

Beauty

- In your opinion, what makes people beautiful?
- Do you know any proverbs or sayings about beauty, in English or in Portuguese?
- Do you agree with those proverbs?
- Do you know who the woman in the picture was? Do you find her attractive?
- Look at the title of text 1. Where do you usually find beauty tips? What are some beauty tips you know?

TEXT 1

Time Tested Beauty Tips

For attractive lips, speak words of kindness.

For lovely eyes, seek out the good in people.

For a slim figure, share your food with the hungry.

For beautiful hair, let a child run his or her fingers through it once a day.

For poise, walk with the knowledge you'll never walk alone.

People, even more than things, have to be restored, renewed, revived, reclaimed, and redeemed; Never throw out anybody.

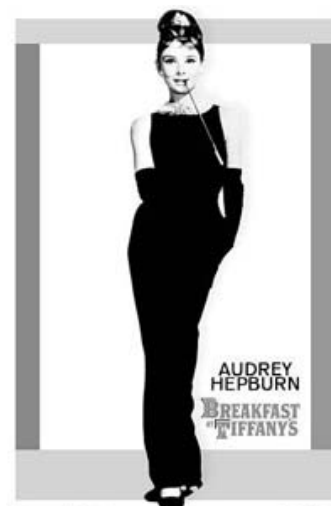
Remember, **If** you ever need a helping hand, you'll find one at the end of your arm.

As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others.

The beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair. The beauty of a woman must be seen from in her eyes, because that is the doorway to her heart, the place where love resides.

The beauty of a woman is not in a facial mole, **but** true beauty in a woman is reflected in her soul. It is the caring that she lovingly gives, the passion that she shows, and the beauty of a woman with passing years only grows!

- by Sam Levenson



- Are these tips the usual kind of beauty tips you see? Why (not)?
- According to the text, which one is more important: inside or outside beauty?
- What is the meaning conveyed by the underlined words? Addition, contrast, comparison, condition, cause, consequence, proportion, purpose, exemplification...?

Read Text 2 and answer the questions 01 through 05 (UERJ 2004 Exame Final).

01. The first drawing illustrates the idea expressed in the following statement:

- (A) tattooing the dead was common
- (B) painting faces was a strategy for attraction
- (C) decorating the body was an indication of bravery
- (D) drawing pictures was an effective sign of leadership

02. Forms of body decoration are related to different kinds of symbolism.

The alternative expressing the widest range of purposes throughout history is:

- (A) from sign of power to preservation of artistic works
- (B) from anthropological research to personal attraction
- (C) from competition among men to pursuit of great wealth
- (D) from protection against evil influences to aesthetic appeal

03. The title **Body Decoration** combines two nouns. The same pattern is also found in the following pair:

- (A) tattooed men and art form

- (B) tattoo masters and hair implants
- (C) hair extensions and facial tattoos
- (D) face patterns and different cultures

04. One of the communicative goals of the last paragraph is:

- (A) presenting relevant accounts
- (B) disregarding the main theme
- (C) expressing a personal opinion
- (D) confronting different viewpoints

05. I guess beauty truly is in the eye of the beholder. (L. 23)

This sentence is equivalent in meaning to:

- (A) I think beauty is really a matter of external judgment.
- (B) I believe beauty is in fact a pursuit of religious faith.
- (C) I assume beauty is indeed a product of refined criteria.
- (D) I understand beauty is actually a quality of human nature.

TEXT 2

BODY DECORATION

To look fiercer, brave, attractive, powerful and wealthy, people of different cultures all over the world decorate their bodies and faces.

Tattooing is one of the oldest known forms of decorating the human body. Egyptians tattooed the dead to protect them against evil spirits.

- 05 Mummies from 2000 B.C. have been found with tattoos, and anthropologists have even found prehistoric tattooed men.

Some of the native Polynesian people of New Zealand, known as the Maori, wore very intricate full facial tattoos. Each one was so unique it was like a thumbprint. Many years ago, when Maori chiefs signed documents and deeds with Europeans, they drew pictures of their face patterns as a signature.

- 10

The Japanese also use tattooing. They consider it an art form, and preserve the works of great tattoo masters in museums.

Sometimes people are like peacocks, dressing up to attract that special someone's attention.

- 15

Among the Fulani nomads in Nigeria, the men compete to lure girls by getting all done up in jewelry, painting wild patterns on their faces and wearing colorful beaded costumes. They also exaggerate their eyes and make wild facial expressions.

- 20 In our contemporary society, some people pierce their ears, have their noses made smaller, have their teeth straightened or capped or made whiter, get hair implants and extensions, have fat sucked off their hips or have parts of the body plumped up. All in the pursuit of the ultimate personal statement. I guess beauty truly is in the eye of the beholder.



<http://www.zuzu.org>

Read Text 3 and answer the questions 06 through 11 in Portuguese (UERJ 2007 Exame Discursivo).

06. A imagem presente ao lado do título concorre para o melhor entendimento do tema abordado no texto. Explique a idéia central do texto e estabeleça sua relação com a imagem.

07. Observe o fragmento contido no segundo parágrafo.

Besides, we are given the message (l. 13)

Retire, do mesmo parágrafo, um outro exemplo semelhante de construção passiva e explique o efeito provocado pela escolha desse tipo de construção.

08. Ao desenvolver suas idéias, o autor apresenta uma crítica e uma denúncia, no segundo e terceiro parágrafos, respectivamente. Explique no que consiste cada uma.

