



# Hogeschool van Amsterdam

21+ toelatingsonderzoek, Engels leesonderdeel. Examentijd: 2,5 uur

### Angling

Sport England has just announced that it is handing out its largest-ever subsidy to angling, £1.8m. It wants to encourage more anglers and get them to fish more often. It also wants to establish a national competition structure. Part of Sport England's money comes from the National Lottery, and its other source is the Treasury. In times of national austerity, it is a scandal that taxpayers are paying for what poet Lord Byron said was "the cruellest, the coldest and the stupidest of pretended sports".

Susan Walker  
Manchester

*independent.co.uk, 2013*

### Tall order

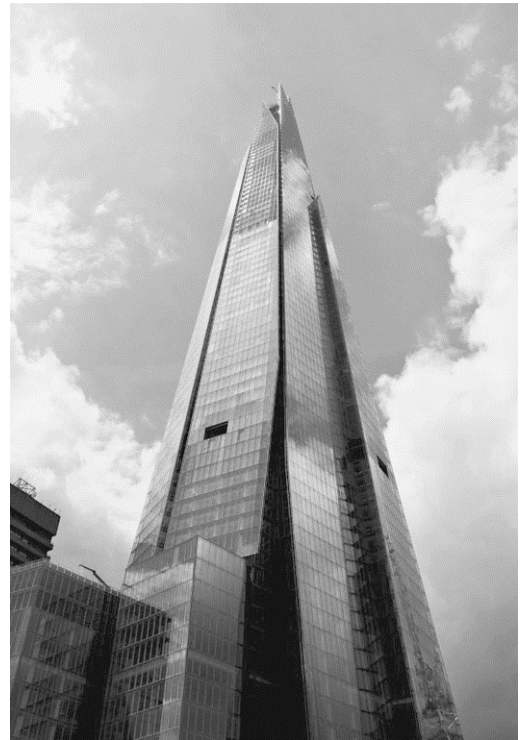
It's a sad day when a superhero can't even scale a skyscraper when he wants to. Last week, the owner and developer of the Shard of London Bridge Quarter (LBQ) in London took out an injunction against French climber Alain Robert to prevent him 'entering the Shard site or attempting to climb the building'.

Robert, otherwise known as the 'French Spider-Man' due to his penchant for climbing some of the world's tallest buildings without a rope or harness, has previously scaled the Sydney Opera House, the Empire State Building and the 2,717-ft Buj Khalifa in Dubai – the world's tallest manmade structure.

According to Robert, he was apparently spotted by security staff as he was checking out the 1,016-ft building. A spokesperson for LBQ gave us the following statement: 'As LBQ takes its responsibility to health and safety extremely seriously we have sought to prevent Mr Robert from attempting to climb the Shard.'

But will an injunction stop him? Given that most of his previous climbs haven't been given the legal go-ahead, we doubt it.

