

## Tekst 1

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### Roadside Noise

Sir, The necessity for artificial noise for silent electric cars is quite 1 ("Hit the road, Jack", letter, May 5). The possibility of personalised ringtones is one thing – but what if advertisers start buying "space" on the sound generators of cars?

I would not wish to have cars overtaking me on my bicycle advertising soap powders, or even, at election time, political slogans. I would sooner be run over.

BRIAN P. MOSS  
Tamworth, Staffs.

*The Times, 2010*

*Let op: beantwoord een open vraag altijd in het Nederlands, behalve als het anders is aangegeven. Als je in het Engels antwoordt, levert dat 0 punten op.*

## Tekst 1 Roadside noise

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- 1p 1 Which of the following fits the gap?
- A alarming
  - B amusing
  - C fashionable
  - D obvious

## Tekst 2

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# KISSING

- 1 Kissing – in the amorous, lip-locking sense – is not practised in all cultures, so the urge to pucker up cannot be in our genes. Still, you have to wonder why so many of us do it and why it feels so darn good. There is no shortage of speculation.
- 2 One idea is that our first experience of comfort, security and love comes from the mouth sensations associated with breastfeeding. Added to this, our ancestors probably weaned their babies by mouth-to-mouth feeding of chewed food, as chimpanzees and some mothers do today, reinforcing the connection between sharing spit and joy.
- 3 When it comes to the physical aspect of kissing we are on firmer ground. Our lips are among the most sensitive parts of our bodies, packed with sensory neurons linked to the brain's pleasure centres. Kissing has been shown to reduce levels of the stress hormone cortisol and increase the bonding or 'love' hormone, oxytocin.
- 4 The way we assess our biological compatibility with potential partners may even have a link with kissing. In recent years it has become apparent that we are most attracted to the smell of sweat from people whose immune system is most dissimilar from our own – with whom we are likely to produce the healthiest children. And of course kissing lets us get up close and personal enough to sniff that out.

*New Scientist, 2009*

## Tekst 2 Kissing

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- 1p 2 “There is no shortage of speculation.” (paragraph 1)
- Which of the following quotes describes ‘fact’ instead of ‘speculation’?
- A “One idea ... with breastfeeding.” (paragraph 2)
  - B “our ancestors ... chewed food” (paragraph 2)
  - C “Kissing has ... hormone, oxytocin.” (paragraph 3)
  - D “The way ... with kissing.” (paragraph 4)

### Tekst 3

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## Is there such a thing as school phobia?

Adapted from an article by Finlo Rohrer

- 1 Most adults can remember days when they vehemently didn't want to go to school. There would be protestations of illness, and of the danger of passing on an unpleasant disease, before the eventual acceptance that the journey into school was inevitable. 3 many might react with scepticism to the idea that there is such a thing as "school phobia".
- 2 But, says Nigel Blagg, author of *School Phobia and Its Treatment*, it is a condition that has been recognised since the 1960s. "Sufferers will experience extreme anxiety. They are off school, typically with their parents' knowledge and approval. And they often have symptoms like tummy aches, headaches and nausea. Some of them suffer severely with depression. Any attempts to get them to school when they are at their worst can lead to quite extreme behaviour – temper tantrums, screaming and kicking. It is very distressing for the adults."
- 3 The sceptics might of course want to bracket these children as truants, but, says Mr Blagg, school phobia sufferers are quite distinct in background and behaviour. "They are typically well behaved, socially conforming and usually doing quite well. Normally they come from caring families. The truant group are the ones who miss school because they want to and they are often involved in delinquent behaviour."
- 4 There is a recognition among psychologists and other education professionals that school phobia covers a range of different problems. "Typically what you have is an accumulation of stresses to do with home and school that add up over time and cause the child to become troubled," says Mr Blagg. "The avoidance leads to greater problems. They fall behind with school work. They worry what friends will say. The longer they are out, the worse the problems get. If they are told they don't have to go, they feel fine and the symptoms disappear."
- 5 Not only is there disagreement over the name for the condition, but also over how to treat it, and whether it exists at all. Sociologist Frank Furedi 6. "You take an understandable anxiety about going to school and turn it into a disease. Children will internalise it and play the role that's been assigned to them. It cultivates the idea that these anxieties are normal. You begin to encourage children to think in these terms."
- 6 Even if you do accept that school phobia exists, there can still be disagreement over the best approach to 7 it. Mr Blagg insists that while educational psychologists, teachers and parents must be sensitive to the child's needs, they must recognise that confrontation and getting the child back to school is

necessary. For those who have been away schools should assign tutors, help them catch up and offer them quiet space to be in while they are adjusting.

