

ENCONTRO VIRTUAL 1- SEMANA DE 30 DE MARÇO A 03 DE ABRIL



Hi, Folks !!

Wishing you a great week!

Algumas instruções que deverão ser seguidas:

- ✚ Você precisará usar seu livro. Caso você não o tenha em casa, poderá acessar o site : www.richmond.com.br/portal e acessar seu livro em forma digital. Caso não esteja com o livro nem tenha se registrado no portal (para isso você precisou usar o código na página azul no início de seu livro), vou anexar aqui mesmo uma cópia em pdf das páginas para você.
- ✚ Faça as atividades enviadas tão logo as receba, isso evitará acúmulos que, inevitavelmente, geram ansiedade.
- ✚ Separe um horário do seu dia para estudar. Não faça as tarefas pela metade ou as distribua pelo seu dia inteiro! Isso vai deixar você com a sensação de sobrecarga.

Lots of love,
Renata

- A partir de segunda-feira dia 06 de abril, nosso material será enviado via plataforma Moderna Compartilha. Lá, você terá livre acesso ao livro digital. Portanto, só enviarei os gabaritos digitalizados e não mais a digitalização de páginas para fazermos os exercícios

Agora, sua atividade:

Correção – Gabarito dos exercícios das páginas 29 e 30 do livro Access 1

REVIEW 1

1 Can you infer the genre and theme of the following text, considering its layout and image?
Open answers.

2 Read the text for gist and complete: In the camp, the girls learn about the _____ of advertising.
a positive aspects b negative aspects c positive and negative aspects

Camp teaches girls the ropes on manipulative advertising

June 19, 2014 | Heidi Stevens

A very cool thing is happening this week at a summer camp in Charlotte, N.C., where 5th and 6th grade girls gather to learn "social leadership" skills.

"We talk about how to be a leader in your social space," says educator and author Michelle Icard, who founded Athena's Path camp a decade ago. "Since middle school throws so many curveballs at kids, we identify leadership moments and how to handle them."

Icard kicked off camp Monday by tackling advertising: a two-headed beast that tries to strip girls of their confidence and then lunges for their cash.

It's tough to be a leader when you're broke and panicked about your thighs.

"We talk about the fact that ads cost a ton of money to make, and if you're only going to look at one for three seconds, advertisers need to have some tricks up their sleeve," Icard told me. "Then I pull out my stack of ads."

Print ads, mostly, which Icard has collected from various magazines and the Gender Ads Project, a website that collects and dissects the messages behind advertising images.

"We discuss normalization, when an advertiser tells a girl something is not normal about her — bad skin, fat thighs —, but suggests their product will fix it," Icard says. "We talk about how advertisers target the fear that your body isn't normal, especially girls their age because their bodies are changing so rapidly."

She reminds the girls that advertisers want their time and attention because they've got baby-sitting money, birthday money, allowance and other income that's not earmarked for grown-up stuff like mortgages and groceries and utility bills.

She sends them on a scavenger hunt of sorts, tasking them with finding examples of girls and women being portrayed as objects or made to appear weak and imperiled.

"Each of the tricks is really supporting the main message advertisers send to girls, which is that being helpless is attractive," she says. "We talk through fairy tales, and how girls are

raised to believe that helpless girls are attractive to boys. We talk about how in middle school girls start acting dumb to get boys' attention.

Then we look at ads and ask for each one: Does she look happy? Does she look healthy? Does she look like she's in a position of power?"

I've got to believe this lesson changes the way the girls approach not just ads, but relationships as well — with siblings, with friends, with boys.

"What I want them to do is [to] think critically about what they're being told," Icard says. "And to know that they've got the power and now they've got the knowledge. And they can use both of those things when they're making decisions."

And becoming leaders.



Available at http://articles.chicagotribune.com/2014-06-19/features/ct-girls-advertising-balancing-20140619_1-middle-school-girls-advertisers-summer-camp. Accessed on October 3, 2015.

3 According to the text, Icard defines "advertising" as

- a something you only need three seconds to look at, which means that advertisers need to have some tricks up their sleeve.
- b a monster that intends to destroy girls' self-confidence and make them spend money.
- c obstacles that are posed to middle school kids.
- d a topic that 5th and 6th grade girls should learn about, just like "social leadership" skills.
- e something that makes girls waste money and look better.

