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**Tekst 1**

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**Wonderland: Walking With Dogs**

9pm, BBC2

If you wanted to make a film in the capital about the emotional bond between dogs and their owners, you could do worse than pitch up at Hampstead Heath – the biggest green space in London. In this funny, tough and affecting documentary, Vanessa Engle barks personal questions at assorted dogwalkers, who open up their lives; from the recovering alcoholic with a dog called Zen – "because he lives in the now" – to the woman who says of her dog, "Luna finds anything: bras, money, anything..." Pause. "Goats' heads." *Ali Catterall*



*The Guardian, 2012*

*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.*

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**Tekst 1 Wonderland: Walking With Dogs**

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- 1p 1 Welk woord in deze tekst is gebruikt als een woordspeling die verwijst naar het onderwerp?  
Citeer dit woord.

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**Tekst 2****Khat Conundrum**

Khat is controversial. People in the Horn of Africa have chewed it for centuries. Last July the plant lost its last foothold in Europe when Britain declared cathonine – khat's active ingredient – illegal. It's been considered a nonmedical drug in the U.S. since 1993.

For growers looking to sell to the East African diaspora, losing Britain is a major blow. That country provided a substantial consumer base of Somali immigrants. Britain also provided a hub for quick 2, because of its centrality. That's important, since khat loses its potency as it dries, usually within 48 hours. Kenyan farmers are protesting the loss of income from nearly 2,000 tons of khat exported to the U.K. a year, worth roughly \$70 million.



*Johnna Rizzo*

*National Geographic, 2014*

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**Tekst 2 Khat conundrum**

- 1p 2 Which of the following fits the gap?
- A cultivation
  - B distribution
  - C investigation
  - D stimulation
  - E substitution

## Tekst 3

## Tasty Solution: Squirrel Snack

adapted from an article by Susan Bailey



- 1 Grey squirrels are larger and stronger than their red cousins, they live in denser numbers and out-compete red squirrels for the same food. Yet it is predominantly the virulent squirrelpox virus that greys carry that has driven red squirrel populations from all but a few areas in northern England and Scotland. A recent paper on conservation management by Andy White at Heriot-Watt University in Edinburgh and colleagues uses red and grey squirrels as a case study, arguing for better control in cases of invasive species whose effects are disease-driven.
- 2 Prince Charles is among those repeating their calls for an organized cull of grey squirrels in Britain as a way of helping the declining native red squirrel. With him being keen on organic food and support for local butchers growing, no doubt he'd approve of putting this squirrel bounty to some culinary use. As we did, at the sixth annual squirrel cook-off in the Six Bells pub, near Cambridge, with 23 dishes of grey squirrel snacks. The culinary treats reflected the very different directions of the cooks: curried Bollywood squirrel, squirrel in filo pastry, squirrel pie, squirrel eggs in a nest, and the winning dish of squirrel sausages.
- 3 Using legally trapped or shot grey squirrels as food has been in vogue for a few years now, a trend picked up back in 2008 when the *Guardian* newspaper proposed squirrel as "the ultimate ethical meal". But are squirrels any healthier than, say, chicken? The US Department of

Agriculture's National Nutrient Database provides the nutritional content of a very wide range of foods, including various game meats. According to the records, per 100g the squirrel has more protein (31g) and less fat (5g) than roasted chicken (29g and 9g), stewed chicken (27g and 7g), or venison (26g and 8g). In fact only rabbit, at 33g and 3.5g, provides a more protein-rich and low-fat meal. However, low-fat and high-protein comes with its own drawbacks – the syndrome known as "rabbit starvation" experienced by hunter-gatherers and subsistence dwellers of northern latitudes, and recorded by Arctic explorer Vilhjalmur Steffanson, stems from a diet with insufficient fat; rabbit meat alone is simply too 5.

- 4 So with all the greys living on the estates at Prince Charles's disposal and the professional chefs employed by his Duchy Original brand, I'm keen to see the day that royalty-approved squirrel snacks make their first appearance. Certainly, judging by the varied approaches taken by those in the Six Bells there's plenty of options out there.