- 7 8 there are some people who believe that rather than being a psychological aberration requiring a cure, the symptoms of school phobia may simply indicate that the child is best educated away from the school, at home. Ann Newstead, a spokesperson for the home tuition charity Education Otherwise, says school phobia is a "very real condition". "You wouldn't dream of forcing an adult to engage in an environment that wasn't beneficial to them. So why do we think it's OK to treat children in this way? That's like treating someone who is scared of spiders by putting a spider in their hand. You tackle these things gradually, helping someone to overcome a phobia, and home education is a way of doing that."
- 8 More generally, many schools seek to make some of the changes for children less stressful, for example working on acclimatisation for children moving up to secondary school. Professor Furedi, however, does not believe that such sensitive treatment is always 9. "Kids going from primary school to secondary school often get transitional counselling. If you tell them enough times this is an extremely difficult, painful step, you make the kids more anxious."

*bbc.co.uk, 2009*

### Tekst 3 Is there such a thing as school phobia?

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- 1p 3 Which of the following fits the gap in paragraph 1?  
A Consequently,  
B Likewise,  
C Moreover,
- 2p 4 Geef van elk van de volgende beweringen aan of deze juist of onjuist is volgens de alinea's 2 en 3.  
1 Kinderen met schoolvrees verzuimen vaak met medeweten van hun ouders.  
2 Kinderen met schoolvrees krijgen soms driftbuien als ze toch naar school moeten.  
3 Niet iedereen gelooft dat schoolvrees werkelijk bestaat.  
4 Kinderen met schoolvrees vertonen vaak crimineel gedrag.  
Noteer het nummer van elke bewering, gevolgd door "juist" of "onjuist".
- 1p 5 What is the main point made in paragraph 4?  
A A combination of several anxieties may result in school phobia.  
B Children with school phobia need help to overcome their fears.  
C School phobia can be caused by schools giving too much homework.  
D There is an easy and effective treatment to deal with school phobia.
- 1p 6 Which of the following fits the gap in paragraph 5?  
A is not convinced  
B remains optimistic  
C suspects deceit
- 1p 7 Which of the following fits the gap in paragraph 6?  
A dealing with  
B detecting  
C preventing  
D reporting about  
E researching
- 1p 8 Which of the following fits the gap in paragraph 7?  
A As a result,  
B In short,  
C On the other hand,  
D On top of that,

1p **9** Which of the following fits the gap in paragraph 8?

- A available
- B avoidable
- C beneficial
- D damaging

“If you ... more anxious.” (laatste zin)

1p **10** In welke eerdere alinea is een vergelijkbaar argument ook al genoemd?  
Noteer het nummer van deze alinea.

## Tekst 4

### How to add 90 billionths of a second to your life

By DAVID DERBYSHIRE

- 1 IT'S taken a century, but scientists believe they have finally proved that Albert Einstein was right – time does pass more quickly if you stand on a ladder. In a bizarre experiment using the most accurate atomic clocks ever invented, researchers showed that time ran faster when the clocks were raised by 12 inches.
- 2 11, anyone hoping that a lifetime in a basement is the secret to longevity will be disappointed. The effect is so small that it would add just 90 billionths of a second to a 79-year life span.
- 3 The experiment – carried out by the National Institute of Standards and Technology in Boulder, Colorado, and published in the journal *Science* – demonstrates one of the strangest consequences of Einstein's theories of relativity.
- 4 In 1907, his General Theory of Relativity showed that time runs more quickly at higher altitudes because of a weaker gravitational
- force. Scientists say the fact that the atomic clock moves more quickly is not a measuring error caused by the high altitude – like a broken watch running fast – but signifies that actual time is speeded up. The phenomenon – called gravitational time dilation – has been demonstrated by putting atomic clocks on jumbo jets and flying them at high altitudes. Just as Einstein predicted, clocks flown at 30,000 ft run faster than those left on the ground.
- 5 Gravitational time dilation also means that your head ages more quickly than your feet and that people living on the top floor of a tower block age more quickly than those on the ground floor.
- 6 The U.S. researchers used atomic clocks that are so accurate they lose or gain less than one second every 3.7 billion years.