4 In the sentence "We talk about the fact that ads cost a ton of money to make, and if you're only going to look at one for three seconds, advertisers need to have some tricks up their sleeve" (lines 9-10), what "tricks" is Icard referring to?

- 1 Convincing girls that something about them isn't normal just to sell a product that will solve their problem.
- 2 Using fairy tales to convince girls that boys find them more attractive as princesses.
- 3 Targeting girls, who don't usually use their money to pay expensive bills.
- 4 Making girls appear fragile and at risk.

Mark the option that corresponds to the correct statements.

- a 1 and 2.
- b 2, 3, and 4.
- c 1 and 3.
- d 1, 3, and 4.
- e All of them.

This week's classes:

Book pages 24, 25, 26 and 27.

To do these pages, remember:

As páginas contém:

- ✚ Revisão de Pronomes Reflexivos (myself, yourself, itself...)
- ✚ Revisão de Modais : Should e seu sinônimo ought to , have to, don't have to, must, mustn't, can, can't
- ✚ Não se lembra direito? Veja os links abaixo:
 1. O que são modal verbs : <https://www.youtube.com/watch?v=ZixvnS22kic>
 - 2 .Should / ought to : <https://www.youtube.com/watch?v=L8YnJUzduCo>
 3. Must/mustn't/have to/don't have to: [https://www.youtube.com/watch?v= BW-8ob18gw](https://www.youtube.com/watch?v=BW-8ob18gw)
 4. E, a novidade HAD BETTER, que indica um conselho mais incisivo do que o should: <https://www.youtube.com/watch?v=gWETEz4BKjE>

LANGUAGE PRACTICE I

Advertising

1 Read the definitions, the comic strip, and statements 1-4. Then mark the option that corresponds to the correct statements.

accurately: correct in all details

disguise: camouflage

tell the whole truth: tell only the truth



According to the comic strip, Ernie's ad

- 1 describes the house accurately.
- 2 includes full information about some problems in the house.
- 3 uses euphemisms to disguise the problems in the house.
- 4 doesn't lie, but doesn't tell the whole truth either.

- a 1 and 2. b 2 and 4. c 1, 2, and 3. d 3 and 4. e All of them.

2 Complete the sentences below with the words and expressions from the box. Use a dictionary if necessary.

billboard branding copywriter jingle market research
selling point slogan spot ad target audience

- 1 The new product is elegant and innovative, but its best _____ is definitely the price – it's the cheapest on the market!
- 2 My brother is a _____ for a famous ad agency. He writes the advertisements and the art director creates their overall design.
- 3 Recent _____ shows that demand for bigger smartphones will continue to grow.
- 4 The successful _____ of the new clothing collection has already increased profits.
- 5 That ad has a very catchy _____. I can't stop singing it in my head!
- 6 We need a new _____ for this product. I don't think the one we have now is sufficiently memorable or impactful.
- 7 A product's _____ must be defined before outlining the marketing strategies to promote it.
- 8 The _____ will be placed downtown.
- 9 Our new _____ will be broadcast during prime time next week.

DEVELOPING ACCURACY



Remember: This is a billboard, not an outdoor advertisement.

DEVELOPING VOCABULARY

PHRASES COMMONLY USED IN SPOKEN LANGUAGE

3 Read the following extracts from the text on pages 22-23. Analyze the highlighted phrases and answer the questions.

"That's because people respond to ads when 'they get it'." (lines 31-33)

"Studies show that about 15% of people will find something unacceptable in any ad, no matter what it shows." (lines 38-40)

"Let's say you are the owner of a technology company and you want to sell more products in Asia." (lines 44-46)

"Here it comes: in our highly technological world, communication is personal, and so is ethics." (lines 61-65)

Which phrase

- 1 could be replaced by "whatever"? _____
- 2 introduces a speculation or hypothetical situation? _____
- 3 indicates that the speaker is about to say something? _____
- 4 is an informal way to say "people understand it"? _____

ADVERBS OF MANNER

Adverbs are words used to modify verbs, adjectives, or other adverbs, which are categorized according to what they express as adverbs of manner, of time, of frequency, etc.

Adverbs of manner describe *how* something happens:

"That's also why advertisers take casting so **seriously**."

They are usually formed by adding *-ly* to an adjective:

careful > **carefully**; quiet > **quietly**; rude > **rudely**;

sudden > **suddenly**

But there are some exceptions:

fast > **fast**; good > **well**; hard > **hard**

Adverbs of manner are usually placed *after the main verb*:

They **tried hard** to write a good ad.

