

*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**

- 1p ● 1 Met welke bedoeling is deze advertentie geplaatst?  
om lezers
- A gerust te stellen dat er in krantenpapier geen tropisch hout wordt gebruikt
  - B op te roepen geen tropisch hardhout meer te gebruiken
  - C op te roepen meer oude kranten in te zamelen voor hergebruik
  - D te waarschuwen tegen overmatig gebruik van hout en papier

**Are you holding the future of the rainforests in your hands?**

In a word, no. Tropical rainforest trees simply aren't suitable for making paper. Most of the fibre used comes from paper itself. Recycled paper. The rest comes from wood pulp from sustainable, managed forests, waste woods, and plantation thinnings. So read on with a clear conscience. **Good old paper. What would we do without it?**

If you have any questions about paper and board call us on **01793 887468**

the **pulp & paper** information centre

TEKST 2

- 1p ○ 2 Iemand uit je familie wil in de zomervakantie een huis in Mexico huren.  
→ Op welk internetadres zou je daarover informatie kunnen vinden?

*electronic  
explorer*

**USEFUL TRAVEL SITES  
ON THE INTERNET**

Mardi Gras. Sites list events planned for New Orleans's annual wingding (February 24, 1998), broadcast parades live, even offer party-food recipes.  
**www.mardigrasneworleans.com**  
**www.icorp.net/carnival**  
**http://usacitylink.com/mardigr/default.html**

L.L. Bean. Venerable great-outdoors company offers on-line catalog of clothes and gear, as well as tips on winter camping and hot-waxing skis. Also, details on over 900 state and national parks and other natural areas.  
**www.llbean.com**

Banana Bungalows Hostels USA. International travelers can reserve a spot at five private hostels in California, New York City, and Miami Beach, popular with under-35 travelers.  
**www.bananabungalow.com**

European Railway Server. Links to European national railway timetables, great for trip planning or daydreaming.  
**mercurio.iet.unipi.it**

International Home Exchange Network. Listings of houses for swap (and rent) around the world; also register your home for swapping (\$29.95 a year).  
**www.homexchange.com**

Foreign languages. Basic travel vocabulary, grammar handbooks, translating dictionaries for dozens of languages; links to language schools, transportation and weather information, and more.  
**www.traviang.com**

Boutique Hotels. Find a family-run hotel in Paris for \$135 a night, including continental breakfast. All centrally located; over a hundred listed.  
**www.boutiquehotels.com**

## TEKST 3

# Start Rites

**What makes a sports player successful? Is it rigorous training and iron self-discipline, or that lucky pair of dirty socks? SAM MURPHY digs into winning superstitions**

## FITNESS

1 **I** always use a special pair of thin leather gloves and I have a lucky T-shirt that I wear even if it's dirty. I don't speak to anyone in the morning. I get myself totally  
5 focused from the minute I get out of bed. Just before we start, I tape the helmets of the rest of the crew.' Is this the leader of some bizarre cult? Is he suffering from some form of obsession, perhaps? No – it's Sean Olsson, driver of the British bronze  
10 medal-winning bobsleigh team talking about his pre-race preparations at the last Winter Olympics. And this behaviour is not unusual. In fact, the sporting world is well-known for its rituals and superstitions. It is not surprising – weeks and  
15 months of preparation and training, yet everything hangs on that single fleeting performance. Athletes will do anything and everything they can to get a leading edge. 'If a player eats a particular food, or prepares in a certain way, and he is successful, he'll ask himself: "What did I do to run such a great race or score such a great goal?" The behaviour is associated with winning in his mind, so he repeats it and it becomes a ritual,' says Chris Humpage, a performance  
25 consultant who works with athletes of all levels. It is said that Newcastle striker Alan Shearer once raised his right arm after scoring a goal, and it turned out to be the start of a great goal-scoring run for him. Now he does it every time he scores. But do such rituals work? Sports scientists have been researching this for years and there's no right answer. Of course, sporting success comes down to more than the order in which you put on your boots – but training isn't just about reaching your physical  
35 peak, or perfecting your technique, it's also about your mental state. Sports psychologists talk of getting into the 'zone' – when mind and body are optimally prepared. Dr Christopher Shambrook, sports psychologist and co-author of *The Mental Game Plan* says: 'Sports people have to go through change every day. Their environment is constantly changing – different

crowds, pitches, climate, food and  
45 so on. In the middle of such instability, a

strong fixed routine gives order to something which is otherwise out of their control.'