*Daily Mail, 2010*

### **Tekst 4 How to add 90 billionths of a second to your life**

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- 1p 11 Which of the following fits the gap in paragraph 2?
- A However
  - B Indeed
  - C Instead
  - D Moreover
  - E Therefore
- 1p 12 How does paragraph 4 relate to paragraph 3?
- A It clarifies the information given in paragraph 3.
  - B It puts the information given in paragraph 3 in a historical perspective.
  - C It repeats the information given in paragraph 3.
  - D It stresses the importance of the information given in paragraph 3.
  - E It summarizes the information given in paragraph 3.
- 2p 13 Geef van elk van de volgende beweringen aan of deze juist of onjuist is volgens de tekst.
- 1 De resultaten van het onderzoek kloppen alleen als men ervan uitgaat dat de gemiddelde levensverwachting niet meer zal stijgen.
  - 2 Op grote hoogten gaan klokken kapot.
  - 3 Mensen die in hoge flats wonen, krijgen vaker last van ouderdomskwaaltjes dan mensen die in laagbouw wonen.
  - 4 De gebruikte atoomklokken zijn heel nauwkeurig.
- Noteer het nummer van elke bewering gevolgd door "juist" of "onjuist".



## Tekst 5

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### Feeling lucky?

- 1 I won a pair of cinema tickets recently. Then a free haircut. While sceptical about luck, I couldn't help but wonder if it might run in threes. The next day, I had a third stroke of luck. A mugging. Was it bad luck that I had my bag snatched? Or good luck that I was unhurt?
- 2 Neither. It was a chance event. When I decided to walk down an unfamiliar street, feeling lucky didn't come into it. I balanced the time of day – early evening – and the presence of street lighting against the area being unexpectedly isolated.
- 3 "Luck is a really interesting aspect of risk and chance," says Cambridge University psychologist Dr Mike Aitken. "We can all remember days when good things happened to us, and days when less good things happened, and we attribute the difference to a lucky day and an unlucky day. You could argue that luck exists in that sense."
- 4 But some people believe luck influences external events – that if they buy a lottery ticket on their lucky day, they'll be more likely to win. "That's a much harder belief to justify, because there's no way the day you buy your lottery ticket can influence the likelihood that you're going to win," says Aitken. "Research has suggested that people who think of themselves as lucky actually are lucky, because they are more willing to take advantage of opportunities."
- 5 There are two approaches to deciding whether to take a chance: head vs gut. "There's risk as analysis, where you work out the odds of winning the lottery," says David Spiegelhalter, professor for the understanding of risk at the University of Cambridge. "Then there's risk as feeling, which can be influenced by you feeling 'this is a good day for me, I'm going to take this risk, do this bold thing'."
- 6 Believing in luck can serve a useful function, psychologists say. It may help us make sense of chance events, such as being involved in an accident, a mugging or natural disaster, as it can help people feel more optimistic when circumstances are beyond their control. Maybe I should have bought a lottery ticket that day after all...

Adapted from an article by Megan Lane

*bbc.co.uk, 2011*

## Tekst 5 Feeling lucky?

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- 1p 14 What conclusion do the first three paragraphs lead up to?
- A Believing in luck is a way in which people interpret reality.
  - B Luck helps people to justify the risks they have taken.
  - C Luck is a subject scientists have not studied extensively.
  - D Some people rely more on luck than they should.
- 1p 15 Which of the following reflect(s) what Aitken says in paragraph 4?
- 1 People who believe they are lucky are prepared to make the most of everything that comes their way.
  - 2 People who believe they are lucky have more control over what actually happens.
- A Only 1.
  - B Only 2.
  - C Both 1 and 2.
  - D Neither 1 nor 2.

“There are two approaches to deciding whether to take a chance: head vs gut.” (alinea 5)

- 1p 16 In welke eerdere zin geeft de schrijfster van dit artikel een voorbeeld van hoe zij één van beide benaderingen heeft toegepast?  
Citeer de eerste twee woorden van de zin waarin ze dit voorbeeld geeft.

