

As questões deverão ser respondidas em Língua Portuguesa. A Língua Estrangeira só deverá ser utilizada quando o enunciado o exigir.

COM BASE NO TEXTO ABAIXO, RESPONDA ÀS QUESTÕES DE NÚMEROS 01 A 06.



The perfect body: an unreachable quest

Human beings are vain by nature: we often like to look good and looking good is often linked to feeling good. However, the present emphasis on beauty, fitness, youth, and thinness has caused many people to try harder than ever to attain the current body ideal – thin, fit, radiantly healthy, young and attractive. You don't have to go very far to notice that ideal for people's bodies: just

5 open a magazine, an advertising supplement in the newspaper, or take a look around while waiting for a bus, walking down a street or a university campus. The message of what we should look like is literally everywhere and the inescapable presence of these images shapes imaginary and fantasized pictures in our thoughts. That ideal body is hard to reach, and to make matters worse for the youth today, the attitudes surrounding these body images are very strong.

10 The media have helped shape certain attitudes. For instance, one of the effects of many advertising methods used nowadays is that the body is turned into a thing, an object, a package. The tremendous increase in plastic surgery attests to the extreme adjustments that many people feel they must make in order to attain the perfect body ideal. Besides, we are given the message that our value depends on our physical appearance, that anything can be accomplished if we just work hard enough at

15 dieting and exercising. We are told that our efforts in perfecting our bodies will be rewarded by success in our professional and personal lives. With that thought in mind, individuals have come to relate to their bodies as their objects/tools/weapons in the marketplace of social relations.

The notion of the ideal body that is propagated by the popular media can be linked with the economy. There are hundreds of businesses that depend upon the human desire for thinness and fitness to survive.

20 In order to create a market for their products, they attempt to make us feel inadequate about our own bodies. Because advertisers are well aware of the insecurities that most individuals feel about their own bodies, the images publicized by advertising campaigns are chosen to create an illusion, a fantasy standard of perfection that will keep people continually consuming. The influential power of the diet, fashion, cosmetic and beauty industries and their advertising strategies target this, and the profits are sustained

25 on the enormity of body insecurity.

Perhaps control over body size and weight can be seen as a kind of control that may be lacking in other areas of our life. If we continue to pursue the elusive, eternally youthful body beauty, we'll only be setting ourselves up for failure. It is important that all of us begin to accept ourselves for who we are, regardless of our body type, and to feel comfortable with the body we live in.

(<http://zine.dal.net>)

QUESTÃO

01

A imagem presente ao lado do título concorre para o melhor entendimento do tema abordado no texto. Explique a idéia central do texto e estabeleça sua relação com a imagem.

QUESTÃO

02

Observe o fragmento contido no segundo parágrafo.

Besides, we are given the message (l. 13)

Retire, do mesmo parágrafo, um outro exemplo semelhante de construção passiva e explique o efeito provocado pela escolha desse tipo de construção.

QUESTÃO

03

Ao desenvolver suas idéias, o autor apresenta uma crítica e uma denúncia, no segundo e terceiro parágrafos, respectivamente.

Explique no que consiste cada uma.

QUESTÃO

04

O terceiro parágrafo menciona a estratégia adotada pela mídia e pelas indústrias para que haja consumo contínuo de seus produtos.

Com base na análise desse parágrafo, indique duas etapas do processo de estímulo ao consumo.

QUESTÃO

05

Observe o fragmento:

Because advertisers are well aware of the insecurities that most individuals feel about their own bodies, the images publicized by advertising campaigns are chosen to create an illusion, a fantasy standard of perfection that will keep people continually consuming. The influential power of the diet, fashion, cosmetic and beauty industries and their advertising strategies target this, and the profits are sustained on the enormity of body insecurity. (l. 21 - 25)

Tendo em vista que os pronomes atuam como elementos de coesão, explicita os referentes dos pronomes sublinhados.

QUESTÃO

06

O modo como as pessoas cuidam da forma física provoca conseqüências benéficas e nocivas.

