In Japan, 'Rocky' and 'Premium Friday' join fight against overtime

By Chris Gallagher | TOKYO

01 Through different programs related to work hours like "Rocky" and early
02 "Premium Friday", a small but growing number of companies in workaholic
03 Japan are getting creative with the ways they're getting employees out the
04 door early.

05 The government launched its Premium Friday campaign, encouraging
06 firms to let workers out a few hours early on the last Friday of the month so
07 they spend money on shopping and leisure to help boost the economy.

08 The initiative is also part of a broader push by Prime Minister Shinzo Abe's
09 administration to reduce working hours, after the suicide of an employee at
10 ad agency Dentsu - ruled "death by overwork" - cast a harsh spotlight on
11 Japan Inc's deep-rooted problem of excessive overtime.

12 "Excessive working hours have become a big problem," said Etsuko
13 Tsugihara, chief executive of public relations firm Sunny Side Up Inc. "We
14 were thinking of ways to improve our own working environment when the
15 government came up with Premium Friday and we thought it was a good
16 idea." As an added incentive, she said Sunny Side Up would hand
17 employees a one-time 3,200 yen ($28) cash payment as they headed out
18 at around 3 p.m., while the firm stood to benefit from a productivity
19 standpoint.

20 "In creative industries like ours, inspiration won't come just from staying in
21 the office for a long time. But take some time off, breathe new air and see
22 new things and the ideas will come, and you'll be refreshed when you
23 come back on Monday."

24 Beyond easing the personal toll on workers, the government has the
25 economy in mind. As the labor pool shrinks along with the population, it
26 wants firms to reduce hours to encourage more women to work and get
27 fathers more involved in bringing up children. Increased leisure time should
28 also mean more time between the sheets to boost the birth rate.

29 DRASTIC OVERHAUL
30 Truly bidding sayonara to overtime in Japan "requires a fairly drastic
31 overhaul", said Yoko Ishikura, professor emeritus at Hitotsubashi
32 University and an expert on workstyle reforms.Japanese offices are still
33 employing too many generalists with ill-defined roles making it hard to
34 measure their work output and thus encouraging unproductive time sitting
35 at desks, while an inflexible job market was exacerbating the problem, she
36 said. "We're very efficient in factories but when it comes to white collar,
37 productivity is very low," she said. "What we're interested in is productivity

38	improvement and innovation, and long work hours do not help either." Still,
39	some are apprehensive about changing too much, too quickly.
40	At a meeting last week of the government's Council on Economic and
41	Fiscal Policy, Suntory Holdings Chief Executive Takeshi Niinami
42	expressed concern that less overtime could hurt workers in the form of
43	lower pay - and hurt consumer spending.
44	Sadayuki Sakakibara, chairman of the Japan Business Federation
45	corporate lobby, told reporters he was basically in favor of setting limits on
46	work hours but the global competitiveness of Japanese firms could be at
47	risk if limits were too strict. However, Yoshie Komuro, founder and head of
48	the consultancy Work-Life Balance Co, noted Japan Inc had already been
49	losing its global edge recently and said it must change its mindset to
50	improve performance and attract top talent". Japan thinks long working
51	hours are a tool that it can use to win, but the reality is they're the reason
52	it's been losing."

3 dark trends that could destroy the web - Tim Berners-Lee

01 Today marks 28 years since I submitted my original proposal for the world
02 wide web. I imagined the web as an open platform that would allow
03 everyone, everywhere to share information, access opportunities and
04 collaborate across geographic and cultural boundaries. In many ways, the
05 web has lived up to this vision, though it has been a recurring battle to
06 keep it open. But over the past 12 months, I've become increasingly
07 worried about three new trends, which I believe we must tackle in order for
08 the web to fulfill its true potential as a tool which serves all of humanity.

09 1) We've lost control of our personal data
10 The current business model for many websites offers free content in
11 exchange for personal data. Many of us agree to this – albeit often by
12 accepting long and confusing terms and conditions documents – but
13 fundamentally we do not mind some information being collected in
14 exchange for free services. But, we're missing a trick. As our data is then
15 held in proprietary silos, out of sight to us, we lose out on the benefits we
16 could realise if we had direct control over this data, and chose when and
17 with whom to share it. What's more, we often do not have any way of
18 feeding back to companies what data we'd rather not share – especially
19 with third parties – the T&Cs are all or nothing.

20 This widespread data collection by companies also has other impacts.
21 Through collaboration with – or coercion of – companies, governments are
22 also increasingly watching our every move online, and passing extreme
23 laws that trample on our rights to privacy. In repressive regimes, it's easy
24 to see the harm that can be caused – bloggers can be arrested or killed,
25 and political opponents can be monitored. But even in countries where we
26 believe governments have citizens' best interests at heart, watching
27 everyone, all the time is simply going too far. It creates a chilling effect on
28 free speech and stops the web from being used as a space to explore
29 important topics, like sensitive health issues, sexuality or religion.

