

**Bijlage HAVO**  
**2017**

tijdvak 1

**Engels**

Tekstboekje



## When you've got to go

It is nicknamed Sat Lav and, as an idea, its time has come. A pilot scheme in London texts the location of the nearest public lavatory to anyone who will pay 25p for the info. In chill pre-Christmas days, to a desperate shopper with children in tow this might sound very welcome indeed.

But the crying need for such a scheme demonstrates that something has gone wrong with our design for urban living. The Victorians knew better, installing, beside their horse-troughs and ornate drinking fountains, great palaces of ceramic and brass. Today, with these municipal monuments closed, we are reduced to risking the sarcasm of surly publicans when nature calls. So Sat Lav, once its initial deficiencies are overcome, promises to bring some 2 in a hostile wasteland, giving a wholly new meaning to the phrase convenience shopping.

*The Daily Telegraph, 2007*

# Rebels without a cause

based on an article by Gabrielle Carey

- 1 GRAFFITI is everywhere: on trains, walls, telegraph poles, billboards, fences and desktops. The most important part of being a graffitist is the tag. Millions upon millions are spent on removing the "vandalism" of graffiti but no one has asked why the tag is so significant. Living in an age where brands are everything – where names such as Apple, Bulgari, Nike and Gucci have an almost mystical power (as though, if we were to invoke the names often enough, we might suddenly find ourselves levitating above the mere mortals that surround us), surely we cannot find it surprising that young people feel the urgency to brand themselves.
- 2 When I was growing up, there was only one brand that mattered: Levi's jeans. Before you could judge whether someone was "in" or not, you had to check out their backside. Levi's signified cool. The way you checked someone's status was to ensure that their back, left-hand pocket was bearing the tiny red tag with the word: Levi's. My best friend and I quickly realised that the most rebellious act possible was to tear off a teenager's Levi's tag. It was a dangerous activity and we were threatened with bashing more than once. Kids pounced on us when they realised their tag was gone. Ripping the tag off meant removing all the value, not only of the jeans, but of the person. So although I am now approaching my mid-50s, the teenage desire for tags is something I still understand.
- 3 The really frightening part of the story is the growth of that tag, from a tiny red flag on a denim pocket, to an all-encompassing concept that requires all of us not only to wear brands, but to create and be our own brand. What was once just a sign of teenage insecurity has now become institutionalised to the point that there are "experts" who are invited into schools to talk to students about how to manage their brand on Facebook.
- 4 The success of a brand, as we know, doesn't depend on the product; it depends on how effectively your brand/logo/theme tune infiltrates the zeitgeist, and to what extent it remains imprinted on people's minds. And our young people understand this only too well. Why else would they jeopardise their lives painting their tags in tunnels and beside railway tracks? In the absence of a marketing budget, these young brand managers have cleverly located a cheap and relatively easy-to-access audience in the passing, peak-hour train carriages. Talk to the graffiti writers and they can tell you, proudly, exactly how many trains pass by a certain spot every hour; each viewing of their tag means they have been "seen" and each sighting means their brand has increased in value.
- 5 Some may argue that we need to make graffitists take responsibility for their actions (and reduce the cost to the taxpayer) by getting them to clean off their graffiti. But this would risk confirming their idea of themselves as outsiders and if they have to erase their identity – or what stands as their identity – they may be even more rabid about going out to restate it. Any cleaning up needs to be within

a wider community service so we encourage the idea of a citizen within a society rather than confirming a sense of the heroic loner against the system.