- 1p 17 What is the main point made about believing in luck in paragraph 6?  
It can
- A give people the strength to do something dangerous.
  - B help people cope with negative experiences.
  - C prevent people from behaving irresponsibly.
  - D stimulate people to spend money on gambling.

“Maybe I should have bought a lottery ticket that day after all...”  
(last sentence)

- 1p 18 How can the tone of this remark be characterised?
- A As annoyed.
  - B As disappointed.
  - C As matter-of-fact.
  - D As playful.

## Tekst 6

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# Tetris, trauma and the brain

Adapted from an article by Tom Feilden

- 1 Imagine a world in which we could wipe the slate clean. No, not undo the damage our actions had caused, but rather erase painful memories of the past. It may seem like the stuff of science fiction, but researchers have made great progress in recent years in understanding the neural processes and bio-chemistry involved in memory formation. So much so that some are beginning to talk about cures for phobias and treatments for post-traumatic stress disorder (PTSD).
- 2 In her work on PTSD at Oxford University, Dr Emily Holmes is no stranger to haunting imagery, or the harm such vivid flashbacks can inflict. In a remarkable experiment involving footage taken at the scenes of car crashes, Dr Holmes is using the computer game Tetris to disrupt the processes in the brain involved in laying down painful memories, dramatically reducing the impact of recalled trauma. "The biology of memory suggests you've got about six hours after a traumatic event while that memory solidifies," she says. "What we wanted to find out was whether we could do something to disrupt that process of memory formation".
- 3 Dr Holmes played clips of traumatic events to 40 volunteers. While one group was asked to sit quietly after viewing the films, another played the computer game Tetris. The results showed that the volunteers who played Tetris experienced about half as many flashbacks as the control group, and that those memories were less vivid or disturbing. The point about Tetris, Dr Holmes concludes, is that it employs many of the same areas of the brain — to do with visual processing and coordinating thoughts and actions — that are involved in laying down memories. "Disrupting those functions by diverting the brain's attention in this crucial six-hour window seems to dampen down the vividness of memory", she explains.
- 4 But knowing which areas of the brain are involved in laying down memory tells you little about the bio-chemical processes involved. To understand this, Dr Todd Sacktor and his team at the State University of New York have been investigating the glue-like role that a particular protein — known as KPM-zeta — plays in the consolidation of memory at specific links between neurons in the brain. By interrupting the process with another drug — called Zip — Dr Sacktor's team was able to erase the memory of a mild electric shock in rats. It's the first step, Dr Sacktor claims, in chemically controlling unwanted or intrusive memories. "The key thing is that once the drug wears off, which happens within a couple of hours, the memories never come back. So it seems to be a true erasing".

- 5 It's an exciting prospect. One which holds out hope of relief for those suffering from traumatic or unwelcome flashbacks. But what does it mean for our identity and humanity? The rights and wrongs of erasing memory will be debated by some of the leading researchers in the field at a debate organised by the Wellcome Collection. Speaking on the programme is Anders Sandberg from Oxford University. He feels nobody should object to efforts to help people suffering from serious psychiatric conditions like PTSD. The philosopher Anthony Grayling points out that we do erase some traumatic memories — ones which are simply too painful to face — naturally, but on the whole it matters tremendously that we should retain our memories, even the bad ones. We are what we are because of all the experiences we've had.

