

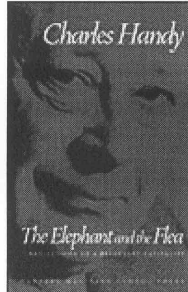
INGLÊS

The following texts refer to questions 21 to 25.

TEXT 1

Harvard Business Online

The Elephant and the Flea: Reflections of a Reluctant Capitalist



Publication Date: Dec 18, 2002

Author(s): Charles Handy

Type: HBS Press Book

Length: 240p

Description:

The Elephant and the Flea is both a poignant personal memoir and a deep reflection on the past and future of world capitalism, with all its possibilities and **pitfalls**. In a tone that is at once learned, genial, witty, and wise, Handy takes us on his life's journey, looking back to his childhood and education and how they prepared (or, rather, did not prepare) him for a career in business, the changing nature of organizational life within the context of the old economy and the new, the great variety of capitalism around the world, and through it all, his struggle to find meaning and fulfillment in work. Handy uses the quirky, powerful metaphor of the elephant and the flea to describe vividly and critique the great shift from the prevalence of behemoth, slow-moving, bureaucratic organizations that provided a lifetime of security and not much freedom or room for creativity, to a world in which we are much more independent and flea-like, flitting from job to job, **latching onto** elephants when we need to, but mostly flying solo and without a net.

Subjects Covered:

Business & government, Business history, Career changes, Careers & career planning, Entrepreneurship, General management, Global business, International business.

<http://harvardbusinessonline.hbsp.harvard.edu>

TEXT 2

THE ELEPHANT AND THE FLEA: reflections of a reluctant capitalist

Charles Handy

London: Random House, Ltd.

BOARD OPTIONS/AMAZON PRICE: \$11.20

Charles Handy has been an oil company executive, a university lecturer, and a much sought after convention speaker.

A 48 year old advertising executive was complaining to Handy that there were no longer any jobs in the ageing advertising world for people like him. While he was talking, the electrician repairing the wiring in Handy's home put his head round the door to say he would be back in a week. "I'm sorry," he said, " but I've got too

many jobs on at the moment."

"That was the future," Handy told this his account executive; lots of clients for the independent worker, but fewer and fewer jobs for full-time executives of large organizations.

The employee-oriented society of the twentieth century had delivered so much that was good. It had replaced the world of the individual farmer/craftsman/merchant. The new flea-oriented world that Charles Handy sees is **"fraught with insecurity, uncertainty, and fear."**

'We don't want that sort of world' people say.

Handy is sympathetic. "I, too, didn't much like the worst of world that I saw emerging, but wishing it away was not going to help."

In 1996, 67% of British businesses have only one employee, the owner.

In 1994, employees with less than five people represented 89% of all British businesses.

This is a book about how to survive as a flea and in world of few elephants and many fleas.

It is written in typical Charles Handy humor and insight.

It is also his most personal book to date.

ELEPHANT AND THE FLEA is easy to read and too important to ignore.

<http://www.boardoptions.com>

21 d

The corresponding synonym of the underlined word in "... fraught with insecurity, uncertainty, and fear" (Text 2) is:

- a) upgraded
- b) useful
- c) urgent
- d) charged
- e) hated

Resolução

O sinônimo correspondente à palavra sublinhada fraught em "... fraught with insecurity and fear." é charged (= carregado, cheio de)

- a) *upgraded* = melhorado
- b) *useful* = útil
- c) *urgent* = urgente
- e) *hated* = odiado

22 a

According to the text, if you **"latch onto"** (Text 1) a person or an idea, you:

- a) become so interested in them or find them so useful that you do not want to abandon them.
- b) avoid answering the question or committing yourself to a particular action or decision.
- c) reveal or expose something secret or sensitive.
- d) deal only with particular things or people.
- e) try very hard not to show the anger or distress that you are feeling.

Resolução

De acordo com o texto, se você **"latch onto"** uma pessoa ou idéia, você se interessa por elas ou as acha tão úteis que não quer abandoná-las.

23 c

The sentence **"We don't want that sort of world"** (Text 2) in the reported speech will be:

- a) They said that he hasn't wanted that sort of world.
- b) They told me that they didn't wanted those sort of world.
- c) It was said that they didn't want that sort of world.
- d) It was said that they didn't want that sorted of world.
- e) It was requested that we didn't want that sorted of world.

Resolução

O **reported speech** de "We don't want that sort of world" é "It was said that they didn't want that sort of world".

Direct Speech → Reported Speech

Simple Present (don't) → Simple Past (didn't)

24 e

Depreende-se dos **textos 1 e 2** que:

- a) Charles Handy fez uma comparação entre as grandes corporações capitalistas (os chamados elefantes), que estão mais fortes economicamente, com os funcionários (pulgas), que têm salários baixos, problemas físicos, não tendo, assim, oportunidades na carreira.
- b) Charles Handy idealizou um novo modelo empresarial que requer relações de longo prazo e a perder de vista entre elefantes (empresas) e pulgas (empregados); está causando muita polêmica no mundo executivo globalizado, pois todos tentam copiá-lo.
- c) Charles Handy nos colocou um grande desafio: quebrar um paradigma em educação executiva. No nosso emprego devemos assumir tanto a tarefa do elefante (muito trabalho) quanto a da pulga (mais agitação e menos comprometimento), ou seja, devemos ser superfuncionários em qualquer situação.
- d) Charles Handy identificou os pré-requisitos necessários para que o funcionário consiga um bom relacionamento na empresa em que trabalha: sua atuação inicia-se como a de uma "pulga" e, se for bem-sucedido, terminará na posição de "elefante" (com muito poder).
- e) Charles Handy criou a teoria do elefante e da pulga para explicar as transformações no mercado de trabalho. Segundo sua teoria, os elefantes são as grandes corporações; as pulgas, as pequenas.

