

Bijlage VMBO-GL en TL
2018

tijdvak 2

Engels CSE GL en TL

Tekstboekje

Let's Take An Extra Second

Coca-Cola has launched a global campaign titled 'Let's Take An Extra Second' that promotes tolerance, equality and a world without stereotypes and prejudices. The company has taken on the minimalist approach and has removed its name from the can – no consumer name, no brand name.



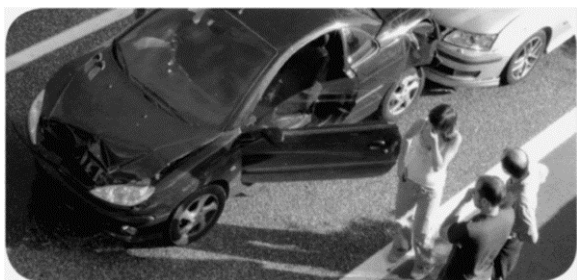
FP7/DXB, a Dubai-based advertising agency described the stunt as a means of sending a powerful and timeless message that a world without labels is a world without differences. It asked people to post a photo of the can on social media and invited them to comment on it. With or without Coca-Cola labels, you can always tell a coke when you see it. So it's not about what is on the outside. It's what's inside.

idafrica.ng, 2015

Accidents happen.
Be prepared for them.



0800 0280 999



No one plans to have an accident. With **First Call**[™] you can be prepared for them. Simply call the free phone number as soon as possible after an accident and we'll look after you. Whether you're the renter or the other driver involved, contact **First Call**[™], and everything will be taken care of.

First Call[™]

- puts you in contact with our accident response team.
- offers worry-free assistance.
- is available 24 hours a day, 7 days a week.
- ensures there are no forms to complete.
- could help reduce your costs.
- provides a replacement vehicle if applicable.



A star for Lidl

Kevin Love, formerly the head chef at a multi-award winning pub in Bray, Berkshire, is hired by Lidl to help the budget supermarket chain source gourmet ingredients. Mr Love will also feature in Lidl commercials, help to develop 'Deluxe' products and offer recipe tips.

The move is the latest effort by Lidl to attract shoppers who want good food at cheaper prices than mainstream supermarkets. This has involved pushing a range of 'Deluxe' foods, including Stilton cheese, Hereford fillet steaks and mussel and smoked salmon chowder, which have beaten the best of the high street in blind taste tests. And its fine wines at budget prices have even won over wealthy shoppers, whose BMWs and Audis battle for space in the car park.

Head of advertising Arnd Pickhardt said Mr Love, a Michelin-starred chef, will 'devote himself to guiding customers on a journey of culinary discovery'. The partnership with the retailer brings Mr Love full circle, as just nine years ago he was a Lidl store manager before going on to develop his skills as a chef.



Daily Mail, 2015

Pushing a child will not work

Peta Bee

- 1 An analysis involving 25 million children over three decades carried out by the American Heart Association found that it takes children 90 seconds longer to run a mile than their



- counterparts 30 years ago. The findings, presented last year, revealed that heart-related fitness has dropped 5 per cent per decade since 1975.
- 2 Being a lifelong runner and the mother of a nine-year-old, these findings struck a particular chord and prompted me to play a small role in trying to 4 the trend. Four years ago I set up a running club in the Berkshire village where I live. We soon added a junior section and with support from other coaches, and enthusiastic parents, the numbers have swelled to 70 and are growing by the week.
- 3 As a fitness journalist, I have access to experts in sports coaching and psychology. What I've learnt is that children respond best to a range of activities, that they work better in groups than one-to-one and that the exercise must always be fun.
- 4 With younger children, don't "go for a run". Running as adults think of it (miles on the track or roads) should not start until a child is in his or her teens; a heavy training load shouldn't be introduced until he or she has stopped growing. Never forget that a child will lose interest and motivation if pressed into doing it simply because it is "good for them".
- 5 Most athletics and running clubs in the UK will accept children as young as nine as members, but they don't allow them to compete properly until they are 10 or 11. Before this age, children's fitness should mimic the kind of traditional playground running games that are stop-start in nature. Using this kind of approach, children will develop a level of strength and cardiovascular fitness that they can build on, with more running once they reach 12 to 14. I judge the success of a junior session by the level of laughter that it produces.