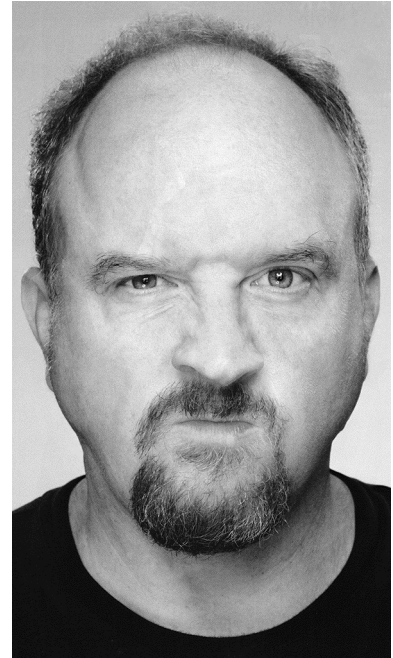
*Time Out, 2012*



### Louis C.K. wasn't prepared for his Emmy nomination

By Joe Flint

- 1 Like the character in his comedy show *Louie*, Louis C.K. was ready for bad news when the Emmy Award nominations were announced Thursday morning.
- 2 “I was expecting to be disappointed,” said C.K., who was nominated for lead actor in a comedy series. *Louie* has become a cult hit for cable TV network FX. A dark show starring C.K. as a somewhat depressed comedian struggling to make sense of the world around him, *Louie* is not the type of comedy that the sometimes conservative Academy of Television Arts & Sciences Emmy voters typically embrace. Besides being peppered with language that is raw even for cable, *Louie* is unafraid to address taboo topics in the raunchiest of ways. His character often finds himself in awkward situations with results that swing seamlessly between the comic and the tragic.
- 3 C.K. attributes his success among critics and viewers to the network’s creative freedom – an atmosphere that encourages him to explore his inner demons and put it all on the screen. “It takes a huge amount of courage on their part, that’s why I’m glad to pay them back with this,” C.K. said of the network.
- 4 In typical C.K. mode, the comedian doesn’t give himself much of a chance of winning on Emmy night, which is slated for Sept. 18. “I’m pretty outclassed there,” he said of his fellow acting nominees, which include Steve Carell of *The Office* and Alec Baldwin of *30 Rock*. But even if he doesn’t get a statue, C.K. figures he and network FX have already won. “We don’t expect to get serious consideration. Still, that doesn’t matter. We’ve proven that if you spend a hundredth of the money the big networks do, you can land at the same place.”



*latimes.com, 2011*

### Ending eradication

- 1 There are few ideas as powerful as the eradication of a human disease. But the euphoria around the world's single success to date – that of smallpox – has led to ever more costly efforts to do the same for polio. World leaders need either to radically step up their commitment or have the courage to abandon the goal explicitly.
- 2 There have been undeniable and extraordinary achievements. The development and widespread use of polio vaccines in the second half of the 20th century has eliminated the disease in all but a handful of countries, cutting annual infections around the world from 350,000 to about 1,000. However, the budget to date exceeds \$8bn. Over the past decade alone, eradication costs have tripled to nearly \$1bn a year. For that amount of money, many more lives could have been saved through providing drugs and vaccines for other diseases, let alone better health systems and improved sanitation. Without such structural change, tackling polio alone looks difficult.
- 3 Meanwhile, single-minded polio campaigns – often several each year in countries like Pakistan – are placing enormous burdens on thinly stretched healthcare staff in some of the world's poorest countries. That costs lives by distracting them from providing treatment and prevention of other diseases.
- 4 Abandoning polio campaigns overnight would lead to a damaging resurgence in infection, wasting the money invested so far. But if eradication is to be given a last chance, it needs 9. That means the development and use of improved and differentiated polio vaccines, and their integration into wider childhood vaccination programmes. It also means holding more closely to account both the managements of the eradication campaigns, and the political leaders in those countries most affected.

*Financial Times, 2011*

### Taste stubbed out

Sue Dunlevy and Petra Starke

CIGARETTES not only look plain – smokers are complaining they taste worse since in Australia plain packaging has become mandatory. Smokers have been telling advice group *Quitline* their cigarettes taste ‘pathetic’, ‘sickening’ and lack flavour now they come in dirty brown packets dominated by warnings.



Marketing experts say the issue highlights the 10 consumers’ perceptions. Both Imperial Tobacco Australia and British American Tobacco say they have not changed the blend of any of the tobacco products and that the taste of the cigarettes is exactly the same. *Quitline*, however, said it was hearing people who were convinced the flavour of cigarettes had changed.

*Herald Sun, 2012*

### Is meat the fix?

- 1 I was disappointed you gave so much space to an article on John Nicholson's book *The Meat Fix* (22 February). At best, his experiences are anecdotal.
- 2 I am in my fifties and have been vegan for over 40 years. I still play football and tennis every week, and I am able to beat much younger meat-eating opponents. People often assume I am younger than I am. I have two children who play football, tennis and cricket, are in their top PE groups and play for their school teams. They are slightly above average height and of average build, and are both taller than their parents. They have been vegan since birth.
- 3 It takes 2,400 gallons of water to produce 1lb of meat, yet it only takes 25 gallons to produce 1lb of wheat. We live in a world of over 7 billion people where more than a billion people go to sleep every night hungry and thirsty. Meat is a selfish, inefficient way of producing food.
- 4 The conclusions reached in *The Meat Fix* are preposterous. If his claims were true we'd see vegans and vegetarians crawling along the pavements on their way back from spending their benefits, because presumably they haven't the strength to work.