*newstatesman.com, 2014*

**Tekst 3 Tasty solution: squirrel snack**

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- 1p 3 Wat is volgens alinea 1 de belangrijkste oorzaak voor het krimpen van de aantallen rode eekhoorns?  
Geef antwoord in het Nederlands.
- 1p 4 Which of the following is true, according to paragraph 2?  
1 Prince Charles publicly advocates bringing down the number of grey squirrels.  
2 In some British regions squirrels are the main ingredient of traditional dishes.  
A only 1  
B only 2  
C both 1 and 2  
D neither 1 nor 2
- 1p 5 Which of the following fits the gap in paragraph 3?  
A bland  
B lean  
C rare  
D tough
- 1p 6 Which of the following best qualifies the tone used in paragraph 4?  
A concerned  
B disrespectful  
C doubtful  
D optimistic
- 2p 7 Geef van elke van de volgende personen en instanties aan of in de tekst duidelijk wordt wat zij vinden van het eten van eekhoornvlees.  
1 "Andy White [...] and colleagues" (alinea 1)  
2 "we" (alinea 2)  
3 "the *Guardian* newspaper" (alinea 3)  
4 "the professional chefs" (alinea 4)  
Noteer "wel" of "niet" achter elk nummer op het antwoordblad.

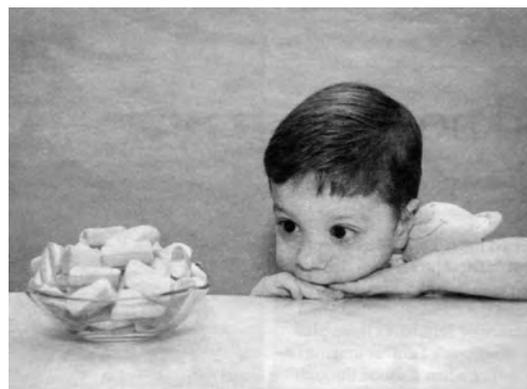
## Tekst 4

## Resistance is futile

### THE MARSHMALLOW TEST:

**Understanding Self-Control and How to Master It / WALTER MISCHEL**  
*Bantam Press, 326pp, £17.50*

1 **A**nyone who has seen the commercials for Haribo featuring preschool children doing their best to resist touching a sweet will recognise the marshmallow test. The advertisements 8 psychologist Walter Mischel's experiments in the late Sixties. He gave children two choices: eat the sweets, or hold off and win a double-sized treat when he returned. It was an investigation into the roots of self-control and Mischel was fascinated by the strategies the children adopted. Some sat on their hands, others licked the sweets. One budding criminal took a cookie apart, ate the cream filling and carefully stuck the halves back together.



2 Mischel is now 84 years old. Ten years ago he became an overnight sensation when he did a follow-up study into the lives of the original children. The new study revealed a correlation between the Sixties' test results and the success enjoyed by the grown-up volunteers, now in their early 40s. Mischel's experiment was suddenly everywhere. To a generation of parents growing anxious about their children's fate in a more competitive world, this was big news. Mischel's work lies at the point where clinical psychology and self-improvement overlap. He has always had a strong humanitarian streak. As a student in the Fifties, he volunteered at a youth centre on New York's tough East Side. He grew up among a generation that looked to Freudian analysis for life lessons, but Mischel believed that cognitive psychology, an emerging science that focused on brain processes, offered a more realistic route to happiness.

3 In his new book, he points out that Freudian theory regards the ruses we use to handle anxiety with suspicion, because they seem to aim at suppressing pain. In contrast, psychologists embrace them as natural defence mechanisms. Why live with pain, when evolution appears to have furnished us with techniques to evade and forget it? Mischel cites experiments that show taking over-the-counter headache tablets is the most effective cure for a broken heart, beating both placebos and quiet suffering. The lovelorn should forget agony aunts and reach for the aspirin.

- 4 Yet for all his suspicion of Freud, the marshmallow test intersects with a key Freudian insight into the way children learn to defer gratification for future benefits. For Freud, this occurs when a child can think in abstract terms, and so is able to weigh a real thing against a future possibility. Mischel reaches the same conclusion: the children who win the marshmallow test are those best able to make the leap into abstract symbolic thinking 12.
- 5 As passions are hot and symbols are cool, Mischel talks about this in terms of hot and cold thinking. He theorises that there are two competing systems within the brain, the limbic system promoting our unconscious urges, and the executive function, which guides us towards better choices. It might strike the reader that a degree of bias informs Mischel's model, and the decision as to what is "hot" or "cold" is determined by pre-existing notions of hot-headedness and cool rationality. One might even wonder if passion is quite the villain he makes it; is it always the best strategy to think cool thoughts, in the act of love, say, or in artistic creation? Yet Mischel's insights are fascinating and rewarding. And if everything goes wrong, Mischel at least offers the helpful suggestion that we should take an aspirin.

based on a review by **Nicholas Blincoe**

*Sunday Telegraph, 2014*

## Tekst 4 Resistance is futile

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- 1p 8 Which of the following fits the gap in paragraph 1?  
A contradict the findings of  
B explain the logic behind  
C have gone beyond  
D were inspired by  
E will drown out
- 1p 9 “the marshmallow test” (alinea 1)  
In welke zin later in de tekst wordt gesteld dat het gedrag van kinderen tijdens deze test voorspellende waarde kan hebben?  
Citeer de eerste twee woorden van deze zin.

