

ATIVIDADE 1

Tema: Tourism in the world / Linking words and persuasive resources.

Habilidades Essenciais: (EF09LI01-A) Selecionar e relacionar expressões que exponham pontos de vista, argumentos e contra-argumentos, considerando o contexto e os recursos linguísticos para utilizar na eficácia da comunicação em meios digitais; (EF09LI05-A) Ler diversos textos publicitários e de propaganda para identificar recursos de persuasão, tais como escolha e jogo de palavras, uso de cores e imagens, tamanho de letras, utilizados nas mídias como elementos de convencimento; (EF09LI12-A) Produzir textos, charges, wikis, *memes*, colaborativamente, sobre temas de interesse coletivo local ou global, que revelem posicionamento crítico para aprimorar a competência escrita; (EF09LI13-A) Reconhecer e explorar, nos novos gêneros digitais, *gif*, *E-zines*, *tweets*, *gameplay*, *trailer* honesto, wikis, *memes*, novas formas de escrita, como abreviação de palavras, palavras com combinação de letras e números, pictogramas, símbolos gráficos, na construção das mensagens para desenvolver as competências sociocomunicativas; (EF09LI14-A) Compreender os valores semânticos dos conectores indicadores de adição, condição, oposição, contraste, conclusão e síntese, para utiliza-los como auxiliares na construção da argumentação e intencionalidade discursiva; (EF09LI18-A) Analisar a presença da língua inglesa na produção, divulgação e discussão de novos conhecimentos, em textos científicos, econômicos e políticos no cenário mundial, para compreender toda a importância desse idioma.


NOME:

UNIDADE ESCOLAR:

PERSUASIVE ESTRATEGIES

Claim

State your argument.



Example: I am going to try to convince you that chocolate is a healthy snack.

Big Names


Important people or experts can make your argument seem more convincing.

Example: Former U.S. president Bill Clinton thinks that junk food should be taken out of vending machines.



Logos

Facts, numbers, and information can be very convincing.




Example: A Snickers bar has 280 calories and 30 grams of sugar. That's not very healthy.

Pathos


Getting people to feel happy, sad, or angry can help your argument.

Example: Your donation might just get this puppy off the street and into a good home.



Ethos

If people believe and trust in you, you're more likely to persuade them.




Example: Believe me! I've been there before. I'm just like you.

Kairos

Try to convince your audience that this issue is so important they must act now.


Example: This is a one-time offer. You can't get this price after today.



Research

Using reliable research can help your argument seem convincing.








Example: A recent study found that students who watch TV during the week don't do as well in school.



1. Read the advertising below. What strategies does the author use to try to persuade you? Read through each strategy and decide whether the author used that strategy by writing **YES** or **NO** in the second column. If you write yes, then explain how the author used that strategy. (Leia a propaganda abaixo. Que estratégias o autor usa para tentar persuadi-lo? Leia cada estratégia e decida se o autor usou essa estratégia escrevendo YES ou NO na segunda coluna. Se escrever sim, explique como o autor usou essa estratégia.)



Disponível em: <https://www.vaultcommunications.com/work/Vault-work/gate-1-travel/> Acesso em 11 de nov. de 2020.

Persuasive Strategy	Yes/No	How the Author Used It
Claim - States the main point or stance 		
Big Names - Mentions experts and important people to support the argument 		
Logos - Uses logic, numbers, or facts to support the argument 		
Pathos - Appeals to the audience's emotions 		
Ethos - Tries to build trust and credibility 		
Kairos - Builds a sense of urgency for the cause 		
Research - Uses studies and information to make the argument seem more convincing; this can be in the form of words, graphs, tables, or illustrations 		

Disponível em: http://www.readwritethink.org/files/resources/lesson_images/lesson56/homework2.pdf Acesso em 11 de nov. de 2020.

Linking Words (words of transition, transitional words ou connectors) são palavras da língua inglesa que possuem a função de estabelecer ligação entre as frases. Ou seja, é papel dessas palavras dar coerência e coesão textual em uma mesma oração. No português, é o que chamamos de conjunção.