The Times, 2014

Cycling in the Netherlands

adapted from **the Bike Blog by Laura Laker**

- 1 Who builds a bicycle road on a 32km-long sea dyke? A seemingly infinite straight line of smooth tarmac on the Afsluitdijk, bordered on both sides by sea? The Dutch, that's who, and I'm grateful for it.
- 2 As someone who loves cycling despite the conditions on UK roads, I wanted to see what it was like cycling in a country where cycling is a normal way to travel. None of your hodgepodge of paint that prioritises cars and disappears at junctions that you see in the UK: this is cycling taken seriously. Separate, smooth, well-maintained bicycle roads cross the country, and are often more direct than motor traffic routes. They have their own junctions, with sign posts, where you give way only to other cyclists, and have to negotiate a few runners and walkers. When a bike road meets a car road there are dedicated bike crossing points, often where those in motor vehicles give way to bikes.
- 3 Because of this decent infrastructure there is a remarkable variety of people cycling, of all ages and from all walks of life. There are old couples riding side by side on e-bikes on long bicycle roads between country towns. There are people in normal clothes riding in astonishing numbers in the cities at rush hour. There are parents with kids, sometimes one on the front, one on the back, even kids standing on pannier racks and holding nonchalantly on to the cycling adult's shoulders. There are children cycling unaccompanied to and from school, and cycling and playing in the streets, even in Amsterdam.



- 4 People can still be cranky here, of course, and city roads, even bike lanes, can be hectic. People still do daft things on bikes, behind the wheels of vehicles and on foot because, well, people are people, and prone to taking risks, having bad moods and lapses in concentration. The difference is there's room for error here, perhaps one reason why people are more forgiving of mistakes.
- 5 Another important factor contributing towards the safety enjoyed by Dutch cyclists, is the country's strict liability laws – in a collision between a faster, larger vehicle and a slower, more vulnerable one, the former is found liable by default, unless its driver can prove otherwise. Those on foot are protected from cyclists and both are protected from motor vehicles. You can sense the respect drivers of motor vehicles give cyclists, and in a month I experienced none of the near misses, or aggressive driving that are almost a daily occurrence in London.
- 6 Where British residential streets, including mine, are too often a race track for rat runners, Dutch streets are quiet, clean and peaceful – an extension of people's homes, not simply thoroughfares for motor traffic. It was a revelation to me just how great residential streets can be and how easily, with a bit of investment, our streets could become better places for everyone.

theguardian.com, 2015

Wild Obsession

The perilous attraction of owning exotic pets

adapted from an article by Lauren Slater

- 1 All across the nation, in Americans' backyards and garages and living rooms, in their beds and basements and bathrooms, wild animals kept as pets live side by side with their human owners. It's believed that more exotic animals live in American homes than are cared for in American zoos. The exotic-pet business is a lucrative industry. It has drawn criticism from animal welfare advocates and wildlife conservationists alike. These people say it's not only dangerous to bring captive-bred wildlife into the suburbs, but it's also cruel, which is why it should be forbidden too. Yet the issue is far from black or white.
- 2 Privately owning exotic animals is currently permitted with essentially no restrictions: You must have a license to own a dog, but you are free to purchase a lion or baboon and keep it as a pet. Even in the states where exotic-pet ownership is banned, "people break the law," says Adam Roberts of *Born Free USA*, who keeps a running database of injuries attributed to exotic-pet ownership: In Connecticut a 55-year-old woman's face permanently disfigured by her friend's lifelong pet chimpanzee, in Ohio an 80-year-old man attacked by a 200-pound kangaroo. And that list does not capture the number of people who become sick from coming into contact with diseases that can be transmitted from animals to humans.
- 3 The term exotic pet has no firm definition; it can refer to any wildlife kept in human households – or simply to a pet that's more unusual than the standard dog or cat. Lack of oversight and regulation makes it difficult to pin down just how many exotics are out there. "The short answer is, too many," says Patty Finch of the *Global Federation of Animal Sanctuaries*. It's estimated that the number of captive tigers alone is at least 5,000 – most kept not by accredited zoos but by private owners. And while many owners tend to their exotic pets with great care, some keep their pets in cramped cages and poor conditions.
- 4 Commercially importing endangered species into the United States has been restricted since the early 1970s. Many of the large exotic animals that end up in backyard menageries – lions and tigers, monkeys and bears – are bred in captivity. Today on the Internet you can find



zebras and camels and cougars and capuchins for sale, their adorable faces staring out from your screen. And though such animals are no longer 16, neither are they domesticated – they exist in a netherworld that prompts intriguing questions and dilemmas.