- 1p 10 What becomes clear about Walter Mischel from paragraphs 2 and 3?
- A He has written about the origin and history of many forms of psychotherapy.
  - B He is interested in finding practical solutions to help people get a better grip on their lives.
  - C He prefers the controlled conditions of the science laboratory to mingling with patients.
  - D He rejects existing ideas and instead supports new and controversial research projects.
- 1p 11 How can Mischel's approach best be characterised, according to paragraph 3?
- A listen to your heart and follow your emotions
  - B misery is part of the human condition
  - C relieve the grief and just carry on
  - D what does not kill you makes you stronger
- 1p 12 Which of the following fits the gap in paragraph 4?
- A and can actually picture the rewards in their minds
  - B because they have been taught to resist temptations
  - C but accept that they have no real influence on the outcome
  - D provided the promised treat is also of an abstract nature
  - E since they fail to realise what they are getting themselves into
- 1p 13 What is Nicholas Blincoe's final verdict, judging from paragraph 5?
- A He advises Mischel to revise some of his theories because they weaken the impact of the book.
  - B He disagrees on some points with Mischel's conclusions, but still recommends the book.
  - C He is impressed by Mischel's scientific approach, but doubts the book's practical value.
  - D He thinks Mischel's contributions to psychology are unrivalled and clearly presented in the book.
- 1p 14 "Resistance is futile" (titel)  
Wordt deze uitspraak in dit artikel nader uitgewerkt?  
Zo nee, antwoord "Nee". Zo ja, noteer het nummer van de alinea waarin dat gebeurt.

## Tekst 5

## Tech



## Apps tell strangers what they have in common

adapted from an article by **Harry McCracken**

- 1 SOCIAL NETWORKS FIRST persuaded millions of us to start cataloging our friends, family members and high school classmates. The networks got us to post photos, tweet our every thought and tend our virtual farms. Now the next wave wants to cross over into the real world and introduce us to nearby strangers with common interests – and perhaps a desire to make a new "best" friend.
- 2 There are at least 11 new smart-phone apps pushing this notion, which techies call ambient social networking. Silicon Valley is rushing to fund these start-ups, and everybody at South by Southwest (SXSW) Interactive – the annual nerdfest in Austin that famously gave Twitter its big break in 2007 – seemed to be tinkering with one of them: *Highlight*, an eight-week-old iPhone app. It is designed to reveal real-life connections you didn't know you had, as well as alert you to the presence of friends you might otherwise miss. Co-founder Paul Davison calls it a "sixth sense."
- 3 *Highlight* works by rummaging through your Facebook account to see whom you know and what topics you like. Then it uses your iPhone GPS to inform you when, say, a fellow conference attendee who's a former co-worker's buddy is in your immediate vicinity or when a good-looking patron who loves the same bands you do sits down at the other end of the bar. *Highlight* monitors your whereabouts continuously and automatically shares them with fellow members both in and outside your existing circle of friends. That introduces new 17 and strikes some as enabling a form of high-tech stalking.
- 4 In its current form, *Highlight* is a rough draft of a powerful idea. Some problems are minor: *Highlight* has an odd habit of telling you who's nearby even when you're passing in a moving vehicle. It also drains your phone's

battery as it constantly sends location data back to its servers, a problem the company says it is addressing. But getting *Highlight's* algorithm to highlight people you actually want to meet is the biggest challenge of all. "We're just scratching the surface," says Davison. "If we both went to the same high school, it's more interesting if the school is 4,000 miles away than if it's two miles away."

- 5 At SXSW, I wasn't moved to track down any of the individuals *Highlight* identified as people of interest. I did, however, keep striking up rewarding conversations with folks I encountered in hotel lobbies and at parties, no app required. Serendipity in its natural form is a wonderful thing — and manufacturing it won't be easy.