As linking words de adição são utilizadas no intuito de acrescentar informações. Exemplos:

- He is handsome, gentle **AND** polite.
- **BESIDES** gentle, he is polite and handsome.
- **IN ADDITION TO** gentle, he is handsome and polite.

As linking words de sequência são utilizadas para dar continuidade a um evento. Exemplos:

- We have to consider the existence of the racism, **THEN** the importance to human race survivors.
- I trained hard the whole month. **AS A RESULT**, I won the contest.
- **AFTER** he studying so hard, he passed the test.

Os conectivos de contraste são utilizados para estabelecer oposição entre as frases. Exemplos:

- He is handsome e nice, **BUT** he doesn't like animals.
- He is nice and gentle. **HOWEVER**, I don't like him.
- **ALTHOUGH** I don't have a lot of money, I want to buy a motorcycle.
- **DESPITE** his behavior, he is very intelligent.

As linking words de causa e consequência são utilizadas em situações em que há causa e efeito, ação e reação.

Exemplos:

- You studied a lot. **SO**, you got a better grade.
- I don't have flair. **THUS**, I can't sing.
- I've worked too hard this last two weeks. **THEREFORE**, I deserve a good vacation.

Disponível em: <https://www.educamaisbrasil.com.br/enem/ingles/linking-words> Acesso em 10 de nov. de 2020.



Tourism is a growing industry in Brazil, which receives some three million foreign visitors a year. **HOWEVER**, Brazilians visiting abroad spend significantly more money than do foreigners visiting Brazil;(…) Most tourists in Brazil travel to Rio de Janeiro **AND** other easily accessible sites that are in or around urban centres with well-established hospitality industries. Salvador and other parts of Bahia are major tourist attractions and increasing numbers of vacationers are visiting other coastal areas of the Northeast. (...)

The larger Brazilian cities have a wide range of accommodations, **BUT** most luxury hotels are in Rio de Janeiro, and there are some large spas, hotels, and resorts in the Minas Gerais highlands and at Iguaçu Falls.(…) A growing number of Brazilians travel throughout the country by automobile and aircraft during vacations.

Disponível em: <https://www.britannica.com/place/Brazil/Tourism> Acesso em 11 de nov. de 2020.

2. Identifique o valor semântico (adição, contraste, condição, oposição, dentre outros) dos conectivos nas orações a seguir:
 - a) **HOWEVER**, Brazilians visiting abroad spend significantly more money than do foreigners visiting Brazil;
 - b) Most tourists in Brazil travel to Rio de Janeiro **AND** other easily accessible sites...
 - c) The larger Brazilian cities have a wide range of accommodations, **BUT** most luxury hotels are in Rio de Janeiro...
3. All the sentences are wrong. Find the mistakes and correct them. (Todas as sentenças estão erradas. Encontre os erros e corrija-os.)
 - a) Foreigners visiting Brazil spend more money than Brazilian visiting abroad.
 - b) Vacationers don't like to visit the coastal areas of the Northeast.
 - c) Brazilians don't travel throughout the country by cars during vacations.

Costa Rica:



Inspiring travellers to reconnect with nature's wonders



BOB MOWAT

Costa Rica is ready to welcome Canadian travellers back and the country's Minister of Tourism, **Gustavo Segura Sancho** talks with Canadian Travel Press this week about the steps the country has taken to provide travellers with both a safe and enjoyable travel experience.

See **COSTA RICA** page 2



Disponível em: https://www.travelpress.com/subscription/IDEA/161820_110920_ctp/viewer/desktop/ Acesso em 11 de nov. de 2020.

4. Identifique, no texto, o principal argumento apresentado pelo Ministro do Turismo, Gustavo Segura Sancho, a revista *Canadian Travel Press*.



5. Based on the texts above, it is your time to write a text about your city. You can share your text with your friends. (Baseado nos textos anteriores, é a sua vez de escrever um texto sobre a sua cidade. Você pode compartilhar o seu texto com seus amigos.)

Disponível em <https://www.prnewswire.com/news-releases/brazil-launches-new-global-advertising-campaign-163931966.html> Acesso em 11 de nov. de 2020.