30 2) It's too easy for misinformation to spread on the web
31 Today, most people find news and information on the web through just a
32 handful of social media sites and search engines. These sites make more
33 money when we click on the links they show us. And, they choose what to
34 show us based on algorithms which learn from our personal data that they
35 are constantly harvesting. The net result is that these sites show us
36 content they think we'll click on – meaning that misinformation, or 'fake
37 news', which is surprising, shocking, or designed to appeal to our biases
38 can spread like wildfire. And through the use of data science and armies of
39 bots, those with bad intentions can game the system to spread
40 misinformation for financial or political gain.

41	3) Political advertising online needs transparency and understanding
42	Political advertising online has rapidly become a sophisticated industry.
43	The fact that most people get their information from just a few platforms
44	and the increasing sophistication of algorithms drawing upon rich pools of
45	personal data, means that political campaigns are now building individual
46	adverts targeted directly at users. One source suggests that in the 2016
47	US election, as many as 50,000 variations of adverts were being served
48	every single day on Facebook, a near-impossible situation to monitor. And
49	there are suggestions that some political adverts – in the US and around
50	the world – are being used in unethical ways – to point voters to fake news
51	sites, for instance, or to keep others away from the polls. Targeted
52	advertising allows a campaign to say completely different, possibly
53	conflicting things to different groups. Is that democratic?
54	These are complex problems, and the solutions will not be simple. But a
55	few broad paths to progress are already clear. We must work together with
56	web companies to strike a balance that puts a fair level of data control
57	back in the hands of people, including the development of new technology
58	like personal "data pods" if needed and exploring alternative revenue
59	models like subscriptions and micropayments. We must fight against
60	government over-reach in surveillance laws, including through the courts if
61	necessary. We must push back against misinformation by encouraging
62	gatekeepers such as Google and Facebook to continue their efforts to
63	combat the problem, while avoiding the creation of any central bodies to
64	decide what is "true" or not. We need more algorithmic transparency to
65	understand how important decisions that affect our lives are being made,
66	and perhaps a set of common principles to be followed. We urgently need
67	to close the "internet blind spot" in the regulation of political campaigning.

Adapted from: https://www.weforum.org/agenda/2017/03/three-challenges-for-the-internet-according-to-its-inventor

Questions 1 to 7 are related to the **TEXT A**. Choose the correct answer for each question.

1. According to the text, the idea of the campaign came up because of
  a- the Japanese working environment.
  b- what happened to an employee.
  c- the low rate birth in Japan.
  d- the productivity standpoint.

2. The word 'boost" (line 07) is a synonym of
  a- increase.
  b- decrease.
  c- continue.
  d- sell.

3. The word 'roles' (line 33) can be replaced without any change to its meaning by
  a- paper.
  b- roll.
  c- function.
  d- leading.

4. The word 'but' (line 21) expresses
  a- consequence.
  b- result.
  c- addition.
  d- opposition.

5. According to the text, all statements below are correct, **<u>except</u>** for
  a- as workers will have more leisure time, there is an expectation of more children being born.
  b- Yoko Ishikura claims that innovation and productivity improvement are decreased by long work hours.
  c- 'Premium Friday' states that workers will weekly leave their work earlier.
  d- excessive overtime has been considered a huge problem.

6. The pronoun 'we' (line 13) refers to
  a- Etsuko Tsugihara and the government.
  b- the government and their workers.
  c- Sunny Side Up Inc and Etsuko Tsugihara.
  d- Sunny Side Up Inc and the government.

 7. According to the last paragraph, Sadayuki Sakakibara agrees that limits are necessary
  a- but they need to be flexible.
  b- because competitiveness is not at risk.
  c- and strictness is the key to success.
  d- so that reporters would also be in favor.

Questions 8 to 12 are related to the TEXT B. Choose the correct answer for each question.

8. The word 'widespread' (line 20) means
      a- existing or happening over a large area or among many people.
      b- a way of presenting images with the width a lot greater than the height.
      c- including or dealing with a large number of different people.
      d- to make something larger in degree or range.

9. According to the text,
      a- it is not coincidence what pops up in our screens.
      b- we feedback companies about what to share.
      c- fake news are surprising and shocking.
      d- everyone uses just a few platforms to get information.

10. The pronoun 'they' (line 34) refers to
      a- people.
      b- search engines.
      c- news.
      d- sites.

11. Without any change to its meaning, the expression 'for instance' (line 51) **can** be substituted by
      a- for long.
      b- for that.
      c- for example.
      d- for now.

12. The main purpose of the text is to make people aware of
      a- the benefits of the world wide web.
      b- what is done with our data.
      c- possible solutions to balance private and government control.
      d- the author's concerns relates to some aspects of the world wide web.

