

Número de ordem: _____

PROVAS DE COMPETÊNCIA

2023/1

ATENÇÃO

O cartão de respostas será distribuído após transcorridos 30 minutos de prova. Preencha-o com cuidado, pois o cartão de respostas é único e não será substituído. Ao final, entregue ao fiscal de sala a prova e o cartão de respostas e assine a ata de presença.

Língua Inglesa

Nome: _____

Prédio: _____ Sala _____

Inglês

Texto 1



Celebrity beauty brands: the golden era is ending

20-03-2023 07:00

1 From face to founder to flop. Celebrities are trying to replicate Rihanna's success with Fenty Beauty — and
2 are struggling. Bloomberg's Kevin Simauchi explains.

3 Rihanna's pause during the Super Bowl halftime show to blot her nose with a 36-dollar powder from Fenty
4 Beauty was a powerful nod to the fact that her makeup company — not her music — has made her one of the
5 richest female performers ever. Fenty's worth \$2.8 billion, according to a 2021 Forbes estimate. Dozens of
6 celebrities have tried to replicate her success, but very few have come close.

7 More than 50 celebrities and influencers — from singer Lady Gaga to tennis phenom Naomi Osaka — have
8 launched cosmetic, haircare and skincare brands in just the last three years, according to a Bloomberg News tally.
9 The US beauty industry is particularly alluring due to high operating margins and the daily-use nature of many
10 products. Like other parts of the consumer sector, the boom was also fueled by cheap digital advertising and all
11 the money sloshing around the economy due to low interest rates.

12 But rates have surged, fears of a recession linger and consumer preferences have changed. Post-pandemic
13 shoppers are more interested in skincare than makeup. They're also more discerning and increasingly considering
14 a brand's quality and authenticity — or the lack thereof — thanks to the flood of product reviews on platforms like
15 TikTok and Reddit. A celebrity's backing doesn't matter to a majority of female shoppers, according to a Bloomberg
16 Intelligence survey of 650 cosmetics and skincare users in January.

17 **What strategies do you think will help the US beauty industry capture post-pandemic shoppers in the future?**



18 **Buog Bjiuguug** I think the stores that have skin care or makeup will come up with a robot that will
19 come and scan their face and then see what kind of product that suits you.

20 Like · Reply · 5d



21 **Min Woo Jeung** I believe that AI can play a significant role in the beauty industry by recommending
22 the appropriate makeup and cosmetics that meet my preferences and needs.

23 Like · Reply · 1w

Retrieved and adapted from: https://www.youtube.com/watch?v=UeR9V_PURPc&t=1s

<https://www.newsintlevels.com/products/celebrity-beauty-brands-level-3/>
Access on March 28th, 2023.

As questões de 1 a 8 referem-se ao **Texto 1**.

Questão 1. De acordo com o texto, é **correto** afirmar que

- a) muitos famosos conseguiram igualar seu sucesso no mercado da beleza ao sucesso de Rihanna.
- b) ser uma celebridade nesse tipo de mercado é garantia de sucesso.
- c) Rihanna é uma das popstars mais ricas do mundo graças a sua música.
- d) o mercado de cosméticos é estável, sem alterações nas preferências dos consumidores ao longo dos anos.
- e) várias pessoas famosas têm entrado no mercado da beleza.

Questão 2. Dentre as questões abaixo, a única que **não** pode ser respondida com o conteúdo do texto é

- a) What strategies will help the US beauty industry capture post-pandemic shoppers in the future?
- b) How much is the powder Rihanna used during the show?
- c) Who are the 50 celebrities who have launched cosmetic, haircare and skincare brands in just the last three years?
- d) What made Rihanna one of the richest female performers in the world?
- e) Why is the US beauty industry particularly alluring?

Questão 3. A frase “A celebrity’s backing doesn’t matter to a majority of female shoppers [...]” (linha 15) poderia ser substituída, sem prejuízo de sentido, por

- a) Most women consumers find it either unimportant or very unimportant whether or not a celebrity is behind a beauty line.
- b) The majority of women shoppers care a lot about who is behind a cosmetics company.
- c) Most female shoppers do not support men celebrities behind a cosmetics line.
- d) Very few female shoppers care whether the person backing a cosmetics company or skin care line is male or female.
- e) Women who buy cosmetics think it is important to have famous people representing a skin care company or a beauty line because it helps to sell a brand.

Questão 4. Considere as informações a seguir sobre os comentários ao texto:

- I – Both comments express a positive view in relation to AI (Artificial Intelligence).
- II – The question above the comments section focuses on the European beauty industry.
- III – Post-pandemic customers are more interested in skincare than makeup.

São **verdadeiras** as afirmações das alternativas

- a) I e II.
- b) II e III.

- c) I, II e III.
- d) I e III.
- e) I, apenas.

Questão 5. Respectivamente, as definições em inglês dos termos *replicate* (linha 1), *operating margin* (linha 9) e *authenticity* (linha 14) são

- a) to create something; how much profit a company makes after paying for costs of production; the quality of being real or true.
- b) to recreate something; how much loss a company has after paying for costs of production; the quality of being real or true.
- c) the quality of being real or true; how much profit a company makes after paying for costs of production; to copy or repeat something.
- d) to copy or repeat something; how much profit a company makes after paying for costs of production; the quality of being real or true.
- e) to copy or repeat something; how much profit a company makes after paying for costs of production; the quality of being unreal or fake.

