



CANAL SEDUC-PI5



PROFESSOR (A):

**LAWDO
NATELL**



DISCIPLINA:

INGLÊS



AULA Nº:

02



CONTEÚDO:

**TEXT STUDY AND
PRONOUNS STUDY**



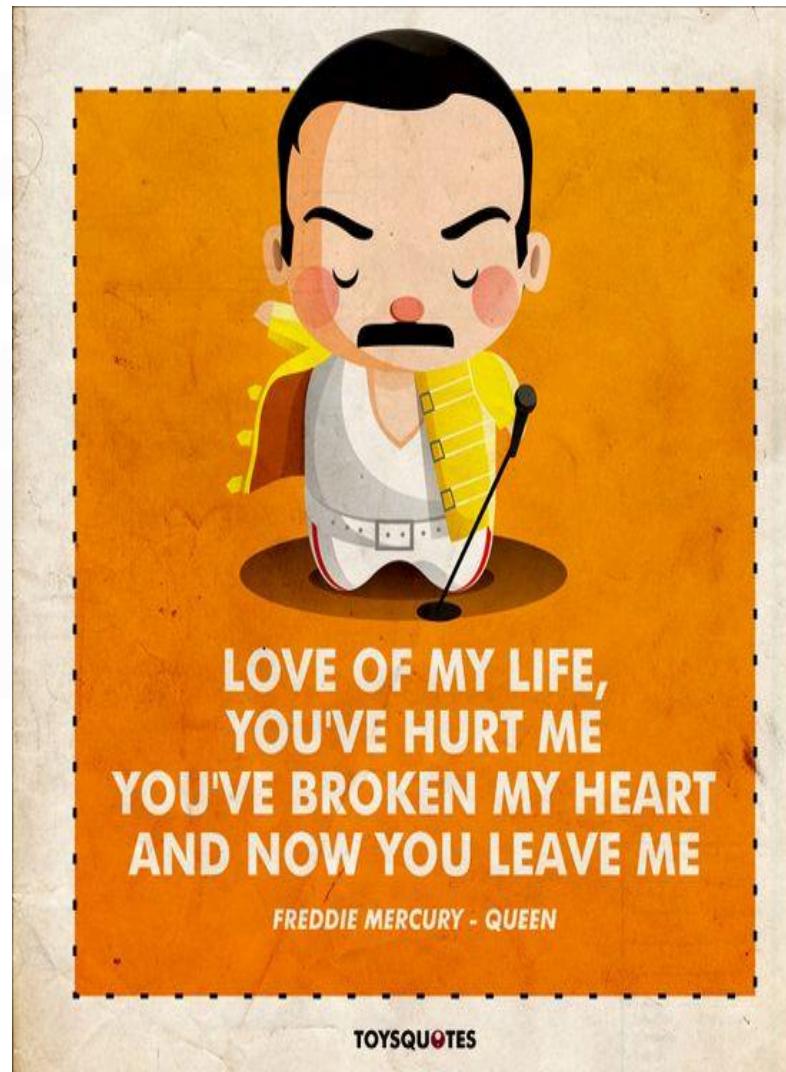
DATA:

10/06/2020

OTHER EXAMPLE:

I CALL IT
MAGIC
WHEN I'M WITH
you

OTHER EXAMPLE:



OTHER EXAMPLE:

I'm not a piece of cake



OBJECTIVE CASE

Object Pronoun	Tradução
Me	me, mim, comigo
You	te, ti, lhe, você, contigo
Him	ele, lhe, o, lo, no
Her	ela, lhe, a, la, na
It	ele, ela, o, a, lhe, lo, la, no, na
Us	nós, nos, conosco
You	vocês, convosco, lhes, los, nos, os, as
Them	eles, elas, os, as, los, las, nos, nas, lhes

PERSONAL PRONOUNS

Vejamos alguns exemplos.

Leave **me** alone, I need think about this.

(Me deixe em paz (sozinho), eu preciso pensar sobre isso)

I gave **you** a new car.

(Eu lhe dei um novo carro)

I told **him** about my husband.

(Eu falei para ele sobre meu marido/Contei-lhe sobre meu marido)

This is our house and we built **it** in 2003.

(Essa é nossa casa e nós a construímos em 2003)

OTHER EXAMPLE:



OTHER EXAMPLE:

IF YOU HAVE A CHOICE
BETWEEN ME
AND HER, CHOOSE
HER BECAUSE IF
YOU REALLY LOVED
ME THERE WOULDN'T
BE A CHOICE.

OTHER EXAMPLE:

Im tired of
being nice to
people who
"pretend" to
like me

FOCUS ON ENEM AND VESTIBULARES

I CHALLENGE
YOU!