5 From his experience in providing sanctuary for exotic animals in need of new homes, often desperately, Roberts says that exotic-pet owners tend to fall into multiple overlapping categories. Some people treat their animals, especially primates, as surrogate children. They dress them up in baby clothes, diaper them, and train them to use the toilet. Others own exotics as symbols of status and power. They see the exotic animal as the next step up from a Doberman or pitbull. There are impulse buyers who simply could not resist purchasing a cute baby exotic. And then there are wild animal lovers. Often they start out as volunteers at a wildlife sanctuary and end up adopting a rescued animal in need of a home.

6 Many exotic-pet owners and private breeders say they are motivated by a desire to preserve and protect threatened species. “Climate change and human population growth could wipe out a species in record time, so having a backup population is a good idea,” says Lynn Culver, a private breeder of felines and executive director of the *Feline Conservation Federation*, who believes that “those who do it right should have the right to do it.”

7 But advocacy groups such as the *World Wildlife Fund* say that captive breeding of endangered species by private owners – whether for commercial, conservation, or educational reasons – serves only to perpetuate a thriving market for exotic animals. That, in turn, results in a greater danger to animals still living in their natural habitat. Conservation efforts should focus on protecting animals in the wild, they assert, not on preserving what are often inbred animals in private zoos.

8 Adam Roberts of *Born Free USA* says his organization’s mission is to keep wildlife in the wild, where it belongs. When humans choose to keep what are supposed to be wild animals as pets, we turn them into something outside of wild, something for which nature has no place. In the end, what we learn from exotic-pet ownership is that when you take the wild out of the wild, you eradicate its true nature and replace it with fantasy – the fantasy being ours, we humans, the animals at once the most and the least tamed of all.

National Geographic, 2014

Bel Powley, new British actress

based on an article by **Sheryl Garrat**



- 1 Imagine sitting at the Sundance Film Festival, watching yourself star in 2015's most-talked-about movie so far. Nerves. Trepidation. You know the film will stand or fall on your performance. And then – as the credits roll – imagine realising that the applause is for you. “I found it so overwhelming,” says Bel Powley, the young British actress who lived through those moments during the first screening of her hotly anticipated film, *The Diary of a Teenage Girl*. After that screening, Powley was no longer just another 22 actress at auditions. Her role as Minnie Goetze, a precocious 15-year-old launching herself into adulthood, made her the toast of Sundance, its breakthrough star of 2015. Her phone started ringing almost as soon as she stepped out of the cinema, and she has worked continuously ever since.
- 2 As is usually the case, Powley's road to overnight success was a long one, starting with her first acting job at the age of 12. “I used to do a Saturday drama group called *Young Blood Theatre Company* with school-friends in west London. A casting director came to pick people out for a new BBC children's series called *MI High*. She picked me, I auditioned, and I got the job.” Her parents were horrified and initially didn't want her to do it. She got an agent and did more TV work, but remained fairly indifferent to acting as a potential career. Then, when she was 16, she was cast in a play at the Royal Court in London. “That was a game changer. It was only a five-week rehearsal period, but I learned more about acting than I'd learned in the four years before that. I got a taste of

what it's really like to work on a character – and obviously nothing beats the feeling of getting up on stage in front of an audience. That's when I started to think, 'Maybe I do like this!'"