*Time, 2012*

**Tekst 5 Tech**

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- 1p 15 How can paragraph 1 be characterised best?
- A as an enthusiastic account of new social media functionalities
  - B as an explanation for the popularity of social media in modern society
  - C as a promotion of the use of social media to extend one's social circle
  - D as a somewhat critical description of developments in social media
- 1p 16 What is suggested about *Highlight* in paragraph 2?
- A Experts prefer this app over similar apps, because it makes use of superior technology.
  - B Its attraction can be explained by the fact that it can be adjusted to its user's personal needs.
  - C People who have installed the app on their phone tend to check it regularly.
  - D Though it is not the only app of its type, it appears to have a good chance of becoming a success.
- 1p 17 Which of the following fits the gap in paragraph 3?
- A information gaps
  - B privacy concerns
  - C social injustice
  - D technological problems
- “‘We're just scratching the surface,’ says Davison.” (paragraph 4)
- 1p 18 What does this remark make clear about *Highlight's* developers?
- A They are reluctant to admit their app has any major flaws.
  - B They realise their app is not functioning optimally yet.
  - C They want to redesign their app to focus more on locals.
  - D They wonder whether enough people will buy their app.
- 1p 19 How does the writer round off the article in paragraph 5?
- A by acknowledging that he has trouble keeping up with new technology
  - B by explaining why he dislikes having to depend on software companies
  - C by expressing his disappointment about apps such as *Highlight*
  - D by making clear he prefers making new acquaintances spontaneously
- “Apps tell strangers what they have in common” (titel)
- 1p 20 Met welke vakterm wordt het idee achter dit type smartphone-apps in de tekst aangeduid?  
Citeer deze term.

**Tekst 6**

Corporate strategy

**Crossing the divide**

**Fish Can't See Water: How National Cultures Can Make or Break Your Corporate Strategy.** By Kai Hammerich and Richard Lewis. Wiley; 297 pages; \$40 and £19.99.

- 1 **I**N THE 1990s Walmart decided to advance into German territory. It was the biggest retailer in the world, with 3,800 stores in America alone and a huge pile of cash to spend. And Germany's retail sector was in a lamentable state. The Arkansas giant bought two German chains — Wertkauf (with 21 stores) and Interspar (with 74) — and immediately began Americanising them. There were greeters at the door to wish shoppers a good day and strict instructions to smile at customers.
- 2 The result was a disaster. The have-a-nice-day stuff went down like a lead Zeppelin with employees and shoppers alike. And Walmart compounded its mistakes by putting an American expat in charge of the German operations (he insisted on everybody speaking English). The company lost \$150m a year and soon decided to sell out to a German rival, Metro.
- 3 Coping with cultural differences is becoming a valued skill. The advance of globalisation, particularly the rise of powerful emerging countries such as Brazil and China, means that companies have to deal with business and consumers from a wider range of backgrounds.

- 4 Yet many companies are bad at understanding culture. No serious business would dream of spending hundreds of millions buying a subsidiary without doing a thorough audit of its books. But Walmart advanced into the German market without bothering to make even the most rudimentary inquiries about German culture.
- 5 In "Fish Can't See Water" Kai Hammerich, a Danish headhunter, and Richard Lewis, a British linguist, try to teach company directors to see the water that they are swimming in. They argue that world civilisation can be divided into three global archetypes: linear-active, multi-active and reactive. Linear-active culture stresses timekeeping and getting-to-the-point and dominates in North America and northern Europe. Multi-active stresses emotion and sociability and dominates in southern Europe and Latin America. Reactive stresses "face" and harmony and dominates in Asia. But different countries stand in different positions on these various continuums: India is halfway between reactive and multi-active and Canada halfway between linear-active and reactive.
- 6 It is easy to poke fun at trying to capture human civilisation in a three-pointed diagram and producing a guide to business strategy from it. 25: China is very different from what it was a decade ago. And businesses frequently defy national stereotypes: Brazil's Inbev proved to be sufficiently action-oriented and analytical to take over America's Budweiser.
- 7 But in focusing on culture they are clearly onto something important. "Fish Can't See Water" is full of interesting insights into modern business. Hammerich and Lewis demonstrate that cultures have a variety of comparative advantages at different stages of development. The authors have examined the life cycle of companies. It turns out that the individualistic English are good at starting companies but bad at keeping them going: Austin Motors could not compete with the more methodical Americans and Japanese. The collectivist Japanese are good at running mature companies when they have hit on a successful formula but bad at dealing with disruptive innovation. Sony was a master-innovator in the analogue age but failed to adjust to the digital age.
- 8 There are signs that Western firms are taking cultural sensitivity more seriously. For example, country managers are making a comeback after a long period of centralisation. Walmart now has a policy of emphasising local cultures. Stores in China sell fish in tanks rather than on slabs, and stores in Latino-dominated bits of the United States are called Supermercados de Walmart. However, emerging-market multinationals still lag behind, particularly in China, where they tend to be run by local managers who have little if any experience of working abroad and think that if they keep costs low culture will take care of itself. Messrs Hammerich and Lewis need to take their message about fish and water East as well as West.