*The Australian, 2012*

### My little patch of prairie

adapted from an article by Brent Olson

- 1 This prairie project — man, it's getting to me. The problem started when my kids grew up. With three teenagers in the house, I didn't worry about the lawn. If things got shaggy, I pointed my finger at whoever looked the most content and sent him or her out to mow. But the kids grew up, my wife has a job in town, we sold the goats, and one morning I looked out and saw 5 acres of lawn that needed to be mowed and I was the only one home.
- 2 That's when I started thinking about the wonders of native grasses. Just let the prairie grow, and buffalo and wildfires will keep it healthy. It sounded perfect — being lazy while 9 to be ecologically sound.
- 3 But this was my problem. The seed mix I planted had 33 varieties of seeds. That's 32 varieties more than I'm used to seeing in a field. Three decades of farming taught me that anything in a cornfield that isn't corn is a weed. I have vivid memories of my father growling, "A tree in the wrong place is just a weed. If it sticks up or sticks out, whack it off." Simple rules that are easy to live by. So what am I supposed to do with this anarchy growing outside my windows? I can't even tell what's supposed to be there and what isn't.
- 4 The first year nothing grew. I was glad I lived a quarter mile from the closest road. Visitors would check out the bare dirt baking in the sun where the lawn used to be. It was scattered with outbreaks of scrawny vegetation, and I could see the questions in their eyes. I would be preemptive, saying, "Yes, this is my new prairie, a haven for wildlife and a thing of beauty for my soul." Most people just patted my shoulder and changed the subject.
- 5 I almost dug it up a couple of times, but a friend who'd gone through the same process advised patience. "Sleep, creep, leap," he said. This is prairie shorthand for how native grasses establish themselves. 12 it's something wildflower salesmen say because three years is the statute of limitations for fraudulently selling lint dust as seeds. My friend said it would be three years before I would know how things were going to turn out.
- 6 Seeing the results this year 13. Grass has sprouted and little blossoms are appearing hither and yon. I chopped down some tall, ungainly weedy-looking things only to find the survivors sprouting lovely purple flowers.
- 7 Maybe sticking up or sticking out doesn't have to be a bad thing. Maybe a little patience is in order. Maybe a little chaos is a good thing.

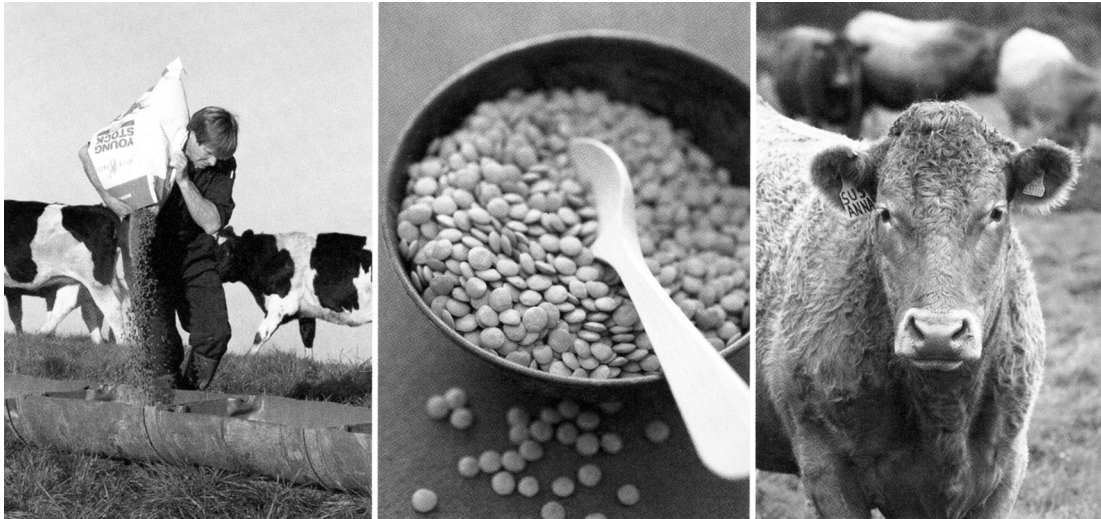


*Living the Country Life, 2010*

## Textual healing

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- The*  
**NOVEL CURE**
- FROM ABANDONMENT  
TO ZESTLESSNESS:  
751 BOOKS TO CURE  
WHAT AILS YOU
- ELLA BERTHOUD**  
*and* **SUSAN ELDERKIN**





