

EXAME DE PROFICIÊNCIA EM LÍNGUA ESTRANGEIRA DESTINADO AOS PROGRAMAS DE PÓS GRADUAÇÃO PUC-SP

Natureza da Prova:

A prova escrita constará de texto(s) em língua estrangeira, extraído(s) de revistas, jornais, livros, sites e/ou publicações específicas, sobre temas que apresentam repercussão na atualidade.

O objetivo da prova é verificar a competência de leitura e compreensão de textos, por meio de questões que poderão exigir que o candidato seja capaz de:

- identificar e selecionar, no texto, as informações relevantes à questão, sejam elas gerais ou específicas;
- parafrasear e/ou redigir as respostas em português ou língua estrangeira, com base em informações relevantes do texto;
- resumir, em português ou língua estrangeira, as principais ideias do texto;

MODELO de prova: INGLÊS

BORN DIGITAL

UNDERSTANDING THE FIRST GENERATION OF DIGITAL NATIVES

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introduction

1 YOU SEE THEM EVERYWHERE. THE TEENAGE GIRL WITH THE IPOD, SITTING across from you on the subway, frenetically typing messages into her cell phone. The whiz kid summer intern in your office who knows what to do when your e-mail client crashes. The eight-year-old who can beat you at any video game on the market—and types faster than you do, too. Even your niece’s newborn baby in London, whom you’ve never met, but with whom you have bonded nonetheless, owing to the new batch of baby photos that arrive each week.

2 All of them are “Digital Natives.” They were all born after 1980, when social digital technologies, such as Usenet and bulletin board systems, came online. They all have access to networked digital technologies. And they all have the skills to use those technologies. (Except for the baby— but she’ll learn soon enough.)

3 Chances are, you’ve been impressed with some of the skills these Digital Natives possess. Maybe your young assistant has shown you a hilarious political satire online that you never would have found on your own, or made presentation materials for you that make your

own PowerPoint slides seem medieval by comparison. Maybe your son has Photoshopped a cloud out of a family vacation photo and turned it into the perfect Christmas card. Maybe that eight-year-old made a funny video on her own that tens of thousands of people watched on YouTube.

4 But there's also a good chance that a Digital Native has annoyed you. That same assistant, perhaps, writes inappropriately casual e-mails to your clients—and somehow still doesn't know how to put together an actual *printed* letter. Or maybe your daughter never comes down for dinner on time because she's always busy online, chatting with her friends. And when she does come down to dinner, she won't stop texting those same friends under the table.

5 Maybe you're even a bit frightened by these Digital Natives. Your son has told you, perhaps, that a boy in his ninth-grade class is putting up scary, violent messages on his Web page. Or you heard about that ring of college kids who hacked into a company website and stole 487 credit-card numbers before getting caught by police.

6 There is one thing you know for sure: These kids are different. They study, work, write, and interact with each other in ways that are very different from the ways that you did growing up. They read blogs rather than newspapers. They often meet each other online before they meet in person. They probably don't even know what a library card looks like, much less have one; and if they do, they've probably never used it. They get their music online—often for free, illegally—rather than buying it in record stores. They're more likely to send an instant message (IM) than to pick up the telephone to arrange a date later in the afternoon. They adopt and pal around with virtual Neopets online instead of pound puppies. And they're connected to one another by a common culture. Major aspects of their lives—social interactions, friendships, civic activities—are mediated by digital technologies. And they've never known any other way of life.

7 Beginning in the late 1970s, the world began to change—and fast. The first online bulletin board system (or “BBS,” for short) let people with clunky computer equipment and access to telephone lines swap documents, read news online, and send one another messages. Usenet groups, organized around topics of interest to communities of users, became popular in the early 1980s. E-mail began to enter popular usage later in the 1980s. The World Wide Web made its debut in 1991, with easy-to-use browsers widely accessible a few years later. Search engines, portals, and e-commerce sites hit the scene in the late 1990s. By the turn of the millennium, the first social networks and blogs cropped up online. In 2001, Polaroid declared bankruptcy, just as sales of digital cameras started to take off. In 2006, Tower Records liquidated its stores; by 2008, iTunes had become the largest music retailer in the United States. Today, most young people in many societies around the world carry mobile devices—cell phones, Sidekicks, iPhones—at all times, and these devices don't just make phone calls; they also send text messages, surf the Internet, and download music.

8 This is the most rapid period of technological transformation ever, at least when it comes to information. The Chinese invented the printing press several centuries before Johannes Gutenberg developed the European printing press in the mid-1400s and churned out

his first Bibles. Few people could afford the printed books made possible by presses for another several centuries. By contrast, the invention and adoption of digital technologies by more than a billion people worldwide has occurred over the span of a few decades. Despite the saturation of digital technologies in many cultures, no generation has yet lived from cradle to grave in the digital era.

9 No major aspect of modern life is untouched by the way many of us now use information technologies. Business, for instance, can be done more quickly and over greater distances, often with much less capital required to get up and running. Politicians e-mail their constituents, offer video introductions to their campaigns on their websites, and provide volunteers with sophisticated digital tools to organize events on their own. Even religion is being transformed: Priests and pastors, imams, rabbis, gurus, and even Buddhist monks have begun to reach their faithful through their weblogs.

Leia o texto e responda as questões em Português

PARTE A – Compreensão de texto

Leia o texto e responda às questões de números 1 a 5 em português

1. No primeiro parágrafo da introdução responda quem está sendo descrito. (1 ponto)
2. De acordo com o texto, o que significa ser “born digital” e ser um “digital immigrant”? Localize e transcreva ao menos 2 exemplos. (1,5 ponto)
3. Em que medida o quarto parágrafo se relaciona aos três primeiros? Qual palavra antecipa essa relação? (1 ponto)
4. O parágrafo 9, “No major aspect...” menciona três instâncias da vida atual que não ficaram intocadas pelas mudanças tecnológicas. Quais são elas e de que forma foram afetadas? (1,5 ponto)
5. No parágrafo 7, Beginning in the late 70’s...”, selecione e transcreva em português 3 criações do início da era digital e 3 das mais recentes. (1 ponto)

PARTE B - Tradução

6. Traduza para o português o seguinte trecho do texto. (Valor: 2,5 pontos)
“Even your niece’s newborn baby in London, whom you’ve never met, but with whom you have bonded nonetheless, owing to the new batch of baby photos that arrive each week.”

PARTE C – Aspectos linguísticos

7. This is the most rapid period of technological transformation ever, at least **when it comes to information** (0,5 ponto)
8. A expressão grifada seria melhor traduzida por: (0,5 ponto)
 1. Como chega a informação
 2. Quando chega a informação
 3. Para ter a informação
 4. Quando a informação tem respeito
 5. No que diz respeito à informação

9. Na sentença abaixo, dê o significado da palavra grifada: (0,5 ponto)

Despite the saturation of digital technologies in many cultures, no generation has yet lived from cradle to grave in the digital era.

1. Apesar da
2. Por causa da
3. Embora
4. Além da
5. Assim como

No parágrafo 3, na sentença “Maybe your son has Photoshopped a cloud out of a family vacation photo and turned it into the perfect Christmas card”, o pronome **IT** tem como referente:

1. Cloud
2. Family
3. Christmas
4. Photo
5. card