#### **Ron Grainger**

Halifax, West Yorkshire

John Nicholson's *The Meat Fix* (22 February) gives the impression that vegetarian and vegan diets are bad for your health. Nothing could be further from the truth. Scientific studies have repeatedly linked the vegan diet to lower levels of heart disease, diabetes, stroke, cholesterol and certain types of cancer. Besides, the exact details of Nicholson's diet were conspicuously absent from the article. An unbalanced diet of any kind can have adverse consequences. His is just one case and does not reflect the experiences of the majority of vegans who live healthy, active lives.

#### **Ben Martin**


Tonbridge, Kent

adapted from letters written to *independent.co.uk*, 2013

### movie review

# A chimp's life revisited

adapted from an article by Kenneth Turan, Los Angeles Times Film Critic

- 1 In late November 1973, a young woman from New York went to Oklahoma to adopt the newest and youngest member of her family. It wasn't a human baby she was bringing home to Manhattan, however, but rather a 2-week-old chimpanzee, destined to be part of an audacious project to see if a member of another species could be taught to communicate with humans. The unforeseen ways that notion played out over the next two dozen years is the subject of James Marsh's unsettling "Project Nim". What happened between that chimp and the humans with whom he spent his life in intimate contact turns out to be only half the story that Marsh has to tell.
- 2 Marsh is a superb interviewer, and the key participants in Nim's story are far enough removed in time to be candid about what happened but not so far away to have forgotten the details. 17 he has a weakness for occasional unsatisfactory dramatizations, Marsh also makes excellent use of the large amount of still and movie footage shot then that shows us exactly what Nim and his human hosts were up to.
- 3 It was Columbia University behavioral psychologist Herbert Terrace who came up with the idea of placing a chimp in a human family to see if it could be taught American Sign Language. Stephanie LaFarge, one of Terrace's former graduate students, was Nim's original surrogate mother. She had recently remarried, and her blended family of seven children lived in an apartment in New York that became Nim's new home. If you're thinking this was a group decision, you would be wrong. "There was no discussion, it just happened," remembers Jenny Lee, LaFarge's daughter. And her mother, who admits she "liked the freedom to defy expectations and authority," makes no bones about the fact that "my appetite and drive to have an intimate relationship with an animal was unstoppable."
- 4 Not surprisingly, this drive ran into some real-world problems. For one thing, LaFarge was not prepared for what she calls "the wild animal in Nim," and LaFarge's husband didn't expect the outright hostility from a chimp genetically inclined to 19 male authority figures.
- 5 All of this was intensified by growing conflicts between Terrace, who consistently comes off as cold and arrogant, and Earth mother-type LaFarge, who'd once been his lover. Unhappy with what he considered a lack of order, Terrace gave increasing organizational authority to a bright, highly motivated (and, not surprisingly, quite attractive) 18-year-old student named Laura-Ann



Petitto. The philosophical differences between her and LaFarge were so intense that the distaste each one feels for the other is undiminished to this day.

6 While even these few events are emotional enough to bring a scientific drama to a boil, more was in store for Nim, much more. There was significant turnover in caregivers, multiple changes of location, even radical alterations in Terrace's thinking about whether chimps could in fact be taught to learn language in any meaningful way. Trapped in a world he never made, a no-man's land between species, Nim did the best he could, and even doing that much turned out to be difficult.

7 Looking back on Nim now, LaFarge feels "we had done so much damage removing him from what his life should have been, it was wrong." Speaking even more strongly is Joyce Butler, one of his signing teachers. "We did a huge disservice to him and his soul, and shame on us," she says, just about in tears, and seeing this eye-opening film makes it impossible to argue the point. No wonder it won the best directing award for world documentary at Sundance.