6 50 How well such a ritual works can depend on how it was developed in the first place. 'With recreational athletes, it's usually trial and error,' says Shambrook. 'An amateur golfer might waggle his club three times and then hit a great shot. So he  
55 repeats it to try to repeat the success – it's not very refined.' Top athletes, on the other hand, have incredibly refined rituals to get them into the right state of mind. 'These rituals are a sort of mental warm-up, just as a physical warm-up prepares the  
60 body,' says Shambrook. 'Once the pre-performance ritual is complete, it acts as a mental trigger that says "Time to perform",' he explains. 'Once you cross that line onto the pitch, it is the signal that this is where the work starts.'

7 65 Rituals and talismans may help to increase self-confidence, but can they go too far? Tennis star Goran Ivanisevic's ritual involves not touching his head or facial hair during a tennis tournament, listening to two specific Croatian songs every  
70 morning before leaving the house, and using the showers in the locker room in a particular order.

8 'If superstitious behaviour becomes obsessive, or separate from the pre-performance ritual, it can be a potential 8,' says Shambrook. 'It puts  
75 performance at risk. What happens if, for example a lucky vest goes missing just before a game?'

9 Chris Waddle is one footballer who has put his superstitions in perspective. After being injured when his hair was short and again when it was long,  
80 he had a short-on-top, long-at-the-back cut to hold off injury. When he was injured again, he became sceptical. 'If you win, it's not because you put your left boot on before the right one.' Couldn't agree more Chris. Still, just in case ...