- 3 With *The Diary of a Teenage Girl*, she was so enamoured of the script that at the end of her audition tape she looked into the camera and talked in her own voice, telling the director M. Heller why she wanted it so badly. "I related to the character in every way, and that's why I wanted to do it. But I'd be lying if I said it just came naturally. The way you speak and the way you think as a teenager is very different, and I had to really tap back into what that was like, even down to the way I walked. As a teenager, your emotions are so much more heightened. Everything is so 25. You're either elated and it's the best night of your life, or it's the worst day ever. And that is genuinely how you feel."
- 4 After having finished filming *The Diary of a Teenage Girl* she went straight to work on *A Royal Night Out*, a British film, and she has also finished *Equals* for the American director Drake Doremus. Then she was in South Africa shooting *Detour*, a thriller, and now she is about to start work on *A Storm in the Stars* with director Haifaa Al-Mansour. Powley is making films back to back well into 2016, but says she's keen to return to the stage because that is where she learns the most. "It grounds me; it brings me back to really concentrating on character development. It doesn't have to be the West End or Broadway. I would happily do it in a studio theatre. I just want to do a play soon."

telegraph.co.uk, 2015

Horse Power: a force for good

Adapted from an article by **Jim White**

- 1 Just five minutes into a visit to the South Bucks *Riding for the Disabled* (RDA) facility near Gerrard's Cross and Di Redfern spots a familiar response in her visitor. "You're smiling," she says to me. "That's the thing about this place: the moment you walk in, you can't help smiling." We are standing in the viewing gallery watching half a dozen children walk slowly around the indoor equestrian centre atop a bunch of horses. At the end of their slow circle around the barn, the young equestrians are being encouraged to take a letter from a pole and post it in a box a bit farther round the course. And the thing that would make anyone smile is the way their faces light up when they manage to complete their delivery from a horse. The 27 is palpable.
- 2 One former South Bucks RDA regular was Sophie Christiansen, who won three Paralympic gold medals in August 2012, enrapturing the 10,000-strong crowd with her exquisite riding skills. Born two months premature, she contracted cerebral palsy as a baby. Being ferociously bright (the holder of a master's degree in maths, she is about to start an internship at Goldman Sachs) and ferociously competitive, as a child she found her physical condition endlessly 28.
- 3 The moment she climbed on top of a horse, however, she felt as if she had come home. "Horses gave me a freedom I didn't get in my day-to-day life because of my disability," she says. "A horse is an amazing leveller. They don't notice if I'm disabled, they notice only if I can communicate with them. Horses can sense the kind of person you are, they don't bother what kind of physique you have. I've fallen off plenty of times," says Sophie. "We are working with what are essentially 30 animals that weigh half a ton. You do not know how they will behave when something out of the ordinary happens. But I trust them enough to know nothing too dramatic will happen."
- 4 "The RDA is about accomplishing something," says Sophie. "That doesn't have to be a gold medal. It could be sitting up straight. Or just being able to communicate with another living thing. There is no doubt that riding a horse does something very special for a child with disabilities," says Di, who has been running the South Bucks RDA for nearly half a century. "If you're in a wheelchair, you spend your life looking up at the world. In the saddle, you're looking down. You'd be amazed at what that does for a child's confidence."



5 Watching the youngsters slowly circle the barn, the most 31 thing is the number of helpers. In addition to the instructor, there is at least one volunteer walking alongside each horse, some of the children are so frail they need three volunteers to walk alongside the horse. “The reason Team GB is so good at Paralympic dressage – we haven’t lost a gold medal since the sport was introduced to the Games – is because of the RDA and its volunteers,” says Sophie. “They made me what I am and I’ll be forever grateful.” As for those volunteers, there is one thing guaranteed about taking part in an RDA session: as Di Redfern long ago recognised, you always end up with a smile on your face.

The Telegraph, 2014

Tekst 9

Your Shorts are a Health Hazard

A FATHER was banned from his local pool because his trunks were an 'unsafe' length.

Andy Toms was about to jump in when a lifeguard told him his swimming shorts were too long and posed a safety risk to other bathers. The council-run pool's policy forbids swimmers wearing below-the-knee shorts. It claims the extra material can introduce bacteria to the water.

Mr Toms visited Littledown leisure centre with his wife Karen, his daughters Abi and Amie and two of their friends. He said: "The girls were already in the water and I dipped my toes in to see how cold it was when I got a tap on the shoulder from an attendant. She told me I wasn't allowed in the pool because my shorts were too long."

Mr Toms was told he could swap his grey shorts for a pair of trunks in lost property. "I was wearing three-quarter length shorts which come just below the knee, but I've been going to that pool for years and wore those shorts there before. If they put the problem down to hygiene then it is not very hygienic to get a pair from lost property either."

Colette Kiernander, the general manager at the centre, said: "Our swimwear policy is clearly displayed in the changing rooms and is there to maintain a safe environment for all of our swimmers."

