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AGUARDE O AVISO PARA INICIAR SUAS PROVAS.

LOS ANGELES TIMES

After the pandemic ends, streaming binge will continue, report says

BY Wendy Leestaff
June 4, 2021 7 am p

Before the pandemic, Wing Lam and his wife, Kelly, used to go out three nights a week. Now, it's just one night.

To entertain themselves, 59-year-old Lam, already a streaming platform subscriber, paid for two additional ones, to watch new films this year. He has no plans to cancel them, even as theaters have reopened.

Even as businesses reopen, many consumers such as Lam are sticking to new entertainment habits they developed during the pandemic. Among 1,000 U.S. consumers surveyed in April, 67% said they plan to continue to spend more time consuming streaming entertainment than they did before the COVID-19 pandemic, according to research by United Talent Agency (UTO).

William Kessler, UTO's general coordinator, said that he believes the findings of the study will encourage more talent to experiment with new ways to reach fans.

"We've got a ready-made universe of consumers who want it," Kessler said, adding there is also a vibrant community of technology disruptors that is working on new forms of entertainment for their audience. "This is the time to experiment. This is the time to try new things."

Available at: <https://www.latimes.com/entertainment-arts/business/story/2021-06-04/study-uta-pandemic-consumer-habits-streaming>. Access: 02 Jan. 2021. Adapted.

01 The results of UTO's research have shown that most consumers:

- (A) are planning to consume less streaming entertainment after the end of the pandemic.
- (B) intend to keep consuming more streaming entertainment than they did before the pandemic.
- (C) are reluctant to consume as much streaming-based entertainment as they did before the pandemic.
- (D) are prepared to spend more time consuming streaming entertainment than they did during the pandemic.

02 As indicated in the use of "such as" (3rd paragraph), the description of Wing and Kelly Lam's entertainment habits during the pandemic is meant, in the text, to be used as:

- (A) a contrast between consumers' different streaming entertainment habits during the pandemic.
- (B) an evidence of consumers' tendency to resist to streaming entertainment habits.
- (C) an example of most consumers' streaming entertainment habits during the pandemic.
- (D) a comparison between consumers' indoor entertainment habits before and after the pandemic.

03 Wing and Kelly Lam's leisure habits, during the pandemic, include:

- (A) going out at night once a week.
- (B) going to the cinema one night a week.
- (C) watching entertainment on streaming platforms every night.
- (D) watching movies three times a week.

- 04 William Kessler's view on UTO's research findings shows his:
- (A) pessimism regarding streaming consumers' new entertainment habits.
 - (B) enthusiasm for the return of streaming entertainment habits before the pandemic.
 - (C) skepticism about the validity of consumers' participation in UTO's research.
 - (D) optimism regarding the production of new forms of entertainment.
- 05 The pronoun "them", in "*He has no plans to cancel **them***" (2nd paragraph), refers to:
- (A) theaters.
 - (B) new films.
 - (C) no plans.
 - (D) streaming platforms.
- 06 According to the text, the fact that businesses have re-opened:
- (A) has not affected most consumers' intention to stick to new entertainment habits.
 - (B) has influenced consumers' plan to rethink their new entertainment habits.
 - (C) has been decisive in consumers' decision to solidify their entertainment habits.
 - (D) has weakened the new entertainment habits acquired during the pandemic.
- 07 The verbal expression "*Sticking to*", in "*many consumers such as Lam are **sticking to** new entertainment habits*" (3rd paragraph), means:
- (A) rejecting.
 - (B) keeping.
 - (C) acquiring.
 - (D) discontinuing.

Text 2



Available at: <https://br.pinterest.com/pin/AcrWVOefbUsA0HSuYSwSNtVmu2kbyt1liST0qBObgAOvYM0cN2R3tXc/>
Access: 02 Jan. 2022.

- 08 In the comic strip, the dog Snoopy expresses, in his thoughts,
- (A) a dream and a true story.
 - (B) a contradiction and a fact.
 - (C) a memory and a trauma.
 - (D) a wish and a fantasy.

09 What the boy, Linus, says to his friend, Lucy (in the last box), implies that:

- (A) he has been to a real jungle in South America.
- (B) he has never seen a piranha fish in his life.
- (C) he and Snoopy share the same fantasy.
- (D) he does not want to be bitten by Snoopy.

10 The word “stream”, in the text, means:

- (A) a big bite.
- (B) a small river.
- (C) a wild fish.
- (D) a large forest.

11 The conditional structure: **If I were+ I would** (I'd), reproduced in *If I were a piranha I'd be in South America*, is typical of the expression of a:

- (A) hypothesis.
- (B) comparison.
- (C) negation.
- (D) promise.

Text 3

By: Ram C. Yadav, Sumit Jangra and Neelam R. Yadav- *Haryana Agricultural University, Hisar, India.*

ABSTRACT

In the present world, genetically modified (GM) crops have become an integral part of our agricultural system, and the area under GM crops is continuously increasing since their introduction. Developing countries are taking a keen interest in the GM crops and for the last consecutive five years they are planting more GM crops than the developed countries. The introduction of GM crops has resulted in reduced use of nitrogen fertilizers and chemical pesticides, which are a great threat to the environment. Recently, however, the interest of how the GM crops are affecting the environment is increasing. Several questions have been raised that the introduction of GM crops will lead to increased weediness, formation of superweeds, reduce biodiversity and will target non-target organisms. Despite all the potential of GM crops to increase the crop production and to attain food security, its possible environmental hazards cannot be ignored. The present paper discusses, then, what can be regarded as “the two sides of the coin”, with respect to the positive and potentially negative effects of GM crops.