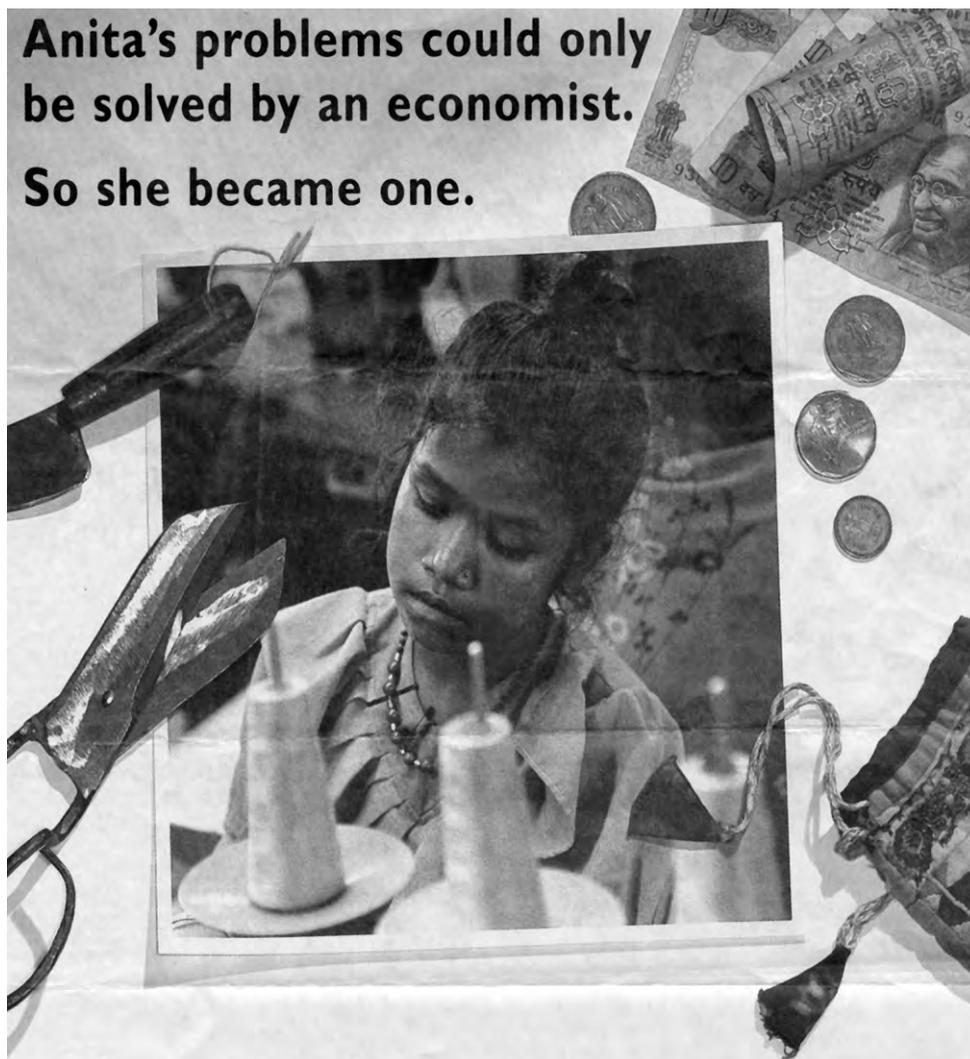
Alan Shearer

*'The Sunday Times'*

- 1p ● 3 What is described in paragraph 1?  
A how important physical warm-ups are for a sportsman  
B how tough training schemes can be for top athletes  
C the routine a sportsman goes through before performing  
D the special clothing some athletes need for their kind of sport
- 1p ● 4 'In fact, the sporting world is well-known for its rituals and superstitions.' (lines 12-14)  
What is the function of these rituals and superstitions?  
A Athletes feel they give them an advantage on their rivals.  
B Athletes use them to disturb their rivals' concentration.  
C They are the athletes' reaction to the long and often boring training sessions.  
D They help athletes to get rid of the high tension after performing.
- 1p ○ 5 'it becomes a ritual' (regels 23-24).  
→ Waarom maken sportlieden van bepaalde handelingen een 'ritueel' volgens alinea 3?
- 1p ○ 6 → Waarom is het volgens Dr Shambrook juist voor topsporters zo belangrijk om iets te hebben wat houvast geeft? (Zie alinea 5.)
- 1p ● 7 'it acts as a mental trigger' (line 61).  
What does 'a mental trigger' do?  
A It alerts the athlete.  
B It confuses the opponents.  
C It disturbs other athletes.  
D It relaxes the athlete.
- 1p ● 8 Kies bij 8 in alinea 8 het juiste antwoord uit de gegeven mogelijkheden.  
A relief  
B reward  
C solution  
D stumbling block  
E success formula

TEKST 4

- 1p ● 9 Volgens de advertentie van 'Save the Children' heeft Anita door studie haar problemen opgelost.  
Hoe heeft ze bijvoorbeeld haar winst kunnen verhogen volgens de advertentie?  
door haar producten
- A aan een ander soort klanten aan te bieden
  - B goedkoper te laten produceren
  - C zonder tussenpersoon te verkopen



Anita is good at her work. So she should be. She's been doing it for nine hours a day since she was six years old.

The embroideries she produces in India often end up in department stores in Europe and North America, where they sell for good money. But until recently Anita saw virtually none of it. Instead it was all going into the hands of an unscrupulous middleman.

Then Anita began attending night classes supported by Save the Children. Here she learnt about "market rates", "the selling process" and "how to keep accounts".

As a consequence she cut out the middleman and increased her profit by 1,733% – from 12p per item to £2.20.

Around the world, over 120 million children under the age of 14 work full time. Helping them to secure decent pay is just one of the ways in which Save the Children is tackling child poverty.

To find out how you can support our work during Save the Children Week, please call 020 7701 8916 or visit our website at [www.savethechildren.org.uk](http://www.savethechildren.org.uk)

TAKE CHILDREN SERIOUSLY – HELP THEM CHANGE THE ODDS



TEKST 5

- 1p ○ 10 Je zoekt bergschoenen waarvan je heel snel de veters kunt vastmaken.  
 → Welk merk kies je?  
 Schrijf het nummer op.

TRAVEL

# THE GOOD GEAR GUIDE

*Five of the best walking boots*



**1 Burma by Meindl £120**  
 A two-to-three season nubuck boot, well-cushioned and supportive enough for carrying a heavy backpack when trekking. **Light and very water-resistant** with a Gore-Tex lining. The Diga Fix lacing system pulls the heel into the back of the boot for a better fit. Holes in the cuffs help the feet to breathe. Stockists: 01539-560214.  
**Best for:** comfort-trekking.

**2 Fell Lite by Zamberlan £99.95**  
 Made of breathable full-grain leather giving excellent weather resistance and durability. The Cambrelle lining allows them to be worn in **hotter climates**. The insole provides long-term comfort and support in difficult terrain and the impact-absorbing outer sole gives underfoot protection. Stockists: 01539-740760.  
**Best for:** tough trekking.