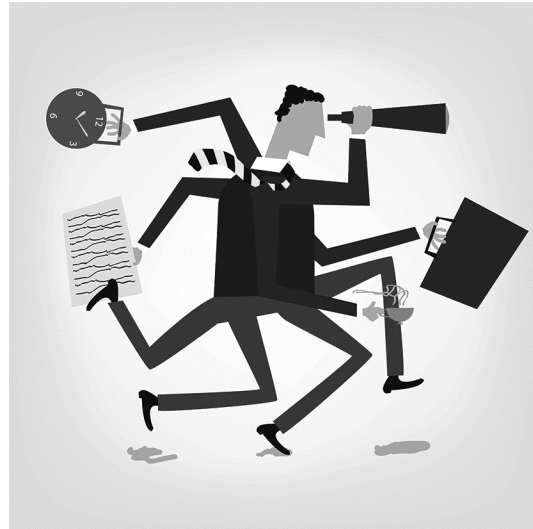


Daily Telegraph, 2012

Keeping Busy

By Emma Rowley

- 1 THE KEY to happiness is having lots to do, scientists have revealed. Even doing meaningless or unnecessary tasks makes you feel better than just sitting around getting bored.
- 2 Behavioural scientist Professor Christopher Hsee, of the University of Chicago, asked students to complete a questionnaire and then wait 15 minutes. They could drop off the completed survey nearby and wait out the remaining time or leave it at a place further away, where walking back and forth would keep them busy. Afterwards the students who decided to walk reported feeling significantly happier than the idle ones.
- 3 Professor Hsee believes it may be possible to use this principle to benefit society. “If we can devise mechanisms to keep people busy, I think it is better than destructive inactivity,” he said.
- 4 In fact, according to Professor Hsee’s team, such interventions already exist. Professor Hsee explained: “You need to be engaged, either physically or mentally. Even if there really is no point to what you are doing, you will feel better for it. That is why some airports have deliberately increased the walk to the luggage carousel so as to reduce the time passengers spend waiting.”



Daily Express, 2010

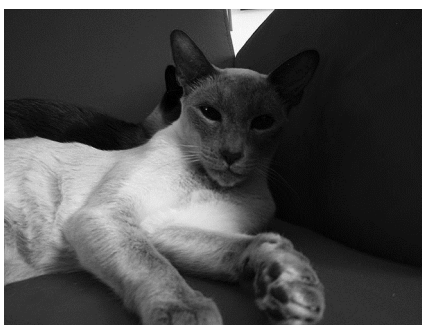
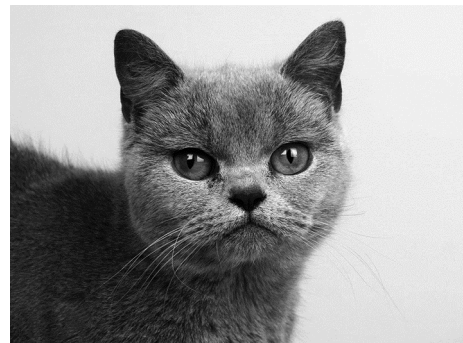
Find the perfect pet

Up until the late 1800s, most cats in Britain were domestic shorthairs and longhairs. They were not of recognised breed and known affectionately as a moggy, with looks being less important than an ability to earn their keep by catching vermin. Around this time, people were returning from the British colonies with pure-breed cats they had adopted there. These cats had never been seen in Britain before but they sparked the interest of many cat lovers. The Governing Council of the Cat Fancy (gccfcats.org) was founded in 1910 to look after their welfare and keep a register of pure breeds.



Today, with 40 different recognised pedigrees in Britain – and countless moggies – there is much variation in the physical appearance, temperament and care requirements. **Domestic shorthairs** include the popular striped tabby and tuxedo (black cats with white ‘bibs’) kinds, and are expected to live until 14-16 years of age, but some can reach 20.

Among the most popular pedigrees, **the Burmese** has existed in Burma and Thailand for centuries, but the type we know in Britain today is descended from a single cat, Wong Mau, who was taken to the United States from Burma in the 1930s. The Burmese is often described as dog-like because it likes to form strong bonds with one particular member of a household, plus its enjoyment of fetch and tag games.