*bbc.co.uk, 2010*

## Tekst 6 Tetris, trauma and the brain

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- 1p 19 What becomes clear from paragraph 1?  
People suffering from traumatic experiences  
A can make a new start in life if they are professionally brainwashed.  
B have a better memory than those who are not similarly affected.  
C may one day undergo successful treatment.  
D should take part in extensive neurological tests.
- 1p 20 What has Dr Emily Holmes been doing, according to paragraph 2?  
She has  
A designed a game to help victims of traffic accidents.  
B established how much damage a traumatic experience can cause.  
C extended the period of time in which memories are formed.  
D tried to diminish the impact a traumatic experience can have.
- 1p 21 What is said about Tetris in paragraph 3?  
1 Playing Tetris will improve your capacity to remember important things.  
2 The game Tetris has been developed to trigger specific processes that trick the mind.  
A Only 1.  
B Only 2.  
C Both 1 and 2.  
D Neither 1 nor 2.
- 1p 22 What becomes clear about Dr Todd Sacktor in paragraph 4?  
A He doubts whether Dr Holmes' research will come up with any useful results.  
B He is convinced that extensive tests on animals are necessary to get reliable data.  
C He looks at the workings of the brain from a different angle than Dr Holmes does.  
D He thinks that helping people overcome painful memories requires lifelong medication.
- 1p 23 How does paragraph 5 relate to the paragraphs 3 and 4?  
A It explains why the experiments mentioned in paragraphs 3 and 4 have been done.  
B It gives further details about the experiments mentioned in paragraphs 3 and 4.  
C It puts the experiments mentioned in paragraphs 3 and 4 in a broader perspective.  
D It tones down the importance of the experiments mentioned in paragraphs 3 and 4.

- 2p **24** “It’s an exciting prospect.” (eerste zin alinea 5)  
Geef van elk van de volgende personen aan of hij/zij het wel of niet eens is met deze uitspraak.
- 1 Dr Emily Holmes (alinea 2)
  - 2 Dr Todd Sacktor (alinea 4)
  - 3 Anders Sandberg (alinea 5)
  - 4 Anthony Grayling (alinea 5)
- Noteer het nummer van elke persoon, gevolgd door “wel” of “niet”.

## Tekst 7

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*De volgende tekst is het begin van een column van Bill Bryson uit Notes from A Big Country (1999).*

### MAIL CALL

One of the pleasures of living in a small, old-fashioned New England<sup>1)</sup> town is that you usually get a small, old-fashioned post office. Ours is particularly agreeable. It's in an attractive federal-style brick building, grand but not flashy, that looks like a post office ought to. It even smells  
5 nice — a combination of gum adhesive and old central heating turned up a little too high.

The counter staff are always briskly efficient and pleased to give you an extra piece of sticky tape if it looks as if your envelope flap might peel open. Moreover, American post offices deal only with postal matters —  
10 they don't concern themselves with pensions, car tax, family allowances, TV licences, passports, lottery tickets or any of the hundred other things that make a visit to any British post office such a popular, all-day event and provide a fulfilling and reliable diversion for chatty people who enjoy nothing so much as a good long hunt in their purses and handbags for  
15 exact change. Here there are never any queues and you are in and out in minutes.

Best of all, once a year every American post office has a Customer Appreciation Day. Ours was yesterday. I had never heard of this wonderful custom, but I was taken with it immediately. The employees had  
20 hung up banners, put out a long table with a nice checkered cloth and laid on a generous spread of doughnuts, pastries and hot coffee — all of it free.

It seemed a wonderfully improbable notion, the idea of a faceless government bureaucracy thanking me and my fellow townspeople for our  
25 patronage, but I was impressed and grateful — and, I must say, it was good to be reminded that postal employees are not just mindless automatons who spend their days mangling letters and whimsically sending my royalty cheques to a guy in Vermont named Bill Bubba, but rather are dedicated, highly trained individuals who spend their days  
30 mangling letters and sending my royalty cheques to a guy in Vermont named Bill Bubba.

noot 1 New England: region in the north east of the USA

### **Tekst 7 De volgende tekst...**

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- 2p **25** Geef van elk van de volgende beweringen aan of deze juist of onjuist is op basis van de tekst.
- 1 American post office workers tend to be impolite and unhelpful towards customers.
  - 2 British post offices provide many time-consuming services that are unrelated to postal business.
  - 3 Post offices in America spend too much of their budget on promotional activities.
  - 4 The American postal services are a commercially-run enterprise.
- Noteer het nummer van elke bewering gevolgd door "juist" of "onjuist".
- 2p **26** Geef van elk van de volgende citaten aan of dit wel of niet ironisch is.
- 1 "It's in ... ought to." (regels 3-4)
  - 2 "The counter ... peel open." (regels 7-9)
  - 3 "that make ... exact change" (regels 12-15)
  - 4 "but rather ... Bill Bubba" (regels 28-31)
- Noteer het nummer van elk citaat gevolgd door "wel" of "niet".