**3 Cross-Mountain Mid by Salomon £89.95**  
 An all-terrain boot, perfect for running, mountain biking, canoeing and climbing, as well as walking. Waterproof membrane and breathable lining. **Easy lacing system** – just pull once to tighten. External Sensifit system is particularly good for stopping movement within the boot when scrambling up or down hills. Good grip in both wet and dry terrain. Stockists: 01256-479555.  
**Best for:** multiactivities.

**4 Storm by Berghaus £99.95**  
 Three-season fabric boot. The upper is suede and Cordura, a hard-wearing, abrasion-resistant fabric, while a Gore-Tex membrane makes it **waterproof and breathable**. Other features include double-density rubber sole with unique ergonomically designed heel unit and softer cuff padding round the ankle. Stockists: 0191-415 0200.  
**Best for:** hot and wet trekking.

**5 Brasher Hillmaster GTX and Lady GTX £109.99**  
 Leather boot renowned for its lightness, **instant comfort** and waterproof performance, its Top Dry lining system has a Gore-Tex membrane sandwiched between two layers of leather to ensure maximum protection, while allowing feet to breathe. Stockists: 01524-841000.  
**Best for:** all-terrain trekking.

Tania Alexander

## TEKST 6

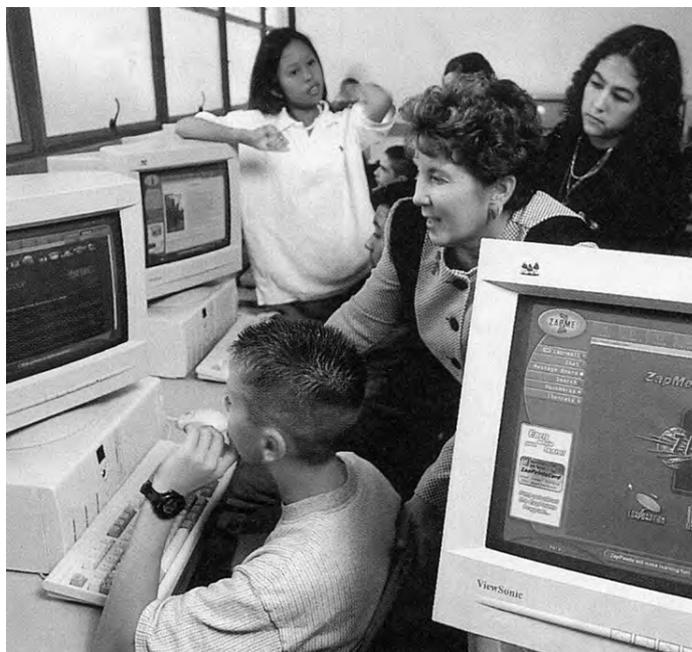
## An Icon From Our Sponsor

Free computers with a catch – that little ad in the corner of the screen

IT WAS A TEMPTING DEAL for a school in constant need of money: 15 new computers, a powerful server, on-location teacher training and a speedy satellite connection to the Internet, all free. But Tom Wilson, the technology coordinator at Clayton Valley High School outside Oakland, knew there had to be a catch. There was! In return for all the valuable equipment, services and technical support offered by the ZapMe Corporation of San Ramon, in California, the 11 agreed to accept ads in a corner of the screen.

Once upon a time, the classroom was a 12. But that high principle may soon disappear as more and more schools rush to get wired. Computers are big-ticket items, and many districts are struggling just to provide the basics: books and desks. That's where new businesses like ZapMe come in.

ZapMe, which was officially launched last month, has put new PCs into about 70 schools and plans to be in 200 by the end of the year. But the computers can be used only with the ZapMe Netspace, a



*Screening room: Students using computers from ZapMe at a high school in California*

blue-bordered Web browser with tempting 13 that rotate in a two-by-four-inch "dynamic billboard" in the lower left-hand corner of the screen. ZapMe requires that the service be used by students four hours a day in order to reach its goal. 14, on a recent Monday morning at Clayton Valley High School, students didn't even seem to notice the ads from GTE and Compaq. They were too busy e-mailing pen pals in Berlin.