# *Can changing what you eat* **SAVE THE PLANET?**

adapted from an article by **Kitty Corrigan**

- 1 **MOST OF THE FIVE MILLION** people in the UK who are wholly vegetarian or eschew red meat choose their diet on the grounds of ethics (intensive farming, animal welfare) or health (high blood pressure, cholesterol). Those in the ethical camp are often passionate about green issues, but a non-meat diet as a way to combat climate change has only recently been suggested. A UN report, *Livestock's Long Shadow*, argued that beef and dairy farming globally create more climate-changing gases (18 per cent) than the world's transport system (13 per cent). Although some have questioned the details of this report, there is no doubt that the carbon footprint of livestock production is hugely significant – and growing.
- 2 The Vegetarian Society (VS) claims cattle rearing causes the most environmental damage of any non-human species, through overgrazing, soil erosion, deforestation and emissions of methane – a greenhouse gas 33 times more damaging than carbon dioxide – but also through the manufacture of fertilizers needed to grow the crops to feed the livestock.
- 3 Soy is a mainstay of animal feed, its cultivation entailing rainforest destruction in South America, which releases carbon when trees are chopped down. But while 90 per cent of soy is for animal consumption, it is also a staple of the vegetarian diet, used in meat substitutes such as tofu. A study commissioned by World Wide Fund for Nature (WWF) concluded controversially that this and other vegetarian favourites such as chickpeas and lentils were more harmful to the environment, because of



the food miles incurred, than British-reared beef and lamb. 18, vegetarians who only eat local produce but continue to eat dairy products are still contributing to the rise in greenhouse gases; only a vegan diet (no animal products) could make a difference in this respect.

4        The National Farmers' Union (NFU) warns that if there was a shift to a vegetarian diet, our beleaguered farmers would go out of business and the industry would move overseas where the ethical and animal health standards could be questionable. This would be a threat to our food security — we currently produce only 60 per cent of our food, a figure that has decreased substantially in the past two decades.

5        So is there a middle way? Research by Compassion in World Farming (CIWF) found that reducing meat consumption to three times a week would allow animals to be reared in free-range conditions and greener farming methods to be adopted. "Provided land is not overgrazed, long-term pasture traps carbon and therefore livestock farming can be a benefit. The true cost of eating too much meat is animal suffering, environmental damage and obesity," says a CIWF spokesperson. "We have the power to save our planet and be kind to animals. All we need to do is change our diets to a healthier, fairer option."

*Country Living, 2010*

### Why Adults Dismissed The Beatles in 1964

- 1 We're all familiar with pop-culture crazes — Gangnam style, the Harlem Shake. The Beatles craze of 1964 in America was treated very like those at first, as an inexplicable but more or less harmless influenza that would 21. And of course this flu spread only among teens, because it was understood then that this kind of "music" was purely for hormone-infested adolescents.



- 2 The idea that this was all potentially quite subversive wouldn't really take root for another year or two. Despite the Beatles ruling the pop charts, the general attitude of the adult world towards them, in early 1964, was a kind of 22. In those days, *The New York Times* did not write about this sort of foolish nonsense; neither did *The New Yorker* or any other serious magazine. To them, music was classical music, jazz, and Broadway.
- 3 *The Times* made one exception to its rule about what constituted music in this single high-profile case — Theodore Strongin, one of the paper's music critics, filed a 324-word report that attempted (although not really) to take the group seriously as music. He tossed around words like "diatonic" and "pandiatonic" before delivering verdicts like: "The Beatles's vocal quality can be described as hoarsely incoherent, with the minimal enunciation necessary to communicate the schematic texts."
- 4 The serious magazines felt a similar need to discuss the Beatles, also largely to sneer. Read today, when nobody doubts the impact of the Beatles on modern music, the pieces are 24. *The New Yorker's* Anthony Hiss, who would write for the magazine for 30-plus years and produce some of its loveliest pieces, published a fictional diary in which he pretended to be a teenage boy named Hiram, who followed the group around New York and concluded that they were "worth listening to, even if they aren't as good as the Everly Brothers, which they really aren't." *The Nation's* critic, Alan Rinzler, was far harsher. He wrote that the music was "amplified to a plaster-crumbling, glass-shattering pitch" and concluded that while the group's members themselves were not without charm, the music was "vapid" and "Beatlemania as a phenomenon is manna for dull minds."

