
Tekst 10

I can see clearly now ...

- 1 "Specsavers are offering free home eye tests to those who are mainly housebound or in a care home," wrote *Daily Mirror* columnist Fiona Phillips on 14 April. "Why am I telling you this? Because a survey conducted for the famous brand found that most people are unaware of this vital service."
- 2 Er... or possibly because Specsavers "has an agreement with Fiona Phillips to promote our home-visiting service for which we are paying her", as the optician chain confirmed to Dr Alex May, who runs a blog campaigning against undeclared pluggery for medical services in the media.
- 3 This may also have some bearing on the 3 February column in which Phillips told readers at enormous length how she "nipped off to Specsavers and skipped home with soft, monthly, disposable contact lenses, which previously, because of my prescription, hadn't been available to me. It's like a whole new world."
- 4 She failed to declare her interest then, too, which is remarkably careless for someone whose column is headed "Because she cares". Wouldn't it just be simpler and more 36 for the *Mirror* to slap the Specsavers logo on Phillips's page and be done with it?

Private Eye, 2018

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- 1p 35 What does “undeclared pluggery” (paragraph 2) refer to?
the claim that Fiona Phillips uses her weekly column
- A to get free medical treatment
 - B to make fun of Dr Alex May’s blog
 - C to negotiate deals for her employer
 - D to promote products covertly
 - E to support people with health issues
- 1p 36 Which of the following fits the gap in paragraph 4?
- A costly
 - B honest
 - C interesting
 - D strategic
- “I can see clearly now ...” (title)
- 1p 37 Which of the following best characterises the tone of this title?
- A approving
 - B furious
 - C matter-of-fact
 - D mild
 - E mocking
 - F surprised