Still, Gary Ruskin, director of the watchdog group Commercial Alert, says: "I think it's outrageous that parents should have this shoved down their kids' throats." But ZapMe president Frank Vigil is not 15: "There is a large gap between what the schools need and

their resources. We are trying to provide a practical solution." He also points out that students are going to find ads all over the Web anyway.

And ZapMe isn't the only company putting ads in classrooms, though it is the most ambitious. Boston school administrators considered it and recently announced cooperation with other companies. Steve Gagg, technology adviser to Boston's mayor, says the commercial aspect still 16 him. "We need to take a step back and ask, is this what we want for our students? Is there any way around it?" Without an easy answer to that question, look for more billboards among the blackboards.

Brad Stone in 'Newsweek'

*Kies bij iedere open plek in de tekst het juiste antwoord uit de gegeven mogelijkheden.*

1p ● 11

- A company
- B school
- C state
- D students

1p ● 12

- A boring place to be
- B centre of learning
- C commercial-free zone
- D strictly organised institute

1p ● 13

- A advertisements
- B instructions
- C numbers

1p ● 14

- A Consequently
- B However
- C Moreover
- D Therefore

1p ● 15

- A certain
- B impressed
- C satisfied

1p ● 16

- A excites
- B interests
- C pleases
- D troubles

TEKST 7

- 1p ● 17 Waarvoor is dit bedrijf opgezet?
- A om honden die tijdens de vakantie achtergelaten worden op te vangen
  - B om honden en hun bazen een plezierige vakantie te bieden
  - C om opvoedingscursussen voor honden aan te bieden
- 1p ○ 18 'Our hotels and B&Bs have a bone system of grading' (alinea 3).  
→ Waarover geeft dit systeem informatie?



One jump ahead: a new company is offering breaks with a difference for canines in Scotland

## Breaks with a difference

- 1 Britain's first company specialising in arranging holidays for people with dogs had its first customers this week.
- 2 The company has been set up by Margaret McCabe, a dog-trainer, and offers holidays in and around the historic fishing village of Anstruther.
- 3 Ms McCabe, who is from Anstruther, decided to create Dog Days Activity Holidays after disappointing holiday experiences with her own dog. "Even in places that claim to be dog-friendly, you sometimes have to feed your dog in the car," she said. "Our hotels and B&Bs have a bone system of grading, which will be determined by what facilities are available, such as access to enclosed gardens and dog-sitting."
- 4 The holidays are designed to offer dogs "a break from their normal routine" and include activities such as guided country walks, agility games, orienteering, rounders and even canoeing, aromatherapy and spinning dog's hair into yarn. Sessions with dog handlers and behaviourists can be added to the package holidays, which last for two to five days.
- Rosemary Behan**
- Further details: 01333 312 260 or [www.dog-days.co.uk](http://www.dog-days.co.uk)

TEKST 8

- 1p ● 19 Wat blijkt uit deze spotprent gericht op de Britse regering?
- A Asielzoekers moeten snel inburgeren.
  - B Asielzoekers mogen zich niet met politiek bemoeien.
  - C De regering wil liever geen asielzoekers opnemen.
  - D De regering zal alles doen om asielzoekers te helpen.



## TEKST 9

# Blondes

## Do they really have more fun?

THEY'RE RENOWNED FOR BEING THE LIFE AND SOUL OF THE PARTY. BUT IF A BRUNETTE TURNS BLONDE CAN IT CHANGE HER LIFE? A WOMAN TELLS HER STORY.

1 **FLIC EVERETT, 28, a journalist from Sale, in Manchester, says:**

"I dyed my hair blonde 10 years ago to attract the man I fancied. I decided I was going to go for it and make myself impossible to ignore. So I paid £40 to have my dark brown hair lightened to golden yellow, and I bought a red dress. I need hardly say, it worked a treat.

2 Blonde hair really did seem to have an effect on men. I loved it. Complete strangers would wink and grin for no reason. For a couple of months, I adored the attention. The bloke in question was now keen. Whenever I went out I got chatted up, and people referred to me as "a blonde". I felt like a girl in an advert, all light-hearted and carefree. My friends said it suited me, too. But that was before the roots started showing.

