



#CONQUISTANOESTUDO ▪ #DIA4SEMANA11

ENSINO MÉDIO ▪ 2º ANO

LÍNGUA INGLESA

Hello, dear student!

How are you doing? I hope you're fine!

Today you'll read a text that discusses about advertisements and some negative impressions they give. After this reading, you have to answer some questions from which you'll able to review some subjects you've studied during this quarantine time. So you can take your English material you used in recent weeks, in order to review Modal Verbs, Cordinating Conjunctions, and Comparison with Adjectives.

Remember you won't find any of these questions on Internet, once they were exclusively made for you who have books by Conquista.

Let's start!

In order to answer all the questions, you have to read the text below.

CONTROVERSIAL ADS

Have you ever seen an advert that has left you scratching your head? Well, you're not the only one.

Advertising **can** often be very hit or miss depending on the target audience and the marketing team in charge. Sometimes marketing departments can hit the nail on the head and deliver an incredible marketing campaign to impress their client and boost sales. Other times, marketing departments can get it completely wrong and produce terrible adverts that cause a lot of controversies, often resulting in a boycott and loss of sales.

Over the decades, there have been multiple examples of companies delivering terrible campaigns that have been talked about for all the wrong reasons. These whoopsies can affect any company no matter how big or small and have lasting impressions.

To give you an idea of terrible ad campaigns that have caused a lot of controversies, we're taking a look at some of the most **memorable** commercials and ads from recent memory.

Here are two of the top most controversial ads from the past decade!

Nivea – White Is Purity

The Ad: To promote one of their new invisible antiperspirants, Nivea decided to use the tagline “white is purity” on their social media campaign. The ad featured a woman wearing a white top while looking out the window with the slogan in bold blue letters.

This ad was just one of a number of other ads from the same campaign to promote their new product.

The Problem: As you can probably see from the advert above, the choice of words for this campaign was very poorly chosen. To make things worse, they specifically aimed the campaign at people in the Middle East which caused many people to call the advert racist. In addition to this, many right-wing groups started to promote the advert with some going as far as saying Nivea was the official alt-right antiperspirant. Eventually, Nivea released a statement about the ad and immediately withdrew it after realising the wording and context caused offence to many viewers.



Dove – Lotion Ad



The Ad: In 2017, Dove released a social media ad on their Facebook page of a black woman “transforming” into a white woman. The advert showed a black woman removing her top to reveal a white woman underneath after using Dove’s body lotion. As you can probably tell, there are many things wrong with this advert.

The Problem: The controversy caused by the advert is as clear as day. **Not only is the advert racist, but it’s also insulting to viewers.**

The campaign was instantly removed from Facebook while the owners of the brand Unilever, released a statement apologising for the advert. The scary thing about this advert is that it must have been approved at some point during the marketing process, which makes it worrying that nobody thought it would cause offence.

This also wasn’t the first time Dove received backlash over their ads. In 2011 they came under fire for a similar image showing the transition of a black woman to a white woman after using their lotion.

Tweets from users showed that people don’t just forget about these types of ads overnight. A bad ad campaign can leave you with a negative reputation for years.

Disponível em: <<https://ppcprotect.com/top-controversial-ads/>>. Acesso em: 1 jun 2020. (Adaptado)

Glossary

Whoopsies – erros grosseiros

Hit the nail on the head – acertar em cheio

Alt-right – Direita alternativa

QUESTÃO 1

Os anúncios publicitários têm como principal objetivo persuadir um potencial consumidor sobre a aquisição de um determinado produto. De acordo com o que é apresentado no texto, é correto afirmar que

- a) os anúncios publicitários sempre buscam vender produtos exaltando possíveis aspectos positivos do seu potencial consumidor.
- b) mesmo quando com teor ofensivo a um determinado grupo de pessoas, há anúncios que atraem consumidores exatamente por esse teor.
- c) anúncios publicitários ofensivos costumam causar prejuízo ainda maior a grandes empresas.
- d) embora as marcas Nivea e Dove tenham sido alvo de críticas quanto a seus anúncios, essas críticas tiveram como fundamento diferentes temáticas.
- e) o anúncio da marca Dove teve repercussão negativa não por ser racista, mas por insultar pessoas.

QUESTÃO 2

Considering uses we can make of modal verbs *can*, *may* and *might*, it is correct to say about modal verb *can*, highlighted on the second paragraph, that

- a) it can be replaced by *may*, once it expresses possibility.
- b) it can be replaced by *might*, once it expresses possibility.
- c) it can be replaced by *may*, once it expresses permission.
- d) it can be replaced by *might*, once it expresses ability.
- e) it can be replaced by *might*, once it expresses permission.

QUESTÃO 3

According to information we have in the text, and rules of comparative and superlative adjectives, it is possible to infer that

- a) Dove's advertisement was more aggressive than Nivea's.
- b) Nivea's advertisement was more aggressive than Dove's.
- c) Dove's advertisement was as aggressive as Nivea's.
- d) Dove's advertisement was the most aggressive advertisement in 2017.
- e) Nivea's advertisement was the most aggressive advertisement in 2017.

QUESTÃO 4

Considering the fragment “Not only is the advert racist, but it’s also insulting to viewers” and uses we can make of coordinating conjunctions, identify below the sentence which can replace this fragment without changing the meaning of the text.

- a) The advert is racist, so it’s also insulting viewers.
- b) The advert is racist, but it’s also insulting viewers.
- c) The advert is racist, and it’s also insulting viewers.
- d) The advert is racist, for it’s also insulting viewers.
- e) The advert is racist, or it’s also insulting viewers.

QUESTÃO 5

Considering the content of the text, the adjective memorable, highlighted on the introductory text, can be replaced by

- a) incredible
- b) wonderful
- c) brilliant
- d) amazing
- e) unacceptable

That's all for today!

On the next week you can correct these questions by a commented feedback, so you'll be able to learn a bit more about you've studied.

See you soon!!