

CADERNO DE RASCUNHO

PROVA DE PROFICIÊNCIA EM INGLÊS

INSTRUÇÕES

- As folhas de rascunho são de uso opcional; **não contarão, portanto para efeito de correção.**
 - Durante a realização da prova, não será permitida a utilização de livros, dicionários, apontamentos, apostilas, réguas, calculadoras ou qualquer outro material de consulta.
 - Não serão distribuídas folhas suplementares para rascunho.
 - Ao terminar a prova, o candidato deve comunicar-se com o Encarregado de Sala e devolver-lhe o CADERNO DE PROVA e também este CADERNO DE RASCUNHO será rasgado a sua vista.
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Why new things make us sad

Adapted from [a](#) film by Brendan Miller¹.

1. In 1769, in Paris, a French philosopher wrote an essay about an unusual experience. His name was Denis Diderot, most known for his role in compiling one of the first modern encyclopedias.
2. In the essay, he describes how he had come into possession of a new luxurious red dressing gown. But rather than making him happy, it made him miserable. The reason Diderot's new dressing gown was making him unhappy was that its beauty and luxury clashed with his other, much shabbier, possessions. That way, a growing need for unity left him with a desire to upgrade other objects in his house, so that they would match the luxury of his new dressing gown.
3. Soon, there was a new tapestry, new paintings, new prints, a new chair, armoire, a mirror, a new bureau and an expensive clock. Later, his whole apartment was completely transformed. As Diderot described it, the "*imperious*" dressing gown had "*imposed her new harmony*" upon his home.
4. In 1988, anthropologist Grant McCracken coined the term "Diderot effect" to describe this desire for unity and how it shapes what we buy. At that time, many economists saw consumer goods in isolation, each one owned just for its function and utility and, therefore, easily replaced in case a cheaper or better version came along. McCracken thought differently: rather than looking at possessions individually, he argued that things we own reflect our identity and place in society and, for this reason, often belong in sets, held together by the force of the Diderot effect.
5. Therefore, a banker buys a Rolex to go with his BMW and his bottle of Bollinger Champagne. The same way, a hipster buys a graphic t-shirt and beard oil to go with his overpriced and under-functioning bicycle.

¹ Film published by *BBC.com*, on 8 January 2019, under the same title. Available at <https://www.bbc.com/ideas/videos/why-new-things-make-us-sad/p06xj82h> (accessed on 17 March 2019).

6. Now, sometimes the Diderot effect stops a consumer from buying something, even if it's useful and in a good price range, because the item doesn't fit with a certain set of goods that person already owns. However, at other times the appearance of something new – what McCracken calls a “departure good” – can lead to the run of consumption that Diderot observed with his dressing gown.

7. Diderot may have observed this effect a long time ago, but, even today, his insights on why we buy things are still used by sellers. Look at Apple, for example: the iPhone works as a “departure good” that leads many consumers, via Diderot effect, to purchasing other Apple products, seeking the unity and beauty that comes along with them having the company's complete set. This is also why Ikea organizes and displays its products into branded groups, so that whoever comes inside the store to replace a chest of drawers, for example, gets tempted – by the Diderot effect – to buy other products that seem to belong with it, like a bed, wardrobe, dressing table or hat stand.

8. The way things are laid out on stores works in a similar way. Each room is filled with items that go with the others. Together, they represent a completely new identity or lifestyle. If one can be tempted by one element of the set, the Diderot effect means a whole run of new purchases are likely to follow.

9. In all these cases, marketers try to take advantage of the Diderot effect. In summary, their idea is that every new acquisition exerts a force on other possessions, constantly pushing people to upgrade their stuff.

10. Looking at the Diderot effect, Juliet Schor – author of “The Overspent American” – affirms, as well as other writers, that there is cruelty to this never-ending escalator of desire. She argues that people often buy certain products because of a “*symbolic fantasy*” attached to them, but when they receive these products, they don't get what was promised to come with them.

11. In Diderot's case, perhaps he hoped that with the new dressing gown would come the economic security of those who owned luxurious items just like it. Obviously, that didn't happen. Perversely, he felt freer in his old gown, which he was more comfortable using to wipe dust from books or clean his pen nibs. As he wrote, “*I was absolutely master of my old dressing gown, but I have*

become slave to my new one". His new gown had promised security and freedom, but, in the end, it trapped him.

12. So, when you are shopping, imagining the life that will accompany that new luxurious phone, chest of drawers or dressing gown, try not to forget the benefits of the old and shabby.

QUESTÕES PROPOSTAS e ESPELHO DE CORREÇÃO

Orientação aos candidatos:

As respostas devem refletir o mais fiel e completamente possível o texto dos parágrafos mencionados em cada enunciado.

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1. De acordo com o primeiro parágrafo do texto, qual era a formação profissional e a nacionalidade de Denis Diderot e por qual de seus trabalhos ele se tornou mais conhecido? **(10 pontos)**

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2. O primeiro parágrafo do texto afirma que, em 1769, Denis Diderot escreveu um ensaio acerca de uma experiência incomum. Consoante o parágrafo seguinte, que situação Diderot descreve nesse ensaio e qual era a razão de sua infelicidade? **(20 pontos)**

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3. A partir das informações extraídas do quarto parágrafo, que autor cunhou o termo “efeito Diderot”? O que esse autor pretendeu descrever com o referido termo? Qual o contraste do pensamento desse autor em relação a muitos economistas daquela época? **(20 pontos)**

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4. Em conformidade com o texto do parágrafo n. 6, de que maneiras o “efeito Diderot” pode impedir ou estimular a compra de produtos? **(20 pontos)**

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5. De que maneira o sétimo parágrafo exemplifica a aplicação do “efeito Diderot” nas estratégias de venda das companhias Apple e Ikea? **(10 pontos)**

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6. Consoante o parágrafo n. 9, de que maneira os comerciantes tentam tirar vantagem do efeito Diderot? **(10 pontos)**

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7. Em conformidade com o parágrafo n. 10, que ponderações são feitas pela escritora Juliet Schor ao analisar o efeito Diderot? **(10 pontos)**

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