## Tekst 8

## LETTERS



### The Barrier to Black Actors

OPPORTUNITIES for black actors have improved but the theatrical mainstream has not moved fast enough. It is still overwhelmingly white people taking big production decisions, meaning “black” plays that get put on tend to be of the urban, gritty variety and roles for black actors have to 27 this idea of “blackness”.

More broadly in media, with the removal of a black couple in the PR for the film *Couple's Retreat* and the deliberate whitening of black models in a recent Microsoft ad, black people are still being edited out of the picture.  
**Vanessa Walters, W8.**

EAST Asian actors are still largely invisible on stage and screen. Theatres including the Young Vic have put on Chinese plays with no East Asian performers. East Asian TV actors are offered a narrow repertoire of stereotypes such as waiters and illegal migrants, offering limited career development opportunities. 28 this situation calls for some bravery from casting directors. We will have reached a watershed when we see regular British East Asian characters and families in the major soaps.  
**D Tse Ka-Shing, chinatownartsspace.com**

*London Evening Standard, 2010*

## **Tekst 8 The barrier to black actors**

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- 1p **27** Which of the following fits the gap in the first letter?
- A change
  - B disregard
  - C fit into
  - D revolt against
- 1p **28** Which of the following fits the gap in the second letter?
- A Accepting
  - B Exploiting
  - C Maintaining
  - D Promoting
  - E Resolving
- 1p **29** Which of the following is true according to the text?
- 1 Even nowadays, important theatre producers are predominantly white.
  - 2 Black and Asian actors often have to compete for the same roles.
- A Only 1.
  - B Only 2.
  - C Both 1 and 2.
  - D Neither 1 nor 2.

## Tekst 9

### 'King of the Apes' swings again

Adapted from an article by Vincent Dowd

- 1 The Musée du Quai Branly in Paris has a new exhibition looking at Tarzan's popularity and influence almost a century after the character was first created. The two dozen Tarzan novels by American author Edgar Rice Burroughs are not much read any more, but the character remains famous worldwide through television, films and comics.
- 2 The Musée du Quai Branly is an important centre for the study of the arts and cultures of Africa, Asia and the Pacific, so an exhibition about a fictional Brit created by an American might seem an odd choice. But the museum's head, Stephane Martin, insists the Tarzan phenomenon is well worth studying. "How pop culture creates a vision of non-Western culture is a serious topic," he tells me, "it is the vision a lot of Westerners had of Africa in the first part of the 20th Century."
- 3 The first Tarzan movie came out in 1918, though more familiar today is *Tarzan the Ape Man*, starring Johnny Weissmuller and Maureen O'Sullivan and released in 1932. Like most Tarzan films, it uses aspects of Burroughs' original but invents a whole lot more. What is surprising now is the sexiness of the Tarzan-Jane relationship. The movie came out just before Hollywood 32 screen eroticism and it gets away with scenes and shots which just a couple of years later might have been censored.
- 4 Stephane Martin thinks sensuality was always central to the story. "A strong part of the success of Tarzan was the physical appeal he and Jane had," he explains. "And also the Africa which it shows – filled with powerful animals and muscular men and near-naked women. It's pretty sexual for a society not far removed from the Victorians."
- 5 The new exhibition uses movie clips, artwork, music and text to illustrate the character's influence. They are fun, but the exhibition's curator, Roger Boulay, has also been keen to investigate why some are left uneasy about Tarzan, especially his relationship to black Africans. He says this queasiness is mainly generated by the Hollywood versions of the story, not by Edgar Rice Burroughs' original novels. "Sometimes the books can



be quite subtle and rich,” he says. “Tarzan protects Jane against bad black guys but also against bad white guys ... but you do have to remember that he dates from 1912.”

- 6 Though the Tarzan myth appears indestructible, today’s film-makers seem warier of the story than their predecessors; the last live-action Hollywood Tarzan was in 1998. Perhaps, given the film industry’s obsession with easy profits, film-makers will find a way to reinvent Tarzan for today.