However, if the verb has an object, the adverb of manner is usually placed *after the object*:

I listened to the jingle **carefully**. ✓

I listened **carefully** to the jingle. ✗

REFLEXIVE PRONOUNS

Reflexive pronouns

are words used to refer back to the subject of a sentence. They are used when the subject of the sentence is also the receiver of the action. They end in *-self* (singular) or *-selves* (plural).

Subject Pronouns	Reflexive Pronouns
I	myself
you	yourself
he	himself
she	herself
it	itself
we	ourselves
you	yourselves
they	themselves

Walter sent **himself** a copy of the market research so he could work from home. (singular subject = Walter)

The **copywriter and the art director** couldn't deal with the agency's bills **themselves**, so they hired an accountant. (plural subject = the copywriter and the art director)

Reflexive pronouns can also be used for emphasis. In this case, they are not necessary, but when added, they intensify the role of the subject in an action:

I wrote the ad **myself**!

When we use verbs that describe things people usually do for themselves (such as *dress, shave, and wash*), reflexive pronouns are not necessary:

Mark had to **shave** every day when he worked as a model.

5 The text below discusses the concept of "referencing". Read it and do the activities.

We Reference What We Desire

Have you ever noticed that TV shows frequently depict average people living a better lifestyle than they can afford without any financial concerns? And then we see advertisements that motivate us to have the lifestyle we've previously seen in our favorite shows.

5 This marketing strategy is called *referencing*.

We reference (sometimes deliberately, but not always) to lifestyles we feel attracted to. We idealize a certain lifestyle and behave accordingly, so as to realize this ideal. The problem is that this idealized lifestyle is usually far from what most people can afford. As a consequence,
10 in order to realize our aspirations, we end up borrowing heavily and feeling poorly about ourselves, because we may try hard to live up to the standards of our ideals and do not succeed. Also, we are likely to lose sight of the things in life that bring us the most joy, as we focus on a way of living that gradually and brutally separates us from them.

Based on <<http://lifehacker.com/5824328/how-advertising-manipulates-your-choices-and-spending-habits-and-what-to-do-about-it>>. Accessed on October 3, 2015.

- 1 Underline the adverbs of manner you find in the text.
- 2 Which adverb of manner from the text could be replaced by
 - a badly? _____
 - b intentionally? _____
 - c progressively? _____
 - d cruelly? _____
 - e massively? _____
 - f correspondingly? _____
- 3 Find one example of a reflexive pronoun in the text and circle it.
- 4 What subject does the reflexive pronoun you circled refer to?

6 Identify the mistake in these sentences. Then rewrite them correctly.

- 1 You guys did a great job! You should be proud of yourself.

- 2 She should dress herself more carefully. She dresses too casually for a marketing director.

- 3 The designers taught ~~themselves~~ to use the new software.

- 4 I can play the piano very good. I want to be a professional musician one day.

LANGUAGE PRACTICE II

Modal Verbs

A **modal verb** is a type of auxiliary verb that gives extra information about the main verb. It can express different meanings, such as:

Advice: *should (not); ought (not) to*

You **should/ought to be** on the lookout for manipulative ads.

She **shouldn't/ought not to believe** in everything she sees in advertising.

Should I go to that marketing conference?

Strong advice: *had better (not)*

You **had better stop** lying when creating ads.

You **had better not lie** when creating ads.

Ought to and *had better* are rarely used in the interrogative form.

Obligation: *must; have to*

We **must talk** to our kids about manipulative advertising.

Do I **have to buy** the whole package to get a discount?

Must refers to an obligation that one can impose on oneself or on other people; *have to* expresses external obligations, as rules that don't come from the speaker.

Lack of obligation: *don't/doesn't have to*

We **don't have to create** a jingle for the new campaign.

She **doesn't have to buy** the whole package to get a discount.

Prohibition: *mustn't (must not); can't*

You **mustn't hand in** your marketing plan after the deadline.

You **can't forget** to send the brief of the new campaign to the art director.

1 Analyze the following ad. According to it,



- 1 you must buy one pizza in order to get another one for free.
- 2 you don't have to order two pizzas on Wednesdays.
- 3 to use the discount, you don't have to collect the pizzas you buy.
- 4 to use the discount, you must order pizzas on the weekend.

Mark the option which contains the correct statements.