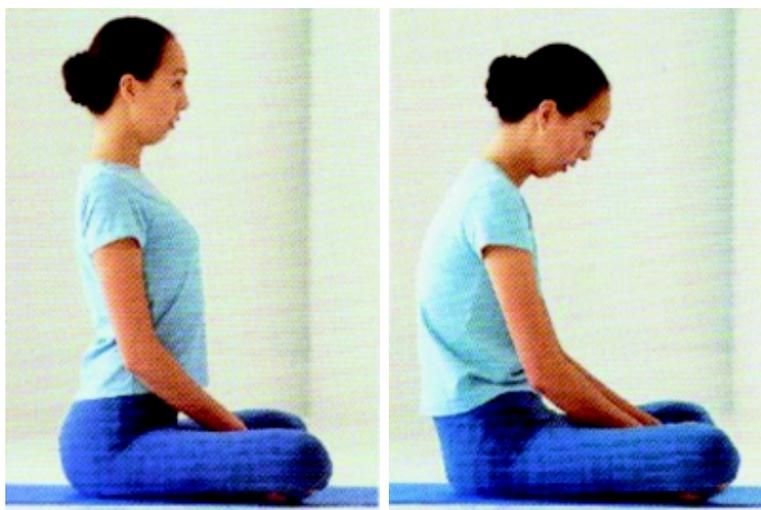
Apresente um aspecto positivo e outro negativo, relacionados aos cuidados com o corpo, que não estejam mencionados no texto.

COM BASE NO TEXTO ABAIXO, RESPONDA ÀS QUESTÕES DE NÚMEROS 07 A 10.

YOGA: A powerful tool for physical and mental awareness

Yoga consists of an integrated and authentic system of exercise, breath control and meditation that has been practiced in India for millennia. Practicing yoga keeps the body in shape and trains the mind to be strong and flexible in the face of stress and change. It increases oxygen capacity, boosts blood flow, balances the glandular system, strengthens the nervous system and reduces stress-induced toxins. Individuals feel more in control of themselves, with enhanced peace of mind, concentration and a deep inner calm and self-confidence. No matter what someone's age or physical capacity is, yoga and meditation can have immediate benefits.

Here are some easy exercises that bring flexibility to your spine and rejuvenate your brain:



SPINE FLEX: Sitting on the floor with the legs crossed and tucked in, straighten the spine by pressing the chest slightly forward. Relax the shoulders and slightly tuck the chin. This is called "easy" pose. Now hold your ankles with your two hands. Inhale and flex the spine forward, chest out and shoulders back. Exhale and slump the body. Continue in a rhythmic forward and backward manner. Go for 1-2 minutes. Then inhale deeply, holding the breath. Exhale and relax the breath and the pose. In this exercise, you are loosening the vertebrae of the lower spine and stimulating the energy there.



TWISTS: Still sitting in easy pose, bring your hands up to the shoulders with the fingers in the front and the thumbs in the back. Straighten the spine and begin twisting side to side as far as you can in each direction. Keep the upper arms parallel to the ground as you swing freely from side to side. Inhale to the left and exhale to the right. Breathe rhythmically and powerfully for 1-2 minutes. The entire spine is loosened and adjusted.

(www.shaktakhalsa.com)

QUESTÃO
07

A prática da ioga, segundo o texto, produz dois tipos diferenciados de benefícios. Identifique-os e indique um exemplo para cada um deles.

QUESTÃO
08

Os dois últimos parágrafos têm a mesma formatação e organização textual. Descreva a função das fotos e também a de cada uma das três partes que compõem estes parágrafos.

QUESTÃO
09

A ioga proporciona bem-estar e não oferece risco para seu praticante. Retire do texto a frase, em inglês, que indica a ausência de contra-indicações na prática da ioga e destaque o efeito produzido por cada exercício.

QUESTÃO
10

Para realizar o exercício *twists*, o praticante de ioga precisa conhecer uma posição já descrita no exercício anterior. Identifique essa posição e descreva-a.