*bbc.co.uk, 2009*

## Tekst 9 'King of the apes' swings again

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- 1p 30 "The two dozen ... any more" (alinea 1)  
Wordt er in het artikel een verklaring gegeven voor de verminderde belangstelling voor de Tarzan-boeken?  
Zo nee, antwoord "Nee". Zo ja, noteer het nummer van de alinea waarin deze verklaring gegeven wordt.
- 1p 31 "an exhibition ... odd choice" (alinea 2)  
Citeer de eerste twee woorden van de zin uit de alinea's 1 of 2 waarin wordt verklaard waarom de Tarzan-tentoonstelling toch goed aansluit bij het interessegebied van het Musée du Quai Branly.
- 1p 32 Which of the following fits the gap in paragraph 3?  
A became famous for  
B cracked down on  
C relaxed the rules on  
D started promoting
- 1p 33 "sensuality was always central to the story" (alinea 4)  
Citeer de eerste twee woorden van de zin uit alinea 4 waarin een andere reden voor Tarzans populariteit wordt genoemd.
- 1p 34 "it uses aspects of Burroughs' original" (alinea 3)  
Welk aspect van Tarzan komt minder positief tot uiting in de films dan in de boeken, volgens alinea 5?
- 1p 35 "'King of the Apes' swings again" (titel)  
Which of the following quotes from the text refers to the title?  
A "a new exhibition looking at Tarzan's popularity and influence" (alinea 1)  
B "The first Tarzan movie came out in 1918" (alinea 3)  
C "It's pretty sexual for a society not far removed from the Victorians." (alinea 4)  
D "'Sometimes the books can be quite subtle and rich'" (alinea 5)

## Tekst 10

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### Please speak with your mouth full

Anna Rickard

- 1 *Frankky, i's ow-wajus. I fine i' affo-uuti owajus Va figiss ... hangom, suwee, nee to swa-oh.*<sup>1)</sup> Right: frankly, it's outrageous. When people write to the Advertising Standards Authority, it's not the depictions of gender or race or age group that riles them; it's not the fact that sausage company Wall's deemed a dog spanking a man's bottom with a wet tea towel a palatable way of selling sausages; no, it's a comedy depiction of people talking with their mouths full.
  
- 2 **The Advantages**  
And what, I ask, is so wrong with talking with your mouth full? In an age where multitasking is a marketable skill, surely the ability to eat and keep up your end of the conversation at the same time should be positively commended. In fact, when you start to think about it, the benefits – physical, personal and social – of mid-masticational interaction are underrated.
  
- 3 **3**  
There simply aren't enough hours in the day to set aside a separate number for eating and for talking. By combining the two activities, an incredible amount of time can be saved. Also, none of your companions will ever need to ask what you had for lunch again. They will know, because they can see.
  
- 4 **4**  
The process of eating while talking can do wonders for the figure. Anatomically speaking, the act of sucking in air for the talking while holding food in the oratory position should, in theory, bring more air into the food, thus inflating it, and making you feel fuller (if slightly gassy). While this hasn't been scientifically proven as far as I know, speaking as a university graduate, it certainly sounds like a convincing theory. My degree is in dramaturgy.
  
- 5 **5**  
By the simple act of talking while eating, you can easily ensure that you will be memorable to everyone you meet. While what you were saying might have been otherwise forgettable, no one will ever forget you if you gave them a good eyeful of bolognese while you were saying it.

*The Guardian, 2006*

noot 1 Frankly, it's obvious. I find it absolutely obvious. The thing is ... hang on, sweet, need to swallow.

## **Tekst 10 Please speak with your mouth full**

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- 1p 36 “Right: frankly, it’s outrageous.” (paragraph 1)  
What is “outrageous” according to Anna Rickard?  
The fact that people
- A accept offensive ads while complaining about distasteful but innocent ones.
  - B are unable to distinguish between humorous and serious commercials.
  - C ignore the fact that speaking while eating clearly has many advantages.
  - D turn to the Advertising Standards Authority when they dislike a product.

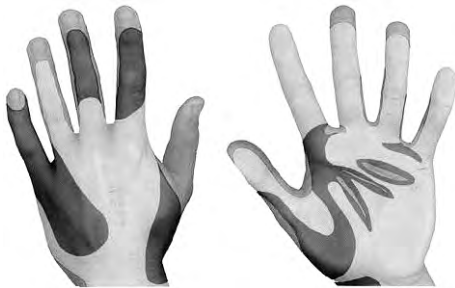
Drie van de volgende vier tussenkopjes stonden oorspronkelijk boven de alinea’s 3 tot en met 5.