- 5 Cultural arbiters weren't the only serious people to weigh in. It was demanded of psychologists that they made a statement about that screaming and its meaning. A New Zealand social scientist named A.J.W. Taylor looked into the matter. In the wake of the group's appearance in Wellington in June 1964, Taylor rounded up 346 "subjects" who'd gone to the concert and gave them a series of psychological tests in an attempt to find out whether there were traits peculiar to the adolescent fan that made her or him behave that way. He published his results in the *British Journal of Social and Clinical Psychology* in 1966. He found, perhaps reassuringly, that "there was no evidence to support the popular opinion that the enthusiasts were hysterics, and there was no supporting clinical evidence for thinking the fans suffered from neuroticism." The younger and immature females were the most enthusiastic, he reported, and the older girls less responsive, which gave hope that "the enthusiasts themselves may grow through their stage of immaturity."

adapted from *thedailybeast.com*, 2014

### Airlines see big potential in Wi-Fi

adapted from an article by JOE SHARKEY

- 1 You might remember Steven Slater, the fed-up, overworked JetBlue Airways flight attendant who got on the cabin speaker after his flight landed at Kennedy Airport and declared, "That's it. I'm done". He then grabbed two Blue Moon beers from the galley, deployed the emergency chute and slid away. Ever since, many an unhappy flight attendant has told me she's sometimes quietly considered 'pulling a Slater'.
- 2 Recently, on a crowded plane approaching Dallas, I watched a flight attendant collect a trash bag with one hand while using her fingertips to hold five empty soda cans for recycling, while simultaneously checking that seat backs were in the forward position for landing.
- 3 To add insult to injury, airlines manage to give even more chores to crew members. They want to devote more airwave capacity to providing faster Wi-Fi connections on commercial airplanes. You may assume that those initiatives, in the United States and abroad, are intended mainly to allow passengers to use the Web and email more efficiently. But the fact is, despite the rapid expansion of Wi-Fi on airplanes, no one has found a profitable way to cover installation costs with the scant revenue generated by the limited number of passengers who have been willing to fork out for Internet service.
- 4 The great advances in airplane Internet connections are being driven far more by the opportunities that high-speed broadband service presents for airlines themselves to sell more things to the customers, whether the product is in-flight entertainment, food and drink, customized services to elite-status passengers or products at the destination, including hotel packages, sports and concert tickets, restaurant and theater reservations. Airlines depend mightily on the revenue raised by selling and marketing things other than the basic fare.
- 5 But what about that overburdened flight attendant trudging down the aisle with a stuffed trash bag? In my experience, flight attendants complain about everything, even more so than those world-famous complainers, pilots. They, of course, will be expected to become even more adept at using in-flight technology. Let's hope someone will develop an app to address empty soda cans.

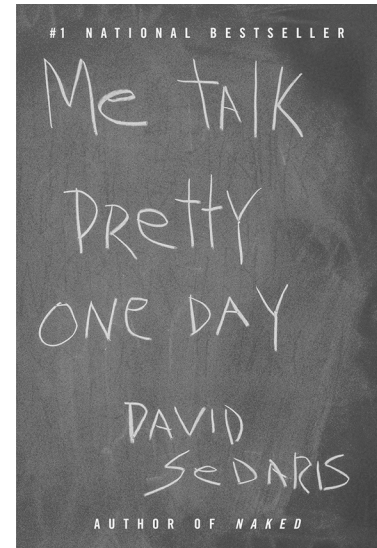


*International Herald Tribune, 2013*

*De volgende tekst is het begin van een verhaal uit het autobiografische boek Me talk pretty one day geschreven door David Sedaris*