Because of its demanding wail-like cry, which it often uses to attract its owner’s attention, **the Siamese** cat is commonly described as an extrovert. It is also intelligent and highly sociable, with an elegant, slim build and a wedge-shaped head and tall ears that form a triangle with the tip of the nose.

A French astronomer imported **the Persian** cat into Europe for the first time during the 17th century, bringing four pairs of grey long-haired felines back from his travels. Characterised by its solid build, broad head, flat face and long coat, this pedigree has a serene disposition: it is less active and more placid than other pure breeds.



Whatever breed of cat you have, find out how to look after it by visiting the Feline Advisory Bureau website, fabcats.org, which includes factsheets on a range of topics from training to vaccinations.

Country Living, 2012

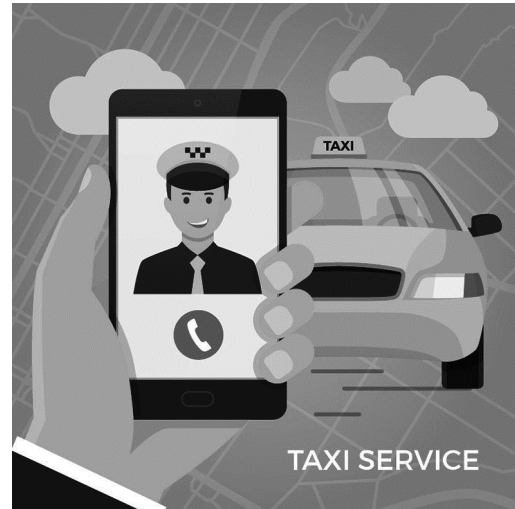
Taxi driver tweets

Nicola Fifield

A TAXI driver is being investigated after posting insulting reviews of customers online, with ratings based on the generosity of their tips.

Richard Evans secretly took photographs of his passengers and posted them on Twitter, with his reviews and customers' names and addresses. In one of his so-called 'tip advisor' reviews Mr Evans likened a passenger to the bulky cartoon character Shrek.

He is facing calls for his licence to be revoked, after other taxi drivers criticised him for breaching confidentiality. Peter Englitis, boss of a taxi firm accused him of "appalling" behaviour. He said: "This guy does not sound like a fit and proper person, and should not be granted his licence."



The Sunday Telegraph, 2014

Meltdown!

By **Sam Creighton**

THE challenges facing the amateur bakers on The Great British Bake Off are becoming too tough, a former contestant has warned.

A preview for next week's episode shows the remaining bakers struggling with soggy bottoms and dripping icing as they attempt to make gluten-free bread, sugarless cakes and dairy-free ice cream rolls.

While early series featured simple recipes such as scones, chocolate cakes and Victoria sponges, this year has seen baguettes, wafer thin arlette biscuits and spanische windtorte – a complex dessert of meringue and whipped cream – on the menu. As a result, contestants have repeatedly failed to finish on time and struggled under pressure.

Mr Cosby, a contestant in series four who now runs cooking classes, believes many of the challenges are so hard that they would flummox professionals. He added that the complicated concoctions risk putting off viewers who might be tempted to try their hand in the kitchen.

He said: "You want to see ordinary people doing extraordinary things, but that aren't out of reach of normal people. I think what contestants are being asked to do is getting tougher and tougher. The technical challenges are getting harder as well. There have been two this year that nobody has heard of – arlettes, for example. Are they going to be asked to make macaroons blindfolded next?"

Daily Mail, 2015



Ask Ed The Sock



Faze Reader:

What's up with trashing boy bands? Music is all about money these days, so they make music that will make money. What's wrong with that? If someone offered you tons of cash to sing and hop around on stage you'd do it too!

ED REPLIES:

Yes, I would, and people would rightfully make fun of me as well. If boy bands were honest and called themselves 'entertainers' instead of pretending to be people with any shred of musical aptitude, I might go easier on them. Mostly, I object to the way the record companies have turned music from heartfelt expressions of artists into another corporate Happy Meal – processed like cheese food, slick as plastic and devoid of artistry. And the big boy band hits you listen to on the radio are practically all written by the same forty-year-old guy. Why aren't you screaming for him?

For the record, I don't just trash boy bands – Limp Bizkit and Eminem piss me off for the exact same reasons.

faze.ca, 2014