- a Characterful
  - b Portion control
  - c Serious fun
  - d Time management
- 2p 37 Noteer de alinea’s 3 tot en met 5, gevolgd door de letter van het bijbehorende tussenkopje. Let op, er blijft één letter over!

## Tekst 11

### People Wash Their Hands More When They're Watched

By Laura Allen



#### Handwashing Map: Areas most frequently missed when handwashing

- 1 A new public health study released just in time for Global Handwashing Day offers not one but two gems of Science-Confirms-the-Obvious wisdom. Firstly: the gee-whizzer that men have poorer personal hygiene than women. Secondly, that people are more likely to wash their hands when others are watching.
- 2 In an aim to find the most effective message to encourage handwashing in public toilets, a research team from the London School of Hygiene and Tropical Medicine installed a LED screen at the doorway of a gas station toilet on a British highway. It flashed a series of messages employing a variety of tactics familiar to anyone with a mother, such as:  
Educating: "Water doesn't kill germs, soap does."  
Nagging: "Don't be a dope -- wash with soap!"  
The Gross-Out: "Soap it off or eat it later."  
The Hairy Eyeball: "Is the person next to you washing with soap?"
- 3 Wireless sensors installed in the doorway and the soap dispensers secretly monitored a whopping 200,000 toilet-goers. The team found that 64 percent of female visitors reached for the soap, yet only 32 percent of the men did. Compare that to surveys that report that 95 percent of people say they wash their hands after using a public toilet.
- 4 What message got the most mileage? Although "Soap it off or eat it later" worked terrifically for men, "Is the person next to you washing with soap?" was the only message that increased the wash rate across both genders. Yep, public shame does the trick.
- 5 "It's difficult to know what kind of message is most effective at changing this everyday behaviour, so it's important to experimentally test what works best in a real setting," says Robert Aunger, the study lead. "That



way you can save money and make sure your programme will be effective prior to rolling out any public health campaign at great expense."

- 6 In honour of Global Handwashing Day I encourage you to take hygiene to heart today, and lather up for the greater good.

### COMMENTS

**STAUFF:** While I can confirm that the percentages for male handwashing are approximately correct, it's worth noting that the woman's purse is among the most filthy items routinely carried around, probably far worse than a man's hands. That's because of the multitude of surfaces women put their purses on and the fact that they're not often cleaned. Fear the purse.

**MIFF78:** Our immune system is for the most part reactive, requiring access to foreign stimulus to become more robust. It seems to me the more handwashing one does, the less opportunity one's immune system gets to come into contact with pathological bacteria, viruses, and parasites. I'm not saying we should all be running around with filthy hands, but since our health is dependent on a little access to dirt, being ludicrous about handwashing seems counter-productive. Of course I'm wholly unsurprised that this research comes from the ultimate nanny state.

**ROBERT:** The one in a hundred that proves a "known fact" is wrong, is why these kinds of studies are needed. Once, as we all know, the earth was obviously flat, man could not fly, and disease was caused by demons and vapours.

**CUTEY97:** What about hand sanitizer?

*popsci.com, 2010*

## **Tekst 11 People wash their hands more when they're watched**

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- 1p **38** What is the main point made in paragraph 1?  
The recent findings about handwashing habits  
**A** are in line with what had been generally assumed beforehand.  
**B** come as a surprise to a lot of experts on human behaviour.  
**C** have shown there is no difference between males and females.  
**D** support the need for organizing a Global Handwashing Day.
- “Compare that ... public toilet.” (end paragraph 3)
- 1p **39** What is the function of this remark made by the writer?  
**A** To express surprise at the methods used by the researchers.  
**B** To point out the inconsistency between people's words and actions.  
**C** To stimulate readers to gather more information about the subject.  
**D** To stress that there is controversy about the researchers' conclusions.
- “People wash their hands more when they're watched” (titel)
- 1p **40** Welke zin uit de tekst geeft de reden hiervoor?  
Citeer de eerste twee woorden van die zin.
- 1p **41** Welke persoon geeft een reden om juist minder vaak je handen te wassen?  
**A** Laura Allen (schrijfster van het artikel)  
**B** Robert Auger (alinea 5)  
**C** STAUFF (comments)  
**D** MIFF78 (comments)  
**E** ROBERT (comments)  
**F** CUTEY97 (comments)