Questão 6. A alternativa na qual o termo sublinhado exerce a mesma função gramatical de *alluring* (linha 9) é

- a) “[...] due to high operating margins.” (linha 9)
- b) “according to a Bloomberg Intelligence survey [...]” (linhas 15 e 16)
- c) “The golden era is ending.” (título)
- d) “by recommending the appropriate makeup [...]” (linhas 21 e 22)
- e) “[...] and are struggling.” (linhas 1 e 2)

Questão 7. A única frase que possui um termo com sentido negativo, equivalente a fracasso, é

- a) “[...] shoppers are more interested in skincare than makeup.” (linha 13)
- b) “From face to founder to flop.” (linha 1)
- c) “AI can play a significant role in the beauty industry”. (linha 21)
- d) “The US beauty industry is particularly alluring [...]”. (linha 9)
- e) “They’re also more discerning.” (linha 13)

Questão 8. No título, a palavra *era* **não** poderia ser substituída, de forma alguma, por

- a) age.
- b) event.
- c) period.
- d) time.
- e) generation.

Texto 2

Social media is having a big impact on plastic surgeries



01-03-2023 15:00

1 The field of plastic surgery is changing dramatically thanks to shifts in technology and social media.

2 Since the start of the pandemic there's been a surge in the popularity of plastic surgery procedures, the
3 American Society of plastic surgeons even referred to it as the "zoom boom", noting remote meetings and
4 increased time on camera seem to be a huge factor in more people willing to try cosmetic surgery.

5 Cosmetic surgery used to be a tool of the elite; however, it's now available to everyone. According to the
6 American Society of plastic surgeons, in 2020 there were about 2.3 million cosmetic procedures in the United
7 States worth 16 billion dollars.

8 What are some of the other factors that might be behind the rise of plastic surgery? How might new online
9 tools and platforms be driving the way we're altering our bodies? It's time to get out the scalpel and go beyond
10 skin deep!

11 Dr. Ashley Amalfi, clinical assistant professor of surgery, from the University of Rochester, says we are
12 seeing a change in people's mindsets: "People are now looking at the world differently, their ideals are different.
13 They realize that life is short."

14 To start off we need to understand the sudden popularity of plastic surgery and perhaps the biggest piece
15 of that puzzle that normalizes this situation is social media.

16 Social media's influence on beauty standards has led to the term 'Instagram face' where people start to
17 look more similar thanks to filters, makeup, and plastic surgery. Social media have built-in filters that alter face
18 shape or facial features to fit current beauty trends. This gives users an instant picture of what they might look
19 like, and it helps the filters go viral.

20 Some doctors have turned to social media to advertise their work. On the other hand, experts remind us
21 that cosmetic surgery is still surgery, and although it's very unlikely, the person undergoing plastic surgery can
22 die. Medical professions say physical and mental well-being are also important, and so is being realistic. They
23 also warn that doctors with less training ditch their chosen profession to perform procedures.

Retrieved and adapted from ScrippsNews.com (<https://www.youtube.com/watch?v=6D1vkoPI2jE&t=1s>)
Access on March 28th, 2023.

As questões de 9 a 16 referem-se ao **Texto 2**.

Questão 9. A ideia central do texto é refletir sobre

- a) o papel de cirurgiões plásticos na realização de procedimentos estéticos.
- b) a relação entre o tempo de uso das mídias sociais e a saúde mental.
- c) a frequência de publicidade nas mídias sociais para venda de cosméticos.
- d) a competitividade no padrão de beleza estabelecido pelos influenciadores digitais.
- e) a influência das mídias sociais no padrão de beleza na sociedade.

Questão 10. De acordo com o texto, no campo da cirurgia plástica, o número de procedimentos está

- a) aumentando em pequena escala.
- b) reduzindo em alta escala.
- c) reduzindo em pequena escala.
- d) aumentando em alta escala.
- e) estável.

Questão 11. O impacto mencionado no título do texto foi percebido

- a) ao longo do tempo pandêmico.
- b) ao final do tempo pandêmico.
- c) desde o início do tempo pandêmico.
- d) desde antes do tempo pandêmico.
- e) há poucos meses.

Questão 12. Considere as afirmativas a seguir:

- I. Social media has somewhat normalized plastic surgery.
- II. There are risks in cosmetic surgeries.
- III. Although the sudden popularity of beauty procedures, they are just available for the richest and most powerful group in society.

De acordo com o texto, as alternativas verdadeiras são

- a) I e III
- b) II e III
- c) I, II e III
- d) II, apenas
- e) I e II

Questão 13. Sobre os fatores que explicam as mudanças no campo da cirurgia plástica, a opção que **não** foi mencionada no texto é

- a) novos e potentes medicamentos.
- b) diferentes formas de compreensão da vida.
- c) desenvolvimento tecnológico.
- d) acessibilidade dos procedimentos.
- e) uso de ferramentas e plataformas online.

Questão 14. A frase "It's time to get out the scalpel and go beyond skin deep" (linhas 9-10), no contexto do artigo, revela a intenção do autor de

- a) minimizar o assunto abordado no texto.
- b) aprofundar o assunto abordado no texto.
- c) relativizar o assunto abordado no texto.
- d) superar o assunto abordado no texto.
- e) negar o fenômeno abordado no texto.

Questão 15. A expressão "zoom boom" (linha 3) faz referência

- a) ao aparecimento de novas plataformas para encontros virtuais.
- b) ao surgimento de propostas tentadoras para novos procedimentos cirúrgicos.
- c) à crescente exposição de fotos em redes sociais.
- d) aos filtros de imagem usados no meio digital.
- e) ao descontentamento com a própria imagem vista nas videochamadas.

Questão 16. A expressão "Instagram face" (linha 16) faz referência

- a) às mudanças nas características da face com aplicativos de edição.
- b) à valorização da diversidade facial e corporal na internet.
- c) à popularização da Sociedade Americana de cirurgiões plásticos.
- d) à preferência pela manutenção do trabalho remoto, mesmo no período pós-pandêmico.
- e) ao aumento do número de médicos atuando na área da cirurgia plástica.