### Genetic Engineering

- MY FATHER ALWAYS STRUCK ME as the sort of man who, under the right circumstances, might have invented the microwave oven or the transistor radio. You wouldn't seek him out for
- 5 advice on a personal problem, but he'd be the first one you'd call when the dishwasher broke or someone flushed a hairpiece down your toilet. As children, we placed a great deal of faith in his ability but learned to steer clear while he was working. The experience of
- 10 watching was ruined, time and time again, by an interminable explanation of how things were put together. Faced with an exciting question, science tended to provide the dulldest possible answer. Ions might charge the air, but they fell flat when it came to charging the imagination — my imagination, anyway. To this day, I prefer to believe that inside every
- 15 television there lives a community of versatile, thumb-size actors trained to portray everything from a thoughtful newscaster to the wife of a millionaire stranded on a desert island. Fickle gnomes control the weather, and an air conditioner is powered by a team of squirrels, their cheeks packed with ice cubes.
- 20 Once, while rifling through the toolshed, I came across a poster advertising an IBM computer the size of a refrigerator. Sitting at the control board was my dad the engineer, years younger, examining a printout no larger than a grocery receipt. When I asked about it, he explained that he had worked with a team devising a memory chip
- 25 capable of storing up to fifteen pages' worth of information. Out came the notepad and pencil, and I was trapped for hours as he answered every question except the one I had asked: "Were you allowed to wear makeup and run through a variety of different poses, or did they get the picture on the first take?"
- 30 To me, the greatest mystery of science continues to be that a man could father six children who shared absolutely none of his interests. We certainly expressed enthusiasm for our mother's hobbies, from smoking and napping to the writings of Sidney Sheldon. (Ask my mother how the radio worked and her answer was simple: "Turn it on and pull out the
- 35 \*&#;% antenna.") I once visited my father's office, and walked away comforted to find that at least there he had a few people he could talk to.





## Kent Anti-Bullying Co-ordinator

**Salary: £30,000 - £35,000 pro rata**

(30 hours preferred but all variations of part-time, full-time, flexible working and secondment considered)

**Location:** Countywide (base flexible)

Are you as **passionate** as we are about **tackling bullying**?

Have you got the **professional credibility** to support and challenge head teachers and senior managers to recognize the issue and tackle the causes while offering creative and evidence based **solutions**?

Are you a **motivated individual** looking for a new challenge in a role you can make your own?

If your answer is yes to these three questions, then you may be interested to hear we are currently looking to appoint an Anti-Bullying Co-ordinator, to sustain and further develop the excellent practice we have already established.

As a professional in the education field, you will be well versed in issues of bullying and will demonstrate a good knowledge of the OfSTED<sup>1)</sup> framework. You will be committed to sharing best practice and demonstrate the skills and capabilities required to keep the profile of anti-bullying high.

Project Salus is a social enterprise established to deliver services previously undertaken by Kent State Schools. The organization is at the cutting edge of service delivery and seeks to improve outcomes for children and young people across Kent. This role is vital within the organization and reflects our core values.

We are looking for an experienced, talented individual with the energy, enthusiasm and the professional credibility to continue to drive this service forward.

Fixed term until next June, extension subject to continued funding.

**For more information please contact Sally Williamson on 07725 595722**

**For an application pack please contact Katie Ling on 07725 595727  
or at [Katie.ling@projectsalus.co.uk](mailto:Katie.ling@projectsalus.co.uk)**

**Closing Date: Monday 25th February, Interview Date: Tuesday 5th March**

foot 1 OfSTED = Office for Standards in Education: de schoolinspectie in Groot-Brittannië



# The language of 2moro

By Martin Beckford

- 1 TRADITIONAL spellings could be killed off by the internet within a few decades, a language expert has claimed.
- 2 The advent of blogs and chat rooms meant that for the first time in centuries printed words were widely distributed without having been edited or proofread, said Professor David Crystal, of the University of Wales, Bangor. As a result, 1. Within a few decades, the spellings favoured by many internet users could replace the current, more complex versions, he said. It could mean that internet slang – such as "2moro" instead of "tomorrow" or "thx" for "thanks" – may enter into mainstream publications.
- 3 Prof Crystal, a pioneer of language theory, explains that 2. "The vast majority of spelling rules in English are irrelevant," he said. "They don't stop you understanding the word in question. If I spell the word rhubarb without an 'h' you have no trouble understanding it. Why do we spell it with an 'h'? Because some guy in the 16th century said it was good to put an 'h' in to remind us of the history of the word."
- 4 Prof Crystal stressed that 3. "Kids have got to realise that in this day and age, standard English spelling is an absolute criterion of an educated background," he said. "You're not going to get certain types of job if you don't spell well."