adapted from an article from *The Economist*, 2013

**Tekst 6 Crossing the divide**

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- 1p 21 “The result was a disaster.” (paragraph 2)  
Why?  
A Local workers were replaced by foreign personnel.  
B The new owners failed to grasp local customs.  
C The public were reluctant to buy American products.  
D The staff addressed the customers in English.
- 1p 22 How does paragraph 3 relate to paragraphs 1 and 2?  
A it calls into question the range of the problem  
B it indicates the range of the problem  
C it mocks the range of the problem  
D it sheds new light on the range of the problem
- 1p 23 Which of the following is in line with the main idea of paragraph 4?  
A A country’s economy is dependent on its culture.  
B Cultural diversity should preferably be preserved.  
C Local cultures are readily sacrificed in the quest for profit.  
D The significance of cultural differences is underestimated.
- 1p 24 What is the goal of paragraph 5 in relation to the book that is reviewed in this article?  
A to analyse its style  
B to elaborate on its success  
C to expose its weaknesses  
D to outline its contents  
E to question its merit
- 1p 25 Which of the following fits the gap in paragraph 6?  
A A chain is as strong as its weakest link  
B Cultures are hard to pin down  
C History repeats itself  
D Money is the root of all evil  
E National identities are set in stone
- 1p 26 Welke zin uit alinea 7 vat het in deze alinea gepresenteerde inzicht samen?  
Citeer de eerste twee woorden van deze zin.

- 1p 27 Which of the following is in line with what the writer says in paragraph 8?
- A Authors Hammerich and Lewis have focused exclusively on Western mistakes.
  - B Eastern companies still fail to realise that adjusting to local culture is advisable.
  - C Potentially lucrative opportunities are overlooked because of Western arrogance.
  - D The Eastern approach generally tends to be more profitable and sensible.

“Crossing the divide” (titel)

- 1p 28 In welke **twee** alinea’s worden voorbeelden genoemd van bedrijven die dit succesvol gedaan hebben?  
Noteer de nummers van deze twee alinea’s.

## Tekst 7

### Music Moguls donate \$70 million to University of South California

based on an article by Jenna Wortham

- 1 The record producer Jimmy Iovine and his business partner Dr. Dre have a keen eye for talent. Between them, the two have jump-started the careers of stars ranging from Lady Gaga to 50 Cent to the Black Eyed Peas. Now they think they can help create the next Steve Jobs, legendary founder of the Apple company.
- 2 The music moguls, who founded the wildly popular Beats headphone business, are giving \$70 million to the University of Southern California to create a degree that blends business, marketing, product development, design and liberal arts. The contribution is relatively modest, as donations to universities go, but the founders' ambitions are 30, as they explained in an interview in the elaborate presidential dining room on the lush U.S.C. campus: "If the next start-up that becomes Facebook happens to be one of our kids, that's what we are looking for," said Mr. Iovine.
- 3 Like many celebrities, Mr. Iovine and Dr. Dre have been seduced by the siren call of the tech world, which has lured stars like Justin Bieber, Tyra Banks and Leonardo DiCaprio to finance a start-up or develop their own idea. They have had more success than most with Beats, a private company that they say makes \$1 billion in sales annually.
- 4 Still, the world of academia is 32 Mr. Iovine and Dr. Dre. Neither went to college. And during the interview, Mr. Iovine confessed more than once that he was "out of my depth" when it came to discussing details of the program. He referred those questions to Erica Muhl, dean of the university's fine arts school, who will be the inaugural director of the program and in charge of devising the curriculum, selecting professors and reviewing applications.
- 5 The details of the four-year program, officially *the U.S.C. Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation*, are still being completed. The first class of 25 students will enter in fall 2014, selected for their academic achievement, the university said, as well as their ability for "original thought."
- 6 "I feel like this is the biggest, most exciting and probably the most important thing that I've done in my career," Dr. Dre said. Part of the endowment includes several full scholarships, he said, to help financially disadvantaged students to "go on to do something that could potentially change the world."



- 7 Still, the endowment does not rank high among gifts to educational institutions. But Rae Goldsmith, the vice president for resources of the Council of Advancement and Support of Education, which tracks donations above \$100 million to colleges and universities, said that regardless of the size the donation was meaningful because it was rare for donors to establish new departments and courses of study.
- 8 The idea for the program came to Mr. Iovine and Dr. Dre not long after creating the Beats company, when they found themselves with a problem familiar to Silicon Valley entrepreneurs: the rapidly depleting reservoir of potential employees, including software engineers and marketing savants.
- 9 They hope that the program will supply not only future employees for Beats' current business, but also for a new venture, a streaming music service, Beats Music, that is expected to make its debut later this year. Mr. Iovine compared their thinking to the approach to a typical business problem of "how do we make the best product?" "In this case," he said, "the kids are the product."
- 10 Mr. Iovine acknowledged that their plan was ambitious but said the pair were not afraid to take risks. "We have no idea where this is going," he said. Dr. Dre said, "It's definitely a stepping stone to something." And Mr. Iovine jumped in, 35, "But we're not quite sure what it is."