3 After a few weeks, I looked like a tragic heroin addict. Another £40 later, my hair was back to its golden hue, but my love for blonde was fading. I also began to notice that all these newly-keen men paid far more attention to my breast size than my IQ size. They assumed that a blonde was as dim as a one-watt bulb, and were accordingly amazed when I said anything even half-interesting. I began to look longingly at pictures of Isabella Rossellini, the way I'd once looked at pictures of Michelle Pfeiffer. And one day, I bought a packet of dark brown dye, and went back to normal. It was such a relief.

4 No-one looked at me in the street, no-one talked to my chest. People sometimes even listened when I spoke. I missed the attention for a while, but it hadn't really been me anyway. As a brunette, I had a lot more fun, I didn't feel like I had to prove myself. And as for the bloke I'd dyed it for – he went off with another brunette in the end."

### The Verdicts

5 **Christian Gardiner, UK head of colour at Vidal Sassoon, says:**

"Blonde hair is younger-looking, it reflects light across the face, and makes hair look thicker. Going blonde is as good as having a holiday. It's a complete change –



women often change their make-up and their clothes, too. Blondes aren't stupid, but they do get more attention. Women nearly always love being blonde, but sometimes their husbands don't, because that extra attention makes them jealous. Going blonde makes a woman stand tall and gives her extra confidence. I think every woman should be blonde at some time in her life."

6 **Liz Baker, a Colour Me Beautiful consultant, says:**

"Women go blonde generally to look and feel brighter and because it's more noticeable. But some women come in and say they don't want to be blonde any more, because they aren't taken as seriously at work as before. And then there's your wardrobe. If you go blonde, you'll find different clothes suit you. Darker or bright colours can make you look washed out – navy and lighter shades work well. However, pastels aren't very professional – which is another reason blondes may not be taken seriously."

7 **Hal Beloff, a psychologist at Edinburgh University, says:**

"The attraction of blondness is all about first impression. After the first meeting, you want to know what kind of person she is – and that goes way beyond hair colour. Usually, women who dye their hair blonde are also the women who want to be appreciated by men, who smile and laugh at men's jokes. Men may be attracted to the childlike quality of blonde hair, because it implies that the blonde woman won't be their rival. And if you've bothered to dye your hair, that may well be true!"

*'Personal, Sunday Mirror'*

- 1p ○ **20** → Waarom heeft Flic Everett haar haren geblondeerd, volgens alinea 1?
- 1p ● **21** Who is meant by 'The bloke in question' (line 11)?  
the man who  
**A** advised Flic to change the colour of her hair  
**B** dyed Flic's hair from brown to blonde  
**C** had always shown a lot of interest in Flic  
**D** was the object of Flic's attention
- 1p ● **22** Why does Flic compare herself with a 'tragic heroin addict' (lines 17-18)?  
because of  
**A** the amount of money her new hair style had cost  
**B** the kind of attention men gave her new hair style  
**C** the way her new hair style looked after a while
- 1p ● **23** What did blonde-haired Flic find out about men, according to paragraph 3?  
**A** They disliked brunettes.  
**B** They hated stupid women.  
**C** They preferred natural blondes.  
**D** They were interested in her body not her brains.
- 1p ● **24** Why does Christian Gardiner advise women to dye their hair blonde (paragraph 5)?  
**A** It gives women a good excuse to buy new clothes.  
**B** It helps women to be taken more seriously.  
**C** It makes women feel better about themselves.
- 2p ○ **25** → Met welke twee problemen krijg je volgens Liz Baker te maken als je je haar laat blonderen (alinea 6)?
- 1p ● **26** Which of the following may be true about women who dye their hair blonde, according to Hal Beloff (paragraph 7)?  
**A** They do not know what to expect from men in a relationship.  
**B** They see women as superior to men.  
**C** They want a new relationship very badly.  
**D** They want to show men that they are not a threat to them.
- 1p ● **27** De titel van het verhaal is 'Blondes, do they really have more fun?'  
Welke persoon zal deze vraag volmondig met 'ja' beantwoorden?  
**A** Flic Everett  
**B** Christian Gardiner  
**C** Liz Baker  
**D** Hal Beloff

TEKST 10

- 2p O 28 De Britse supermarktketen Sainsbury's gaat het testen van cosmeticaproducten op dieren tegen.  
→ Noem twee manieren waarop Sainsbury's dit doet.



# Sainsbury's

*is against animal testing*

Animal testing is highly controversial. Many people feel concerned, even angry, that cosmetics and toiletries, or the ingredients used in them are tested on animals.

