

Questions 1, 2 and 3 refer to the following text.

The impulse to go “green” is spreading faster than morning glories. Organizations of all types are launching green campaigns – from London’s congestion charge on automobiles to Wal-Mart Stores’ push to sell organic food. In almost every poll on the subject, consumers say they are very concerned about climate change, and they connect the dots back to their own purchases. Indeed, the poll shows that 87 percent of consumers worry about the environmental and social impact of the products they buy.

But when it comes to actually buying green goods, words and deeds often part ways. No more than 33 percent of the consumers in our survey say they are ready to buy green products or have done so. In a 2007 Chain Store Age survey of 822 US consumers, only 25 percent of them report having bought any green product other than organic food or energy-efficient lighting. Indeed, most of the green goods on the market have tiny market shares. In 2006, green laundry detergents and household cleaners accounted for less than 2 percent of US sales in their categories. Hybrid cars, though trendy, made up little more than 2 percent of the US auto market in 2007.

Consumers have therefore done little to lighten their carbon footprint. Some of this lag between talking and walking could reflect insincerity, laziness, or posturing. But much more of it stems from the failure of businesses to educate consumers about the benefits of green products and to create a market compelling ones.

(Taken from Bonini, S. & Oppenheim, J., Helping ‘green’ products grow, The McKinsey Quarterly, October 2008)

Questão 1

Copy from the text words closest in meaning to:

- A. set forth on, initiate, introduce
- B. a sampling or collection of opinions on a subject
- C. worried, preoccupied, interested
- D. articles of trade, merchandise
- E. to force or drive, especially to a course of action

Questão 2

Give three suggestions of how businesses can educate consumers about the benefits of green products.

Questão 3

- A. Retire do texto três itens que os poucos consumidores que estão conseguindo ser “verdes” têm encontrado a sua disposição.
- B. Por que os consumidores querem ser “verdes”, mas não conseguem?

Questions 4 and 5 refer to the following text.

The most ridiculous excuses for missing work

There are two main points that I took away from reading the results of a recent career builder survey: some bosses actually drive by employees’ homes when they’ve called in sick, and some people will say anything to get out of going to work. Both parties are guilty, but the boss might be doing more damage than the employee in this case. Thirty-one percent of the employees surveyed said they follow up with employees who call in sick, some require doctor’s notes, other check in by calling, and a creepy percentage drives by the employee’s home. The employers reported actual excuses they’ve heard, and the most unusual responses are below. I try to give people the benefit of the doubt, but really, most of these are ridiculous.

- 1- I didn’t want to lose the parking space in front of my house.
- 2- I hit a turkey while riding a bike.
- 3- I had a heart attack early that morning, but I am “all better now.”
- 4- I donated too much blood.
- 5- My dog was stressed out after a family reunion.
- 6- I was kicked by a deer.
- 7- I swallowed too much mouthwash.
- 8- My wife burned all my clothes and I had nothing to wear to work.
- 9- I was up all night because the police were investigating the death of someone discovered behind my house.
- 10- My toe was injured when a soda can fell out of the refrigerator.

(by www.yahoo.com. SavvySugar, Oct, 2008)

Questão 4

Which two of the excuses mentioned in the survey do you think are the most absurd? Why?

Questão 5

- A- Give two more excuses you believe could make the list.
- B- Give two new excuses employees could give for missing work which deserve more credit.

Questions 6, 7 and 8 refer to the following text.

The Simpsons is an American animated sitcom created by Matt Groening for the Fox Broadcasting Company. The series is a satirical parody of the middle class American lifestyle epitomized by its titular family, which consists of Homer, Marge, Bart, Lisa, and Maggie. The show is set in the fictional town of Springfield, and lampoons many aspects of the human condition including American culture, society, and television.

(...)

The show was controversial from its beginning. The rebellious lead character at the time, Bart, frequently received no punishment for his misbehavior, which led some parents and conservatives to characterize him as a poor role model for children. At the time, then-president George H. W. Bush said, "We're going to strengthen the American family to make them more like the Waltons and less like the Simpsons." Several U.S. public schools even banned *The Simpsons* merchandise and t-shirts, such as one featuring Bart and the caption "Underachiever ('And proud of it, man!')". Despite the ban, *The Simpsons* merchandise sold well and generated US\$2 billion in revenue during the first 14 months of sales.

(Taken from Wikipedia, Dec, 2008)

Questão 6

De acordo com o texto, por que o programa *The Simpsons* não é um programa recomendável a todas as idades?

Questão 7

Do you enjoy watching *The Simpsons*? Which is your favorite character? Justify your answer. If you don't watch *The Simpsons*, name a TV show you enjoy watching and share your reasons.

Questão 8

"To lampoon" is to criticize an individual or an institution using humor. Do you believe that is one way for TV to be educational? How else can TV contribute to educating its viewers?

Questions 9 and 10 refer to the following text.

Spanning the Gate

The Golden Gate Bridge should never have been built. The waters at the ocean entrance to San Francisco Bay were too menacing, the Gate was too wide to be spanned by a suspension bridge, the costs of so ambitious a project were too high for an economy in the midst of Depression. But impossible odds are fuel for the determination of a visionary engineer like Joseph Strauss, and danger is no more than a welcome companion to steel-nerved bridgemen who willingly risk their lives to turn dreams such as his into reality.

(from Cassady, *Spanning the Gate*, 1986)

Questão 9

Retire do texto os três motivos pelos quais a ponte Golden Gate não deveria ter sido construída.

Questão 10

The word "Depression" refers to an important historical period. Write a short paragraph with some characteristics of that period.