TEXT ONE

1. (Unesp) Leia o texto a seguir para responder a questão:

Analyze an advertisement

Peter Sells

Sierra Gonzales

Not all advertisements make perfect sense. Not all of them promote or imply acceptance of social values that everyone would agree are what we should hope for, in an enlightened and civilized society. Some advertisements appear to degrade our images of ourselves, our language, and appear to move the emphasis of interaction in our society to (even more) consumerism. There may even be a dark, seamy, or seedy side to advertising. This is hardly surprising, as our society is indeed a consumer society, and it is highly capitalistic in the simplest sense. There is no doubt that advertising promotes a consumer culture, and helps create and perpetuate the ideology that creates the apparent need for the products it markets.

For our purposes here, none of this matters. Our task is to analyze advertisements, and to see if we can understand how they do what they do. We will leave the task of how we interpret our findings in the larger social, moral and cultural contexts for another occasion.

It is often said that advertising is irrational, and, again, that may well be true. But this is where the crossover between information and persuasion becomes important; an advertisement does not have to be factually informative (but it cannot be factually misleading).

In a discussion of what kind of benefit an advertisement might offer to a consumer, Jim Aitchison (1999) provides the following quote from Gary Goldsmith of Lowe & Partners, New York. It sums up perfectly what it is that one should look for in an advertisement. The question posed is “Is advertising more powerful if it offers a rational benefit?” Here is Goldsmith’s answer: “I don’t think you need to offer a rational benefit. I think you need to offer a benefit that a rational person can understand.”

QUESTION:

O pronome *it*, utilizado na última linha do primeiro parágrafo, na frase *for the products it markets*, refere-se:

- a) à necessidade da propaganda.
- b) à área de publicidade.
- c) à ideologia da propaganda.
- d) aos mercados consumidores.
- e) à cultura do consumismo

B

TEXT TWO:

Fight the Violence!

What if gang violence in America could be reduced just by talking? Professor and activist David Kennedy talks with Ben Crair about his new book, Don't Shoot, criticism of his plan, and the economics of gangs.

In 1995, David M. Kennedy went to Boston on behalf of Harvard's Kennedy School of Government to study violent crime. Like many American cities at that time, Boston was suffering a wave of homicides. After linking up with a special Boston Police Department task force, Kennedy and his team recognized that most of the killing was the work of a small handful of identifiable gang members. Rather than locking them all up, they tried something new: They met with the gang members and community leaders, offered them assistance in getting off the streets, and warned them that, if any single gang member committed another murder², they would crack down³ on the entire group.

Crime dropped almost overnight, and Kermedy's "Operation Ceasefire," as it has come to be known, has been implemented in more than 70 cities, addressing issues from gun violence to drug markets to juvenile robberies. Now, Kennedy recounts his experiences in a new book, *Don't Shoot: One Man, a Street Fellowship, and the End of Violence in Inner-City America*.

(Newsweek. 14.10.2011. Adaptado)

(1) on behalf of: em nome de

(2) murder: assassinato

(3) crack down: usar de repressão com punição severa

QUESTION:

O pronome objeto *them* empregado em – *offered them assistance in getting off the streets* – refere-se a:

- a) the streets.
- b) American cities.
- c) Kennedy and his team.
- d) Boston Police Department.
- e) gang members and community leaders.



[**https://www.youtube.com/watch?v=eh1Tf-CuOjQ**](https://www.youtube.com/watch?v=eh1Tf-CuOjQ)

TEXT THREE

(UDESC)

Touched by An Angel (By Maya Angelou)

We, unaccustomed to courage
exiles from delight
live coiled in shells of loneliness
until love leaves its high holy temple
and comes into our sight
to liberate us into life.

Love arrives
and in its train come ecstasies
old memories of pleasure
ancient histories of pain.

Yet if we are bold,
love strikes away the chains of
fear
from our souls.

We are weaned from our timidity
In the flush of love's light
we dare be brave
And suddenly we see
that love costs all we are
and will ever be.
Yet it is only love
which sets us free.

QUESTION:

1. The words “We” (line 1), “our” (line 5), “us” (line 6), are consecutively:
- a) personal pronoun, reflexive pronoun, object pronoun
 - b) object pronoun, possessive adjective, personal pronoun
 - c) object pronoun, personal pronoun, possessive adjective
 - d) personal pronoun, reflexive pronoun, possessive adjective
 - e) personal pronoun, possessive adjective, object pronoun

QUESTION:

2. (UEMG-2012) In the sentence “*All over the globe are historical mysteries left to us by the ancient world*”, the word “US” is:
- a) a personal subject pronoun.
 - b) a personal object pronoun.
 - c) a possessive adjective pronoun.
 - d) none of the above.

TEXT FOUR

- (UPE) **THE BIRTH OF THE INTERNET: A HISTORICAL FEAT**

In 1969 the world had its eyes turned to what was undoubtedly to become a historical feat: the first human being setting foot on the moon. However, in that same year something else of much importance was happening as well: the Internet was coming into being.

Usually when we think of a historical feat, we think of something big, like the first voyage to the moon. But more often than not, we find that the most meaningful events in history spring from what is viewed in their time as an unimportant fact. A case in point is exactly what the figure above represents: the birth of the Internet.