

Tekst 1

Image control: East London, Friday night

15 weeks of fame ...

'Night after night, shows like *Big Brother* – watched by impressionable young minds – glamorise the worst kind of people, boasting of their bed-hopping,' harrumphed a *Daily Mail* leader-writer yesterday, palms damp and gusset twitching. And on the front page of the *Daily Mail*? A picture of *Big Brother* winner Brian, a happy man.

It is a token of Brian Dowling's currency this weekend that the *Mail*, which despises both Dowling as a person and the programme which has made him famous, should have been cowed into promoting him so fulsomely. The paper is frightened to alienate legions of readers who have followed *Big Brother*.

Dowling is shown here stepping from the relaxed luxury of 24-hour surveillance – don't try to restrain yourself, because you'll be on camera anyway – to media property. He is already disoriented at discovering 120 cameramen jostling to photograph him as *Big Brother* presenter Davina McCall is trying to steer him in a different direction, towards a TV studio couch.

Within hours, Brian's packaging will have begun. Advised properly, he will find in future that every photo opportunity is 'managed' and has a specific objective. It will either be to promote him – I'm dippy, cheerful, always kindly – or to promote the product or venue by which he has been hired. Don't expect to see Brian in public again looking lost, unkempt or carrying his own baggage.

Ryanair, where Brian describes his job as 'trolley dolly' says it will keep his position open. Most *Big Brother* contestants have declined similar offers, convinced that celebrity beckons on digital TV or making personal appearances at the opening of supermarkets. Brian, brighter than most of his *Big Brother* house mates, may have the good sense to keep his options open. He will recognise that after his 15 weeks of fame, obscurity is likely to come knocking once again.

BEN SUMMERSKILL

'The Observer'

Eindexamen Engels vwo 2003-II

havovwo.nl

*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 15 weeks of fame...

- 1p 1 Op welke tegenstrijdigheid in de berichtgeving rond Brian Dowling in de *Daily Mail* wijst Ben Summerskill?
- 1p 2 How might Brian Dowling well end up, according to Ben Summerskill?
- A As a man avoiding any publicity.
 - B As a Ryanair employee.
 - C As a television celebrity.
 - D As someone promoting products in supermarkets.