*International Herald Tribune, 2013*

## Tekst 7 Music Moguls donate ...

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- “stars ranging from Lady Gaga to 50 Cent to the Black Eyed Peas”  
(paragraph 1)
- 1p 29 What are these artists meant to exemplify judging from this text as a whole?
- They are meant to make clear that Dr. Dre and Jimmy Iovine
- A are interested in a variety of genres.
  - B have had great professional success.
  - C use their money to finance new artists.
  - D work best when operating as a team.

- 1p 30 Which of the following fits the gap in paragraph 2?  
A controversial  
B impressive  
C unpretentious  
D unusual
- 1p 31 What becomes clear about 'many celebrities' in paragraph 3?  
A The success of their careers depends on technological innovations.  
B They are asked by technology companies to donate money.  
C They hope to become more notorious by investing in technology.  
D They like being involved in initiating technological developments.
- 1p 32 Which of the following fits the gap in paragraph 4?  
A a cause for concern to  
B a place of comfort for  
C far from familiar to  
D out of bounds to
- 1p 33 Geef van elke van de volgende beweringen aan of deze wel of niet overeenkomt met de inhoud van alinea 5 en 6.  
Students wanting to follow the program  
1 need to have scored good grades and be creative.  
2 receive a grant if they make educational progress.  
Noteer "wel" of "niet" achter elk nummer op het antwoordblad.
- "Still, the endowment does not rank high among gifts to educational institutions." (alinea 7)
- 1p 34 In welke zin is dit punt al eens eerder gemaakt?  
Citeer de eerste twee woorden van deze zin.
- 1p 35 Which of the following fits the gap in paragraph 10?  
A adding a new perspective  
B contradicting his partner  
C finishing the thought
- "Music Moguls donate \$70 million to University of South California" (titel)
- 1p 36 Leg uit wat volgens de tekst het probleem was dat hen hiertoe heeft aangezet.

**Tekst 8**

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*The following text is from The Fahrenheit Twins (Short Stories) by Michel Faber*

**FLESH REMAINS FLESH**

Ashton Allan Clark was the richest man in Altchester; he had money on his breath and a sticky ooze of luxury clogging up his ears. If you had asked him what his fortune was founded on (assuming you were granted leave to speak to him, which few people were), he would have told you 'the finest tannery in all of England'. If you had asked his miserable employees the same question, they would have said 'maggots and misery' – unless they suspected you of being an informer. Are you an informer? No? Then let us begin our story.

Ashton Allan Clark was a small, meaty man, resembling nothing so much as a grossly overgrown otter. He habitually wore a black sable coat and doeskin trousers, and a top hat that was likewise furry. His hair, beard, moustache and sideboards were thick, dark and glistening with oil. They had been that way since he built the tannery in 1831, and it was now 1861, so it seemed likely that his hair colour was maintained artificially. Clark's Tannery bought black dye by the gallon, giving rise to a folk tale among workers' children – ragged, underfed illiterates, all of them – that Mr Clark dunked his head in a bucket of the stuff every Sunday. They also said he ate frog's legs, and fruitcake soaked in vinegar pickle.

This last allegation was a slander, but there was no shortage of truths about Ashton Allan Clark's private life that would have made the children gasp, were they not already gasping for air in the grey miasma that constituted Altchester's atmosphere, and were they not kept well segregated from his secrets by iron gates and guards. In fact, Clark's mansion, a villa that had been forcibly turned into a castle by the superimposition of turrets and imported gargoyles, was perched on a hillside far away from the tannery. The cab journey from the semi-rural outskirts of Altchester, where thrushes trilled in Mr Clark's trees, to the gloomy maze of cobbled streets and blackened buildings encircling Mr Clark's grim hive of industry, could take half an hour or more.

## Tekst 8 Flesh remains flesh

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- 4p 37 Geef van elke van de volgende beweringen over Ashton Allan Clark aan of deze wel of niet overeenkomt met de tekst.
- 1 Hij had van Altchester een welvarende gemeenschap gemaakt.
  - 2 Hij werd gevreesd door de mensen die bij hem in dienst waren.
  - 3 Hij was ijdel en besteedde aandacht aan zijn uiterlijk.
  - 4 Hij probeerde de kleurstof die in zijn fabriek gebruikt werd eerst op zijn eigen haar uit.
  - 5 Hij verbood zijn werknemers hun kinderen naar school te sturen.
  - 6 Hij had een voorkeur voor exotische gerechten.
  - 7 Wat hij deed in zijn vrije tijd was algemeen bekend.
  - 8 Zijn huis was aangetast door de rook uit zijn eigen fabriek.
- Noteer “wel” of “niet” achter elk nummer op het antwoordblad.