- | | |
|----------------|----------------|
| a 1 and 2. | d 1, 2, and 3. |
| b 3 and 4. | e All of them. |
| c 2, 3, and 4. | |

2 Underline the correct option to complete the sentences. Then match each sentence to what it expresses.

- 1 Believe me, if you're claiming something in your ad, you **had better / don't have to** have some research data to back it up.
- 2 I hate the fact that some advertisements try to persuade teenagers to do things they **ought to / mustn't** do, like drink or drive.
- 3 At this point, our product needs a temporary name. It **should / doesn't have to** be perfect, because we can change it later.
- 4 Ads for medical drugs **can't / ought not to** be misleading in any way.
- 5 The law stipulates that all price claims made in an ad **had better / have to** correspond to the final price customers pay at the store.
- 6 A good slogan should recall the trademark name, which preferably **doesn't have to / ought to** be included in it.
- 7 New products **should / had better not** be expensive to avoid getting stuck on store shelves.

advice:	<input type="text" value="6"/>
strong advice:	<input type="text" value="1, 7"/>
obligation:	<input type="text" value="5"/>
lack of obligation:	<input type="text" value="3"/>
prohibition:	<input type="text" value="2, 4"/>

3 Identify the mistakes in these sentences. Then rewrite them correctly.

- 1 There's too much advertising around us, so you should to ignore ads that are not targeted at you.

- 2 There are some rules that we mustn't to break when preparing an advertising campaign.

- 3 Don't get discouraged. You ought not focus on the negative side of things.

DEVELOPING ACCURACY

As a rule, **modal verbs** are always followed by the base form of the main verb. Since the particle "to" in *ought to* is not an indication of the infinitive form of the main verb, it should be maintained.

- 4 Mark the correct modal verbs to complete the text about the influence of advertising on people's spending habits. In some cases, there might be more than one possible answer.

How Manipulative Advertising Works

(and What to Do about It)

Advertising aims at telling you about a product. It can be as simple as "Brand X laundry detergent cleans your clothes" or "Supermarket Y sells food". In a competitive market, the ads we see (1) _____ be more detailed so that they can differentiate their products from others. For instance, a restaurant may serve a good-tasting, unhealthy burger in less than a minute, but why (2) _____ you choose theirs amongst all the others? Because they told you to.

5 If you're not ready to think – which is often the case when you're watching TV or reading a magazine –, you'll probably accept any suggestion they are offering you. You may not even realize it's happening because you're being too passive.

What (3) _____ you do? Use your brain. When you used to hear from your parents "because I said so," you were not likely to accept that answer. You (4) _____ do it subconsciously when watching an ad either; instead, you (5) _____ think about what the ad is saying and consider the unfavorable aspects of the products that aren't being shown to you. It

10 doesn't take that long to realize that the *chalupe* being advertised may or may not contain real meat. You (6) _____ use your brain when you're watching or looking at ads!

Adapted from <<http://lifelhacker.com/5824328/how-advertising-manipulates-your-choices-and-spending-habits-and-what-to-do-about-it>>. Accessed on October 3, 2015.

- | | | |
|--------------------|----------------|----------------|
| 1 a must | b mustn't | c ought to |
| 2 a should | b shouldn't | c had better |
| 3 a should | b shouldn't | c must |
| 4 a must | b shouldn't | c ought to |
| 5 a ought to | b ought not to | c mustn't |
| 6 a had better not | b had better | c ought not to |

- 5 According to the cartoon, the supermarket wants customers to believe that they



- shouldn't buy more than five items.
- ought not to buy bananas if they like carrots and bread.
- mustn't buy other fruits in case they are buying bananas.
- should buy other products in case they are buying bananas.
- must buy other products if they are buying bananas.

- 6 Read the following statements and mark the most logical reply.

- "This yogurt I bought tastes pretty sour and smells funny."
 - "You mustn't eat yogurt."
 - "You should take it back to the store for a refund."
 - "You don't have to eat yogurt."
- "The supermarket down the street is having a special offer: if you buy one bottle of hot sauce, you'll get another for free! I don't like hot sauce that much, but I can't miss that opportunity!"
 - "You mustn't consume hot sauce."
 - "You'd better buy two bottles of hot sauce then."
 - "You shouldn't buy things if you don't need them."
- "Do I have to buy all these products to close my pores after I shave?"
 - "You mustn't buy aftershave products at all."
 - "You must buy products to smell nice too."
 - "You don't have to use products to close your pores. Cold water will do the same thing."