## Web words Some Examples:

1. *Teh*: what started out as a common mis-spelling of "the" is now written deliberately by some internet users and used sarcastically in phrases such as "teh interweb" to imply ignorance.
2. *U*: short for you.
3. *Pls*: shortened version of please.
4. *Pwned*: said to have first appeared on the popular role-playing game World of Warcraft when a player mis-typed "owned". The word has come to mean being dominated by someone or something, though it is difficult to pronounce.

*The Daily Telegraph, 2010*



### England shirt controversy

New World Cup England shirts have been launched and there are two versions available. "Stadium" tops retail at £60, but match tops as worn by the players cost £90, effectively branding those buying the cheaper versions second class citizens. Nike says the cooling technology used in the match shirts is 38 spectators, but surely fans sweat in just the same way? Especially those excluded from expressing their support because Nike doesn't make shirts in XXXXL and XXXXXL sizes. On the question of price, Indonesian workers who make the shirts earn 30p an hour, which makes the profiteering even less 39.



*Private Eye, 2014*

### Chernobyl

- 1 SIR — The book review of "Four Fields" by Tim Dee concludes that "it is at Chernobyl, where in 1986 a reactor at the nuclear power station exploded, that man's influence on the earth's surface is at its most poignant. Here radiation has left the land flat and bleak for miles, triggering mutations in flora and fauna and leaving everything ill" ("Fields of dreams", August 24th).
- 2 Actually, the exclusion zone around Chernobyl has become a diverse habitat for otherwise endangered species. One species that was no longer found in the wild, Przewalski's horse, has been re-established there.
- 3 There is much emotional hyperbole around that ignores the factual evidence on what is happening in Chernobyl's surrounding area. As far as fauna and flora are concerned, the positive effects of the absence of humans seem to outweigh the hazards of radiation. An unmolested wilderness refuge has developed.

PROFESSOR STEPHEN BONDY  
University of California, Irvine

*The Economist, 2014*

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

## Tekst 13

# The internet is broken – and we can no longer do without it

Martin Vander Weyer



- 1 'The internet is broken,' a corporate chieftain told me last week. It was an arresting remark, but he did not mean that his home Wi-Fi hub had gone down and required a jab with a paperclip, as mine frequently does. He meant that the entire web has become so insecure — so plagued by industrial-scale scammers, viral anarchists and, according to the US Department of Justice, Chinese military hackers — that it can no longer be trusted for any form of confidential data transmission, from online payments to state secrets.
- 2 By way of confirmation, as I type, in comes an email with a toxic fake 'invoice' attached. Among the last few days' worth of deleted items, I can see half a dozen well-crafted attempts at data theft or worse, including 'Click here' messages purporting to be from BT, Santander and Paypal,

and a 'Thought you might be interested in this' link from a hacked lady member of the House of Lords.

- 3 Perhaps one of them contained a 'ransom-ware trojan' called CryptoLocker that aims to encrypt my files then demand payment to decrypt them again; or Gameover Zeus — 'the most sophisticated virus ever... used to steal millions of dollars around the world,' according to a recent report. At the personal level, only multiple passwords and constant vigilance offer any hope of day-to-day protection; one peril is fake emails offering to cure viruses but actually inserting new ones.
- 4 At the government and big-company level, many billions will have to be invested to conserve the integrity of systems that are now too interwoven and too dependent on speed to revert to safer, slower channels. In the ruling fever for web-based solutions, it turns out we have consigned almost all of our commercial and administrative life to a technology most users barely understand, and with no conception of the risks it carries.
- 5 A report from the computer security firm McAfee this week declared cyber-crime to be almost as big as the global drugs trade and costing the UK £6.8 billion a year. Some experts took issue with McAfee's big numbers — including a global cost of £266 billion, and an estimate of '150,000 European jobs lost' a year. But all agree that the problem is a serious threat to growth in the advanced economies and that its measurable size is misleading anyway, because so much of it goes unreported.
- 6 For all the talk of international law-enforcement co-operation, this is not a category of wrong-doing which our constabularies (reported this week to be cutting back on horses and dogs) are in any sense equipped to investigate. Nor are afflicted states likely to share everything they know — because you don't have to be Julian Assange to suspect that arms of the state far remote from your local police station are the biggest hackers of all.

*spectator.co.uk, 2014*