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PROVA DE PROFICIÊNCIA EM LÍNGUA INGLESA

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QUESTÃO 1

Leia o texto abaixo e responda, em PORTUGUÊS, as questões de 1 a 4.

LANGUAGE IN THE DIGITAL WORLD

- 1 The idea that technological innovations can change life in a fundamental way and that these changes reach into every aspect of life has been associated with many innovations throughout history, including the development of the printing press, newspapers, cameras, the postal service, radio and telephones. It is becoming
5 central in how we think about contemporary change in digital technologies. This was well expressed by Marshall McLuhan more than 40 years ago in relation to television:

10 The medium, or process, of our time – electric technology – is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. It is forcing us to reconsider and re-evaluate practically every thought, every action, and every institution formerly taken for granted. Everything is changing –
15 you, your family, your education, your neighborhood, your job, your government, your relation to ‘the others’. And they’re changing dramatically. McLuhan (1967: 8)

20 These changes identified by McLuhan continue apace with newer technologies. Now it is more accepted that all aspects of life, including everyday activities, workplace practices and the world of learning, are transformed by digital technologies. To give an example, practices of photography have been largely digitized – digital cameras and online photo sharing have taken over the place of film cameras and printed photo albums. Instead of sitting together at home leafing through photos in an album, nowadays people are more likely to share photos with
25 friends and relatives on the internet either on social networking sites such as Facebook or photo sharing sites. Another example of contemporary changes is academic practices. As the authors have experienced, academic writing has been reshaped in many ways with the rise of new technologies. Very few people would handwrite a full manuscript of a book before typing it out on the computer. Students

30 have assumed handing in an essay means handing in a typed, word-processed
essay. At work, we receive far more emails than handwritten notes or letters. Other
interesting examples of digitally transformed everyday activities include meetings,
reading, note-taking, form filling, booking trips, map reading and shopping.
Technology is part of people's lived experiences across all contexts, ranging from
35 engaging in a plethora of social networking sites with friends, through to studying
and working or engaging in family life. In fact it is hard to find an area of life that is
unchanged. People have gradually taken digitally transformed everyday activities
for granted. This is often referred to as the domestication of technology (as in
Berker et al. 2005), a concept that captures the process through which
40 technologies are integrated into and mediate people's lives; while at the same time,
technology users reappropriate technologies to facilitate their everyday activities.
This has all been happening in a relatively short period of time and has become
naturalized and unnoticed by people in their lives. There are certainly many issues
of access and differences between people and groups of people. Nevertheless,
45 technological change is affecting people everywhere and transforming all domains
of life. These technology-related changes in life are embedded in broader social
changes. Contemporary life is changing in many ways which impact on language
and communicative practices. Technology is a central part of this but it is just one
among a set of interconnected factors. Lankshear and Knobel (2011) have drawn
50 attention to changes that are occurring in the nature of institutions, media, the
economy, and general processes of globalization. Kress (2003) further identifies
four simultaneous change processes: changes in relations of social power, in the
direction of abolishing existing settled hierarchies and remaking new ones;
changes in economic structure, with writing taking on different roles in an economy
55 in which information is increasingly important; communicational changes, with a
shift from writing to image as the dominant mode, altering the logic of our
communicative practices; and changing technological affordances, with a shift in
media from page to screen (as in Snyder 1998). As we can see, it is this
combination of changes in different areas of life that contribute to changes to our
60 communicative practices and landscape. It is important to make clear that
technologies themselves do not automatically introduce changes in life. In other
words, new activities in life are not technologically determined but technology itself
is also part of broader social changes. And different people would adopt
technologies differently to suit their own purposes in different contexts of use.
55 Thus, in this book, and in understanding the relationship between technology and
life more generally, our point of departure is what people do and how they draw
upon resources to make meanings in their everyday activities.

Texto adaptado de BARTON, D e LEE, C. Language online: Investigating
digital texts and practices. Routledge, 2013.

1 – Com que objetivo os autores do texto citam McLuhan (1967:8)? (*valor: 1,5*)

2 – Para dar visibilidade às transformações provocadas pelas tecnologias digitais na vida contemporânea, os autores apresentam dois exemplos. Quais são eles e como os autores os descrevem? (*valor: 2,0*)

3 – Explique o conceito de “domesticação tecnológica” (Berker et al., 2005). (*valor: 1,5*)

4 – Quais são as ideias apresentadas por Lankeshear e Knobel (2011) e Kress (2003) sobre as mudanças que as tecnologias estão provocando no mundo contemporâneo? *(valor: 2,0)*

QUESTÃO 2

Reescreva, em PORTUGUÊS, a citação de McLuhan (1967:8) abaixo (Linhas 9-16). Lembramos que não se trata de uma tradução literal: você pode reproduzir o conteúdo integral do fragmento com outras palavras, desde que não haja nenhum prejuízo de sentido às ideias dos autores. *(valor: 3,0)*

“The medium, or process, of our time – electric technology – is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. It is forcing us to reconsider and re-evaluate practically every thought, every action, and every institution formerly taken for granted. Everything is changing – you, your family, your education, your neighborhood, your job, your government, your relation to ‘the others’. And they’re changing dramatically” (McLUHAN, 1967: 8)