice, and that has a lot of disk space.

Marta is a translator-interpreter who travels a lot. She need a machine with which se can write texts and communicate with publishers and people.

Dino is a data processing student. He needs a computer to write assignments and essays as well as applications programs. Dino's computer can't be expensive because he doesn't have a job. He needs to work on it in the university as well as home.

Geraldo is a network manager. He needs a powerful integrated system with multitasking and multi-user environment, which requires a powerful operating system.

Computer: Samsung Netbook Processor: Intel Atom N455 1.66 GHz Main Memory: 1GB DDR3 Hard Drive: 250GB Battery Life: 6-cell battery – up to 10h Optical Drive: - Monitor: 10.1" WSVGA Operating System: Windows 7 Starter **Price: US$ 249,00**	Computer: IBM Server Processor: Intel Xeon Quad Core 2.53GHz Main Memory: 12GB DDR3 Hard Drive: 250 GB Optical Drive: DVD-RW Monitor: - Operating System: Suse Linux **Price: US$ 3,999.99**
Computer: Toshiba Notebook Processor: Intel Core i5-560M 2.66GHz Main Memory: 4GB DDR3 Hard Drive: 500GB Battery Life: 6-cell battery – up to 3:10 Optical Drive: Blu-ray Monitor: 17.3" 1600x900 Operating System: Windows 7 Professional **Price: US$ 849,00**	Computer: iMac Processor: Intel 5 Quad Core 2.7 GHz Main Memory: 4GB DDR3 ATI Radeon HD 512MB DDR5 Hard Drive: 2TB Optical Drive: DVD-RW Monitor: 27" LED 2560 x 1440 Operating System: MacOS X Lion **Price: US$ 1,699.99**

MODIFICADORES

Em inglês, o significado de um substantivo pode ser modificado por um adjetivo, um verbo ou um outro substantivo. Seja qual for a classe do modificados, ele quase sempre precede o substantivo.

EXERCÍCIO 7: Veja os exemplos abaixo, retirados do texto. Escreva sua tradução para o português e volte ao texto e procure exemplos que completem as lacunas.

TIPO DE MODIFICADOR	EXEMPLO	TRADUÇÃO
1. ADJETIVO		
	powerful system	---
	---	---
2. SUBSTANTIVO		
	multimedia applications	---
	---	---
NO GENITIVO	Dino's computer	---
	---	---
3. VERBO		
NO PARTICÍPIO PRESENTE	advertising company	
	---	---
NO PARTICÍPIO PASSADO	digitized images	---
	---	---

EXERCÍCIO 8: Em cada uma das sequências abaixo, sublinhe a palavra que não pertence ao grupo e justifique sua escolha seguindo o exemplo.

Mouse/ Keyboard/ Printer/ Scanner

A impressora é um dispositivo de saída.

Palmtop/ Laptop/ Mainframe/ Desktop

Monitor/ Printer/ Plotter/ Joystick

Hard disk/ Floppy/ Diskette/ RAM

EXERCÍCIO 8: Estude a lista de necessidades abaixo relatadas por seus clientes e indique qual periférico seria mais indicado em cada caso:

	• Inputting printed graphics
	• Controlling the screen cursors in a fast action game.
	• Recording moving images
	• Recording a book loan in a library
	• Inputting a lot of text
	• Creating drawings
	• Printing building plan drawings