**Tekst 9****Viewers complain about 'frightening' Ikea gnomes advert**

- 1 An Ikea advert showing a couple using increasingly violent methods to kill off garden gnomes has drawn dozens of complaints from viewers. The homeware giant's *Say No To Gnomes* campaign features a family updating the look of their garden with new products, only to find the upset gnomes launching a revenge attack.
- 2 The couple fight back, kicking them across the garden and into a pond before using a hammock to hurl them against the fence. The woman finally aims a jet of hose water at an assembled mob, smashing them into pieces. The ad finishes with the tagline: "Make more of your garden. Say no to gnomes."
- 3 The Advertising Standards Authority (ASA) said it received nearly 50 complaints that the ad was offensive, unsuitable for children, frightening, violent and encouraged emulation and anti-social behaviour. The ASA said: "As a starting point, we take all the complaints we receive seriously. However, just because an ad has prompted a negative reaction amongst some viewers does not mean that we will automatically investigate. We didn't take any further action on this occasion. While we appreciated that the ad would not be to everyone's taste, we thought it was clearly fanciful and playful. We also didn't share the view that it would encourage or condone violence or anti-social behaviour and we thought it was unlikely to upset children."
- 4 Ikea UK marketing manager Peter Wright said: "We believe the advert takes a happy-go-lucky approach to demonstrating to consumers how easy and affordable it is to treat their outdoor spaces just like any other room in the home. We can confirm that no gnomes were harmed in the making of the advert, thanks to the brave stunt doubles and some clever post production. The gnomes are currently helping us in our office and most of them will be finding new homes with our customers."



*independent.co.uk, 2013*

**Tekst 9 Viewers complain about ...**

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De onderstaande zinnen uit de tekst kunnen elk met een van de volgende begrippen gekarakteriseerd worden.

- a algemene stellingname
- b feitelijke beschrijving
- c humoristische opmerking
- d inhoudelijke verantwoording
- e uiteindelijk besluit
- f uiting van afkeur

- 1 The couple fight back, kicking them across the garden and into a pond before using a hammock to hurl them against the fence. (aline 2)
- 2 However, just because an ad has prompted a negative reaction amongst some viewers does not mean that we will automatically investigate. (aline 3)
- 3 We didn't take any further action on this occasion. (aline 3)
- 4 While we appreciated that the ad would not be to everyone's taste, we thought it was clearly fanciful and playful. (aline 3)

2p **38** Noteer achter elk nummer op het antwoordblad de letter van het begrip dat bij de zin past.

*Let op: er blijven twee begrippen over.*

1p **39** What is the purpose of the last two sentences?

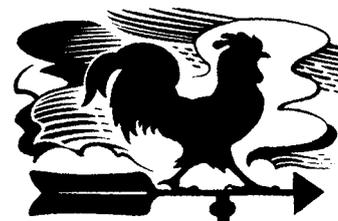
- A to make clear that the commotion was justified
- B to prove Ikea's integrity in the matter
- C to show that Ikea had not expected any complaints
- D to try and make light of the situation

**Tekst 10**

WEATHER EYE PAUL SIMONS

**Weather predictions**

1 ONCE again it was Groundhog Day in America, when folklore says that if a groundhog sees his shadow there will be six more weeks of winter, whereas no shadow means that spring will arrive early.



2 This year the groundhog's shadow was clear on a bitterly cold, sunny day in Punxsutawney, Pennsylvania, the home of the forecasting groundhog.

3 North America has had a cold winter, with record snowfall in Boston and spectacular snows in the western mountains. However, whether this trend will continue is anybody's guess: the groundhogs' track record of predictions is dismal. A survey revealed that it made only four correct forecasts in the years 1988–2002.

4 Other living beings have been suspected of having long-range forecasting powers. In autumn, the woolly bear caterpillar of America sported patches of brown fur, a sign that the winter would be harsh. Whether this mechanism is "correct" every year is not known.

5 In Gujarat, India, the flowering of the golden shower tree predicts the start of the monsoon some 45 days later, and scientists confirm that it works.

6 In Britain, if the orange ladybird hibernates in leaf litter on the ground in autumn it signals a hard winter, but if it stays out on exposed tree trunks the winter will be mild. The ladybirds are always correct but we do not know why.