Resolução

A resposta correta encontra-se no texto 1: "Handy uses the quirky, powerful metaphor of the elephant and the flea to describe vividly and critique the great shift from the prevalence of behemoth, slow-moving, bureaucratic organizations that provided a lifetime of security and not much freedom or room for creativity, to a world in which we are much more independent and flea-like, flitting from job to job, **latching onto** elephants when we need to, but mostly flying solo and without a net".

25 a

The meaning of "pitfall" (Text 1) in the text is:

- a) something harmful that might happen if a particular course of action is taken.
- b) the most important thing around which everything else is based or arranged.
- c) a soft gentle sound, like the sound made by something light dropping into water without a splash.
- d) something clear and easy to understand without needing any extra information or explanation.
- e) a total lack of purpose or usefulness.

Resolução

O significado de "pitfall" no texto é: "algo prejudicial que pode ocorrer se uma determinada atitude for tomada."

26 c



Grammar Express (2002)

"Don't have to" and "must not" indicate:

- a) absence and lack of obligation.
- b) required permission and necessity.
- c) lack of necessity and prohibition.
- d) no choice and permission.
- e) requirements and power.

Resolução

"Don't have to" indica **falta de necessidade** (= não temos que) e "must not" indica **proibição** (= não podem, não devem)

The following text refers to questions 27 to 30.

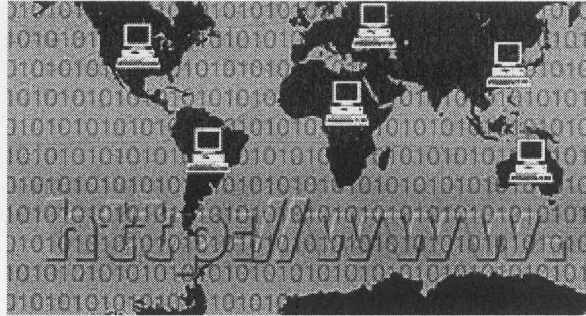
speakeasy

stories

Technology

Yes, Big Brother is Watching

Yes, Big Brother is Watching



a “virtual map” of the internet

George Orwell, in case you didn't know it, was a genius. His legendary novel, 1984, written at the end of the 1940s, offered a chillingly prophetic vision of a future in which “Big Brother” watched your every move. The surveillance was conducted through television sets, which were omnipresent. When the real 1984 came around 35 years later, it was observed that “In Orwell's novel, television watched everybody: in reality today everybody watches television.” But this witty observation was made about a decade before the advent of the Internet. **If Orwell's book were to be rewritten**, with citizens being monitored by their web activity, rather than by television, then you would have a nightmare vision of a world that is already coming into existence.

Interview by Michele Molinari

Adapted from <http://www.speakup.com.br>

27 d

According to the text:

- George Orwell was the “Big Brother”.
- “Big Brother” is a reality show broadcast by TV networks around the world nowadays.
- “Big Brother” watched everybody through television sets in 1984.
- Today the Internet can be seen as the “Big Brother” predicted by Orwell at the end of the 1940s.
- The prophetic vision of the future that Orwell had was observed by every citizen 35 years later.

Resolução

De acordo com o texto, a Internet, atualmente, pode ser vista como “O Grande Irmão” profetizado por Orwell no final da década de 40.

No texto: “But this witty observation was made about a decade before the advent of the Internet. **If Orwell's book were to be rewritten**, with citizens being monitored by their web activity, rather than by television, then you would have a nightmare vision of a world that is already coming into existence”.

28 e

Choose the right statement below according to the text:

- a) George Orwell's book has been rewritten several times.
- b) Today everybody's movement is monitored through the Internet.
- c) TV sets were omnipresent in 1984.
- d) Nowadays web activities can be monitored by television.
- e) In 1984, Orwell's prophetic vision of the future did not materialize.

Resolução

A afirmação correta diz que, em 1984, a visão profética de Orwell não se concretizou.

No texto: "When the real 1984 came around 35 years later, it was observed that 'In Orwell's novel, television watched everybody: in reality today everybody watches television.' "

29 c

Indicate the alternative that contains words which can be correctly replaced by "**witty**", used in the text:

- a) You've got such a fast and wonderful memory!
- b) Rich and smart people usually send their children to study abroad.
- c) That journalist writes very amusing and clever articles.
- d) His observations were really polite and straight.
- e) They're looking for determined and self-taught employees.

Resolução

Witty significa "espituoso, arguto, com senso de humor" e pode substituir "very amusing and clever articles" (= artigos muito divertidos e inteligentes).

30 b

The sentence "**If Orwell's book were to be rewritten, you would have a nightmare vision of the world**" in the third conditional will be:

- a) If Orwell's book had to be rewritten, you would have been a nightmare vision of the world.
- b) If Orwell's book had been rewritten, you would have had a nightmare vision of the world.
- c) If Orwell's book had rewritten, you would have a nightmare vision of the world.
- d) If Orwell's book had been rewriting, you would had have a nightmare vision of the world.
- e) If Orwell's book had rewritten, you would have been a nightmare vision of the world.

Resolução

2nd Conditional

Simple Past

WERE

Simple Conditional

WOULD HAVE

3rd Conditional

Past Perfect

HAD BEEN

Conditional Perfect

WOULD HAVE HAD

Comentário

Boa prova, com predominância de questões de compreensão de texto e vocabulário. As questões gramaticais não apresentaram dificuldades, sendo adequadas aos alunos do Ensino Médio.