13. The expression 'what is more' (line 17) expresses
      a- contrast.
      b- addition.
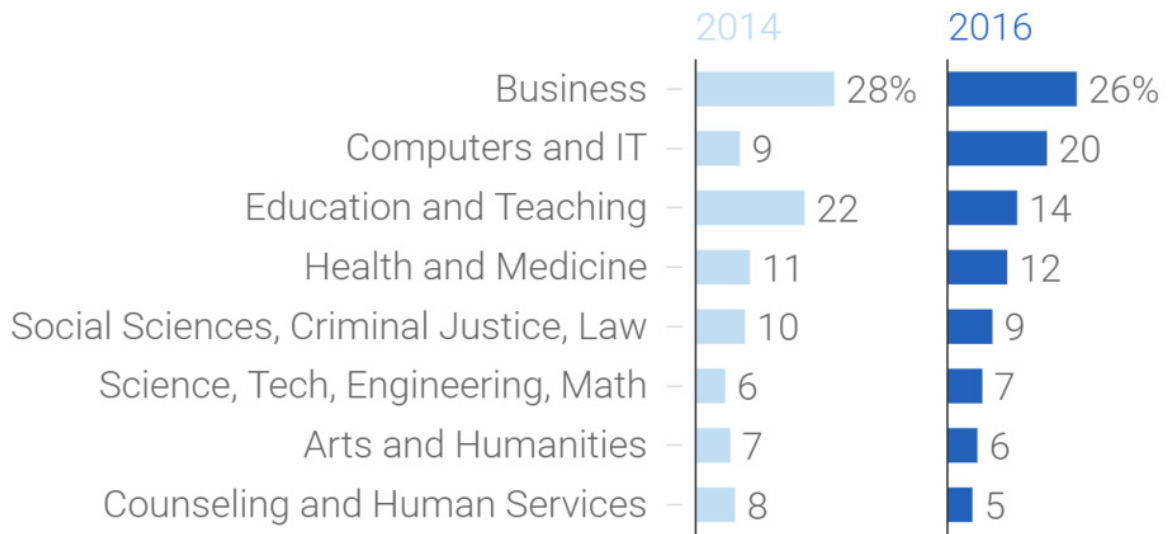   c- emphasis.
      d- opposition.

14. According to the text, all statements below are false, **<u>except</u>** for
      a- the author has been using the world wide web for almost three decades.
      b- the world wide web should be allowed only in repressive regimes.
      c- the world wide web should be closed.
      d- the author presents easy answers to the problems he mentions.

15. Look at the chart below.

ENROLLMENT IN ONLINE GRADUATE PROGRAMS PER DISCIPLINE (2014 VS. 2016)

	2014	2016
Business	28%	26%
Computers and IT	9	20
Education and Teaching	22	14
Health and Medicine	11	12
Social Sciences, Criminal Justice, Law	10	9
Science, Tech, Engineering, Math	6	7
Arts and Humanities	7	6
Counseling and Human Services	8	5

Data: Aslanian Market Research, Learning House; Jordan Friedman for USN&WR

Which sentence best describes the chart?

      a- Students' interest in computers and information technology online grad programs fell drastically.

      b- Students' interest in health and medicine online grad programs grew drastically.

      c- Students' interest in health and medicine online grad programs fell drastically.

      d- Students' interest in computers and information technology online grad programs grew drastically.

Choose the correct word to complete each sentence.

16. Paul _____ last month.
      a- changed work
      b- changed jobs
      c- changed works
      d- changed his jobs

17. 'Sorry, I can't talk right now. I have to _____ a meeting in 5 minutes.'
      a- tend
      b- pretend
      c- intend
      d- attend

18. 'Tourism is a major source of _____ for the area.
      a- indiscipline.
      b- inbuilt.
      c- income.
      d- invoice.

19. 'Nowadays no one can _____ the importance of the internet in the modern marketplace.
      a- underestimate.
      b- underscore.
      c- understate.
      d- undergo.

20. 'For tax _____, you may be considered single, even though you are actually married.
      a- purposes
      b- aims
      c- limits
      d- goals

GRADE DE RESPOSTAS QUESTÕES OBJETIVAS

Questão	1	2	3	4	5	6	7
Resposta	B	A	C	D	C	C	C

Questão	8	9	10	11	12	13	14
Resposta	A	A	D	C	D	B	A

Questão	15	16	17	18	19	20
Resposta	D	B	D	C	A	A

ATENÇÃO !

Respostas rasuradas serão desconsideradas.

Redação 01

Write a formal email.

Your company is receiving a visitor next week. Write an internal message to all staff explaining about it. Include basic information like dates and times, why the visit is important and any action you want staff to take.

(Write at least 80 words and <u>do not</u> use <u>contractions</u>)

_____

Redação 02

Write a formal e-mail.

You are interested in products/services of a company. Write an email asking for details such as form of delivery, prices, payment, deadlines and request that one of their sales representative visits you.

(Write at least 50 words and <u>do not</u> use <u>contractions – only the body of the e-mail will be counted</u>)

To:
From:
Subject: