



UNIVERSIDADE FEDERAL DE UBERLÂNDIA

**PROGRAD - Pró-Reitoria de Graduação
DIRPS - Diretoria de Processos Seletivos**

PROCESSO SELETIVO 2010-1

Dia: 24 de janeiro de 2010

Habilidade Específica

TRADUÇÃO

Read the text below and answer questions 01 and 02.

ALL TOGETHER NOW: PLAY THE GAME, MOM



The pixelated Paul McCartney, left, and George Harrison in their mop top period, in *The Beatles: Rock Band*.

By SETH SCHIESEL

The New York Times, September 1, 2009

THERE may be no better way to bait a baby boomer than to be anything less than totally reverential about the Beatles. So the news that the lads from Liverpool were taking fresh form in a video game (a video game!) called *The Beatles: Rock Band* struck some of the band's acolytes as nothing less than heresy.

Luckily, Paul McCartney and Ringo Starr, along with the widows of George Harrison and John Lennon, seem to understand that the Beatles are not a museum piece, that the band and its message ought never be encased in amber. *The Beatles: Rock Band* is nothing less than a cultural watershed, one that may prove only slightly less influential than the band's famous appearance on "The Ed Sullivan Show" in 1964. By reinterpreting an essential symbol of one generation in the medium and technology of another, *The Beatles: Rock Band* provides a transformative entertainment experience. In that sense it may be the most important video game yet made.

Never before has a video game had such intergenerational cultural resonance. The weakness of most games is that they are usually devoid of any connection to our actual life and times. There is usually no broader meaning, no greater message, in defeating aliens or zombies, or even in the cognitive gameplay of determining strategy or solving puzzles.

Previous titles in the *Rock Band* and *Guitar Hero* series have already done more in recent years to introduce young people to classic rock than all the radio stations in the country. But this new game is special because it so lovingly, meticulously, gloriously showcases the relatively brief career of the most important rock band of all time. The music and lyrics of the Beatles are no less relevant today than they were all those decades ago, and by reimagining the Beatles' message in the unabashedly modern, interactive, digital form of now, the new game ties together almost 50 years of modern entertainment.

With all due respect to *Wii Sports*, no video game has ever brought more parents together with their teenage and adult children than *The Beatles: Rock Band* likely will in the months and years to come.

<http://www.nytimes.com/2009/09/06/arts/television/06schi.html>.

QUESTÃO 01

Using your own words, give 3 reasons that make *The Beatles: Rock Band* an innovative video game.
(Write your answer in English only)

QUESTÃO 02

Translate **into Portuguese**:

A) The title of the text: "ALL TOGETHER NOW: PLAY THE GAME, MOM".

B) The following passage of the text:

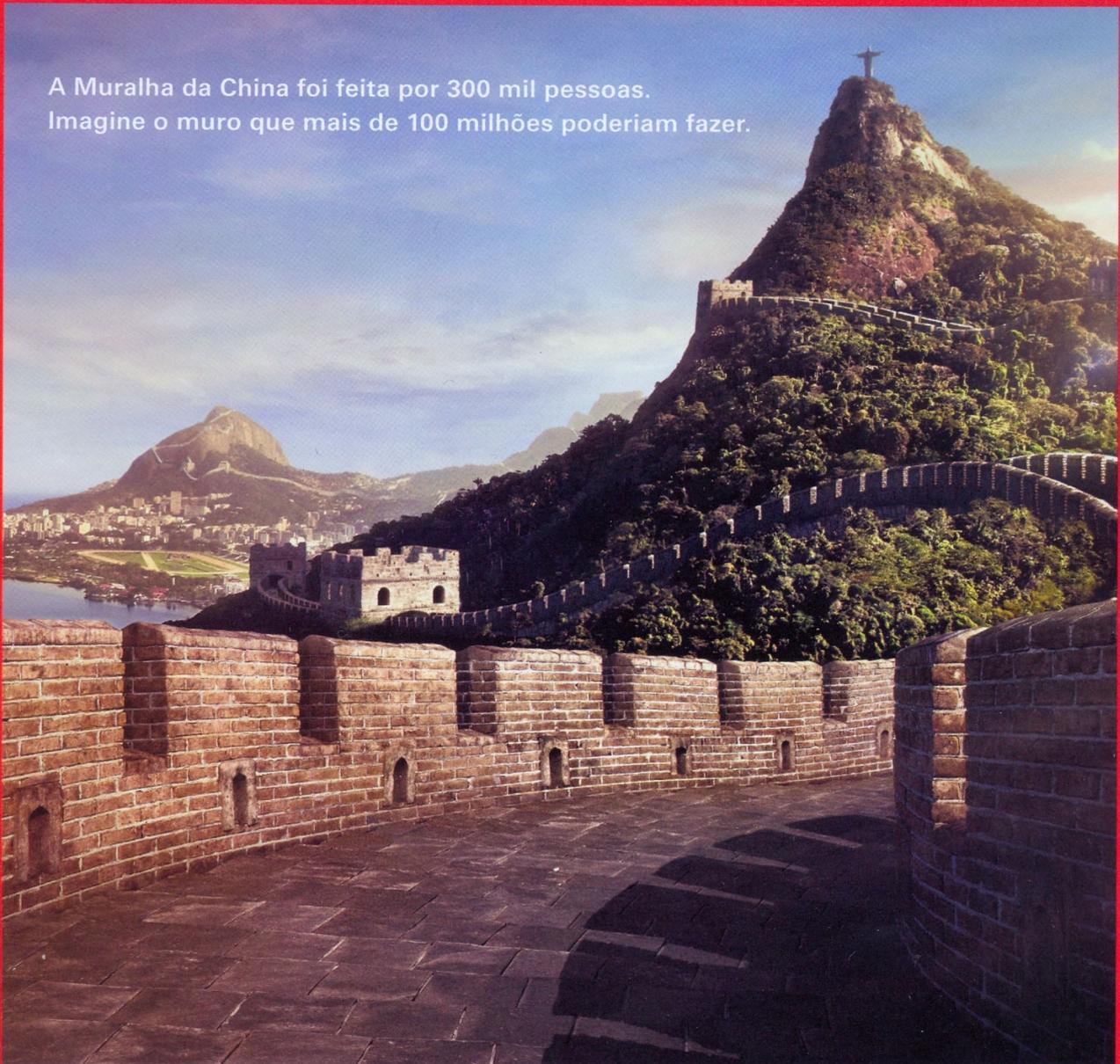
"Never before has a video game had such intergenerational cultural resonance. The weakness of most games is that they are usually devoid of any connection to our actual life and times. There is usually no broader meaning, no greater message, in defeating aliens or zombies, or even in the cognitive gameplay of determining strategy or solving puzzles".

QUESTÃO 03

Faça uma tradução, para o inglês, do anúncio abaixo.

Tradução

A Muralha da China foi feita por 300 mil pessoas.
Imagine o muro que mais de 100 milhões poderiam fazer.



Nossa força são nossos clientes.

HSBC. Mais de 100 milhões de clientes em mais de 80 países. O maior e mais sólido banco do mundo pela revista The Banker. Veja o que o mundo está falando agora na web: oqueimportaparaomundo.com.br

HSBC 
No Brasil e no mundo, HSBC

RASCUNHO

The logo of the Universidade Federal de Uberlândia is a stylized, geometric emblem. It consists of several overlapping, nested shapes that form a complex, abstract design. The shapes are primarily in shades of gray, with some white outlines. The overall form is roughly octagonal but with irregular, angular edges. The text is centered within this graphic.

UNIVERSIDADE FEDERAL DE UBERLÂNDIA

PROGRAD - Pró-Reitoria de Graduação
DIRPS - Diretoria de Processos Seletivos

www.ingresso.ufu.br