At Sainsbury's we share this concern.

**Sainsbury's is against animal testing** and is giving financial support to research into new methods of testing which will avoid using animals, while still meeting legal requirements for product safety.

## *animal tests –* **past** *and* **present**

In the past, animal tests were widely used during the development of cosmetics, foods and medicines, to make sure they were not harmful to human health.

Today, however, this is no longer the case. Growing concern for animal welfare has put pressure on manufacturers to move away from animal testing. Scientific advances are making it possible to find alternatives to the use of animals in a large proportion of tests.

However, tests must be reliable and well-established. In some cases, only animal testing methods meet with official approval on these grounds.

Companies wishing to introduce new ingredients, or combinations of ingredients, therefore have no option but to carry out tests using animals.

### **CHECK THE LABEL**

Sainsbury's recognises that many people wish to choose products that have not been tested on animals. However, with so many different labels around it can be confusing. Just check the label on any Sainsbury's "own label" cosmetic or toiletry product and you'll see that we state our position clearly on the back.

**Sainsbury's is against animal testing** and will not accept any product into its "own label" range, if it has been tested on animals.

*environment matters*

## TEKST 11 SCHRIJFOPDRACHT: SAINSBURY'S

### Inleiding

Tijdens een vakantie met je familie in Zuid-Engeland ben je in de supermarkt Sainsbury's geweest. Je hebt daar een van hun folders (zie tekst 10) gekregen. Je bent fel tegen het testen van cosmeticaproducten op dieren en vindt dat dat al lang verboden had moeten zijn.

Het standpunt dat Sainsbury's heeft over dierproeven spreekt je erg aan en je zou over dit onderwerp op school een presentatie willen houden om het ook meer onder de aandacht van je klasgenoten te brengen. Je wilt meer informatie en dus schrijf je een brief aan de hoofdvestiging van Sainsbury's. Het adres is:

Sainsbury's  
Stamford Street  
London  
SE1 9LL  
Great Britain

13p ○

### Opdracht

Schrijf de brief (in het Engels!) naar het bovenvermelde adres.

**Gebruik de informatie uit de inleiding bij het uitwerken van de volgende punten:**

- Vermeld wie je bent en waar je woont.
- Schrijf wanneer je aan informatie gekomen bent over Sainsbury's campagne tegen dierproeven en
- wat je vindt van Sainsbury's campagne.
- Schrijf dat je je ergert ...
- omdat dierproeven **nog steeds** toegepast worden en
- dat je een presentatie wilt houden over dit onderwerp.
- Vraag of er in Nederland ook winkels van Sainsbury's zijn ...
- omdat je graag iemand zou interviewen voor je presentatie.
- Schrijf een passende slotzin.

### Aanwijzingen

Maak een logische alinea-indeling en sla na elke alinea een regel over.

Denk aan je eigen adres en dat van Sainsbury's, de datum, de aanhef en de afsluiting.

*(Om je te helpen staat op de volgende pagina een lijstje met adresconventies.)*

Gebruik tussen 100 en 140 woorden: datum, adres en aanhef tellen niet mee.

**Noteer** het aantal woorden van **de inhoud** van de brief linksboven in de kantlijn.

### Beoordeling

Bij de beoordeling wordt er niet alleen op gelet of je taalfouten gemaakt hebt, maar ook of je brief een goedlopend geheel is. Verder wordt beoordeeld of je **alle** elementen (9) van de opdracht hebt uitgevoerd. Je mag ook best zelf iets (zinvols) toevoegen, maar schrijf niet veel minder dan 100 of veel meer dan 140 woorden.

### SUCCES!

*Let op: kijk ook nog op de volgende pagina.*

**EEN VOORBEELD VAN DE ADRESCONVENTIES VOOR EEN 'FORMELE BRIEF' (LET OP: OOK ANDERE UITWERKINGEN ZIJN MOGELIJK!)**

**[adres afzender** (je eigen adres)]

Pinksterbloemstraat 63  
6845 SR Barendrecht  
The Netherlands

**[datum** (van vandaag)]

2 June, 2004  
2nd June 2004  
June 2, 2004  
June 2nd 2004

**[adres geadresseerde]**

Sainsbury's  
Stamford Street  
London  
SE1 9LL  
Great Britain