Glossary: *crop*: plantação; *hazards*: danos; *weediness*: crescimento de mato/ervas daninhas.

Available at: <https://www.researchgate.net/profile/Sumit-Jangra/publication/326438586> Access: 02 Jan. 2022.

12 The title of the article, in text 3, has been omitted. According to the information contained in the abstract, what would be, among the alternatives below, the title of the paper?

- (A) The advantages of GM crops compared to traditional crops.
- (B) GM crops in developing countries.
- (C) Pros and Cons of GM crops.
- (D) GM crops as an integral part of our agricultural system.

- 13 An advantage of the introduction of GM crops has been:
- (A) the improvement of nitrogen fertilizers and chemical pesticides.
 - (B) the increase in the number of fertilizers and pesticides available in GM crops.
 - (C) the spread of the environmental threats coming from nitrogen pesticides.
 - (D) the decrease in the use of nitrogen fertilizers and chemical pesticides.
- 14 Increased weediness and the reduction of biodiversity are mentioned in the text as:
- (A) possible “cons” of GM crops.
 - (B) possible “pros” of GM Crops.
 - (C) pre-conditions to the use of GM Crops.
 - (D) environmental threats imposed by non-GM crops.
- 15 The connector “however, in “*recently, however, the interest of how the GM crops are affecting the environment is increasing*”, can be replaced by:
- (A) moreover.
 - (B) nevertheless.
 - (C) therefore.
 - (D) thus.
- 16 The pronoun “they”, in “... *for the last consecutive five years they are planting more GM crops ...*”, refers to:
- (A) GM crops.
 - (B) consecutive years.
 - (C) developing countries.
 - (D) developed countries.

Text 4

The Guardian

Student proves Twitter algorithm ‘bias’ toward lighter, slimmer, younger faces

By: Alex Hern

@alexhern

Tue 10 Aug 2021 13.00



A few of the generated faces that were used to test Twitter’s image cropping algorithm.

Twitter’s image cropping algorithm prefers younger, slimmer faces with lighter skin, an investigation into algorithmic bias at the company has found. The finding, while embarrassing for the company,

which had previously apologised to users after reports of bias, marks the successful conclusion of Twitter’s first ever “algorithmic bug bounty”.

The company has paid \$3,500 to Bogdan Kulynych, a graduate student at Switzerland’s EFPL university, who demonstrated the bias in the algorithm, which is used to focus image previews on the most interesting parts of pictures.

Kulynych proved the bias by first artificially generating faces with varying features, and then running them through Twitter’s cropping algorithm to see which the software focused on.

Since the faces were themselves artificial, it was possible to generate faces that were almost identical, but at different points on spectrums of skin tone, width, gender presentation or age – and so demonstrate that the algorithm focused on younger, slimmer, and lighter faces over those that were older, wider, or darker.

“When we think about biases in our images, it’s not just about the academic or the experimental ... but how these models work with the way we think in society,” said Rumman Chowdhury, the head of Twitter’s AI ethics team.

“We create these filters because we think that’s what ‘beautiful’ is, and that ends up training our models and driving these unrealistic and discriminatory notions of what it means to be attractive.”

Glossary: *bias:* viés; *image cropping:* the act of improving a photo or image by removing the unnecessary parts

Available at: <https://www.theguardian.com/technology/2021/aug/10/twitters-image-cropping-ai>. Access: 02 Jan. 2022.
Adapted.

17 The conclusion of Bogdan Kulynych’s study is that:

- (A) Twitter’s image cropping algorithm is biased.
- (B) Twitter’s algorithm is used to focus image previews on the most interesting parts of pictures.
- (C) Twitter is responsible for the successful conclusion of the “algorithmic bug bounty”.
- (D) Twitter’s image cropping algorithm is free of bias and discrimination.

18 The faces used by Kulynych to test Twitter’s image cropping algorithm were:

- (A) images of young and overweight people.
- (B) generated artificially by the researcher.
- (C) taken from photos of real people.
- (D) selected by Twitter’s algorithm.

19 According to Kulynych’s research, younger and slimmer faces with lighter skin represent:

- (A) the bias of the “algorithmic bug bounty”.
- (B) the types of images which are published on Twitter.
- (C) the facial preferences of the researcher.
- (D) Twitter’s image cropping algorithmic bias.

20 Rumman Chowdhury, the head of Twitter’s AI ethics team, believes that:

- (A) Twitter’s AI ethics team should impose biases for new models of what “beautiful” really means.
- (B) algorithmic bias of what beautiful is should not select younger, slimmer faces with lighter skin.
- (C) biases generate models of what beautiful is, creating unrealistic and discriminatory notions of what it means to be attractive.
- (D) bias in Twitter’s images affects mostly the academic or the experimental dimensions of the representation of what “beautiful” is.