*The Times, 2005*

## Tekst 10 Weather predictions

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- 1p 40 Which of the following are presented in this text as being the most trustworthy when it comes to predicting the weather?
- 1 the golden shower tree
  - 2 the ground hog
  - 3 the orange ladybird
  - 4 the woolly bear caterpillar
- A both 1 and 2
  - B both 1 and 3
  - C both 1 and 4
  - D both 2 and 3
  - E both 2 and 4
  - F both 3 and 4

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**Tekst 11****Blondes to dye for**

IT'S official — if you are a blonde, blue-eyed, non-smoking, social drinker with a doctorate, Melbourne men think you are the perfect woman.

Melbourne men would spend an average of \$79 on a first date, but according to a study by the dating auction website, WhatsYourPrice.com, when it comes to a date with their perfect woman they would be willing to fork out \$236. Hair colour was the 41 feature, while having a doctorate beat having blue eyes.

The study also found Melbourne men were the most picky, with Aussie blokes living in other places generally being happy with hazel-eyed brunettes who have a basic level college education.



*Herald Sun, 2012*

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**Tekst 11 Blondes to dye for**

- 1p 41 Which of the following fits the gap?
- A best studied
  - B highest ranked
  - C most disputed
- 1p 42 How can the tone of this article be characterised best?
- A as admiring
  - B as amazed
  - C as concerned
  - D as cynical
  - E as light-hearted

Lees bij de volgende tekst eerst de vraag voordat je de tekst zelf raadpleegt.

## Tekst 12

Online security

### A security patch for your brain

**The quickest way to improve online security is to upgrade your mental software**

1 **T**WO decades ago only spies and systems administrators had to worry about passwords. But today you have to enter one even to do humdrum things like turning on your computer, downloading an album or buying a book online. No wonder many people use a single, simple password for everything.



2 Analysis of password databases, often stolen from websites (something that happens with disturbing frequency), shows that the most common choices include "password", "123456" and "abc123". But using these, or any word that appears in a dictionary, is insecure. Even changing some letters to numbers ("e" to "3", "i" to "1" and so forth) does little to reduce the vulnerability of such passwords to an automated "dictionary attack", because these substitutions are so common. The fundamental problem is that secure passwords tend to be hard to remember, and memorable passwords tend to be insecure.

3 Weak passwords open the door to fraud, identity theft and breaches of privacy. An analysis by Verizon, an American telecoms firm, found that the biggest reason for successful security breaches was easily guessable passwords. Some viruses spread by trying common passwords. Attacks need only work enough of the time — say, in 1% of cases — to be worthwhile. And it turns out that a relatively short list of passwords provides access to 1% of accounts on many sites and systems.

4 Fingerprint scanners and devices that generate time-specific codes offer greater security, but they require hardware. Passwords, which need only software, are cheaper. In terms of security delivered per dollar spent, they are hard to beat, so they are not going away. But they need to be made more secure.

5 Security researchers suggest people be taught to choose more secure passwords. One approach is to use passphrases containing unrelated words, such as "correct horse battery staple", linked by a mental image. Passphrases are, on average, several orders of magnitude harder to

crack than passwords. But a new study by researchers at the University of Cambridge finds that people tend to choose phrases made up not of unrelated words but of words that already occur together, such as "dead poets society". Such phrases are vulnerable to a dictionary attack based on common phrases taken from the internet. And many systems limit the length of passwords, making a long phrase impractical.

- 6 An alternative approach, championed by Bruce Schneier, a security guru, is to turn a sentence into a password, taking the first letter of each word and substituting numbers and punctuation marks where possible. "Too much food and wine will make you sick" thus becomes "2mf&wwmUs". This is no panacea: the danger with this "mnemonic password" approach is that people will use a proverb, or a line from a film or a song, as the starting point, which makes it vulnerable to attack. The ideal sentence is one like Mr Schneier's that (until the publication of this article, at least) has no matches in Google.
- 7 Some websites make an effort to enhance security by indicating how easily guessed a password is likely to be, rejecting weak passwords, ensuring that password databases are kept properly encrypted and limiting the rate at which login attempts can be made. More should do so. But don't rely on it happening. Instead, beef up your own security by upgrading your brain to use mnemonic passwords.

*The Economist, 2012*

*Lees bij de volgende opgave eerst de vraag voordat je de bijbehorende tekst raadpleegt.*

## Tekst 12 A security patch for your brain

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- 1p 43 "to upgrade your mental software" (inleidende zin)  
In welke alinea wordt **voor het eerst** uitgelegd hoe je dit kunt doen?  
Noteer het nummer van deze alinea.