09. O terceiro parágrafo menciona a estratégia adotada pela mídia e pelas indústrias para que haja consumo contínuo de seus produtos. Com base na análise desse parágrafo, indique duas etapas do processo de estímulo ao consumo.

10. Observe o fragmento:

Because advertisers are well aware of the insecurities that most individuals feel about their own bodies, the images publicized by advertising campaigns are chosen to create an illusion, a fantasy standard of perfection that will keep people continually consuming. The influential power of the diet, fashion, cosmetic and beauty industries and their advertising strategies target this, and the profits are sustained on the enormity of body insecurity. (l. 21 - 25)

Tendo em vista que os pronomes atuam como elementos de coesão, explicita os referentes dos pronomes sublinhados.

11. O modo como as pessoas cuidam da forma física provoca conseqüências benéficas e nocivas. Apresente um aspecto positivo e outro negativo, relacionados aos cuidados com o corpo, que não estejam mencionados no texto.



The perfect body: an unreachable quest

Human beings are vain by nature: we often like to look good and looking good is often linked to feeling good. However, the present emphasis on beauty, fitness, youth, and thinness has caused many people to try harder than ever to attain the current body ideal – thin, fit, radiantly healthy, young and attractive. You don't have to go very far to notice that ideal for people's bodies: just

5 open a magazine, an advertising supplement in the newspaper, or take a look around while waiting for a bus, walking down a street or a university campus. The message of what we should look like is literally everywhere and the inescapable presence of these images shapes imaginary and fantasized pictures in our thoughts. That ideal body is hard to reach, and to make matters worse for the youth today, the attitudes surrounding these body images are very strong.

10 The media have helped shape certain attitudes. For instance, one of the effects of many advertising methods used nowadays is that the body is turned into a thing, an object, a package. The tremendous increase in plastic surgery attests to the extreme adjustments that many people feel they must make in order to attain the perfect body ideal. Besides, we are given the message that our value depends on our physical appearance, that anything can be accomplished if we just work hard enough at

15 dieting and exercising. We are told that our efforts in perfecting our bodies will be rewarded by success in our professional and personal lives. With that thought in mind, individuals have come to relate to their bodies as their objects/tools/weapons in the marketplace of social relations.

The notion of the ideal body that is propagated by the popular media can be linked with the economy. There are hundreds of businesses that depend upon the human desire for thinness and fitness to survive.

20 In order to create a market for their products, they attempt to make us feel inadequate about our own bodies. Because advertisers are well aware of the insecurities that most individuals feel about their own bodies, the images publicized by advertising campaigns are chosen to create an illusion, a fantasy standard of perfection that will keep people continually consuming. The influential power of the diet, fashion, cosmetic and beauty industries and their advertising strategies target this, and the profits are sustained

25 on the enormity of body insecurity.

Perhaps control over body size and weight can be seen as a kind of control that may be lacking in other areas of our life. If we continue to pursue the elusive, eternally youthful body beauty, we'll only be setting ourselves up for failure. It is important that all of us begin to accept ourselves for who we are, regardless of our body type, and to feel comfortable with the body we live in.

(<http://zine.dal.net>)

Read the text below and answer questions 12 and 13 (PUC-Rio 2004 Vestibular de Inverno).

"Fashion is a form of ugliness so intolerable that we have to alter it every six months."

Oscar Wilde (1854 - 1900)

http://www.lifeisajoke.com/wildehumor_html.htm

12. In the quotation above, Oscar Wilde's attitude towards fashion might be described as:

- (A) surprised. (B) optimistic. (C) impartial. (D) horrified. (E) sarcastic.

13. According to the quotation, the author believes that:

- (A) we can not stand fashion because it changes twice a year.
(B) we do not tolerate fashion because it is a strategy to make money.
(C) fashion must change frequently because its products are horrible.
(D) modern fashion designers are not concerned with making people look beautiful.
(E) fashion is like any other human activity: if we do not change it, we get bored.

GABARITO

1. A
2. D
3. B
4. C
5. A

Questão	Resposta
6	<p>As pessoas estão excessivamente preocupadas com a aparência física. Portanto, elas se empenham para atingir o padrão de beleza idealizado.</p> <hr/> <p>A moça exercitando-se na esteira ilustra o esforço para se ter um corpo perfeito.</p>
7	<p><i>We are told that our efforts in perfecting our bodies</i></p> <hr/> <p>A construção passiva faz com que o foco da ação recaia em quem sofre os efeitos das mensagens enviadas pela mídia.</p>
8	<p>Crítica: a mídia é responsável por transformar o corpo em objeto de manipulação.</p> <hr/> <p>Denúncia: há interesses financeiros envolvidos na busca pela beleza física.</p>
9	<p>Duas dentre as etapas:</p> <ul style="list-style-type: none">• as pessoas se comparam às imagens veiculadas• as pessoas se sentem mal em relação a seus corpos• a mídia veicula um padrão de perfeição associado a determinado produto de beleza
10	<p><i>Their</i> – indústrias de dieta, moda, cosméticos e beleza.</p> <p><i>This</i> – que as pessoas sempre consomem na busca do padrão ilusório de perfeição física.</p>
11	<p>Positivo: quem cuida do corpo, sem exageros, tem uma vida mais saudável.</p> <p>Negativo: quem se preocupa exageradamente com o corpo pode desenvolver doenças como bulimia e anorexia.</p>

12. E
13. C