*Los Angeles Times, 2011*

# Would You Let Your Teen Become a Reality Show?

based on a blog by Sherry Davey

- 1 Recently, I had a producer from a well-known, daily, nationally syndicated talk show contact me about doing an episode on teenagers with bad manners based on my blog (on the very same topic). My daughter and her friends were the driving force behind the blog and the producers wanted me to basically hand over my daughter for the episode. I turned them down immediately for many reasons – the main one being that I don't want her experiencing that 15 minutes of fame based on her bad behavior, nor do I want her being exposed in the mass media because of it.
- 2 However, their request did give me pause. Firstly, I was thrilled that a producer from a well-known television show is reading my blog. The sad realization is that my malcontent daughter and her misadventures are striking a chord with readers and TV producers looking for content! The show's segment was going to be shot reality-style and then a therapist was going to be called in to give us both feedback on my daughter's lack of manners. I guess the episode was going to be on etiquette or the lack thereof in teens today.
- 3 I'm all for the 'collective learning' experience in our global society, but not at the expense of children, nor at mine. How shameful would it be for me to be the mother-of-the-worst-behaved-teen-in-America?? Believe me, it was a huge compliment to receive an email of interest from a network show but the reality is, it wouldn't do my daughter much good to be on a reality show. Most reality shows aren't about learning at all.
- 4 Consider *The Real Housewives of New York* or *New Jersey* and you'll see, the episodes are chock full of badly behaved adults and deliciously embarrassing experiences. They're fun to watch but would you want your child to be the focus of one? I don't think so. Would you want your daughter to be ridiculed by the *Millionaire Matchmaker*? Would you want your son to be rejected on *Top Chef*?
- 5 Needless to say, I didn't mention to my teenager that a national TV show was interested in having her on as a guest because, despite their reasons, she probably would have 26. Many years from now this would have built a lovely summer home for her therapist.
- 6 This whole experience has brought reality shows into sharper focus for me. The reality is that everyone on these shows is a member of someone's family, someone's son or daughter, father or mother. I don't mean to all of a sudden be so preachy but I find myself searching for the deeper meaning of it all now when it comes to these shows. When will we tire as a society of watching people at

their worst? When will embarrassing experiences become private again? Are reality shows the modern equivalent of the Roman Colliseum? Give me an original series with real actors any day.

*momtourage.com, 2012*

Psychology

### Alone in the crowd

**O**N THE surface, Framingham, Massachusetts looks like any other American town. Unknown to most who pass through this serene place, however, it is a gold mine for medical research. Since 1948 three generations of residents in Framingham have participated in regular medical examinations originally intended to study the spread of heart disease. In the years since, researchers have also used Framingham to track obesity, smoking and even happiness over long periods of time. Now a new study that uses Framingham to analyse loneliness has found that it spreads very much like a communicable disease.

Feeling lonely is more than just unpleasant for those who yearn to be surrounded by warm relationships – it is 29. Numerous studies show that loneliness reduces fruit-fly lifespans, increases the chances of mice developing diabetes, and causes a host of adverse effects in people, including cardiovascular disease, obesity and weakening of the immune system. Simply being surrounded by others is 30. In people, the mere perception of being isolated is more than enough to create the bad health effects. However, in spite of its significant impact, precious little is known about how loneliness moves through communities.

Keen to shed some light on the mystery, John Cacioppo of the University of Chicago and his colleagues turned to the Framingham data. They found that all participants in the study were routinely asked to list people who would probably know their

whereabouts in the next two to four years. Most importantly, they were asked to describe their relationship with each person as friend, spouse, sibling, neighbour or colleague. The original purpose of such questions was to help the researchers behind the heart-disease project stay in touch with participants even when they moved out of Framingham. But the loneliness team immediately recognised them as a way to 31 social interactions.

Between 1983 and 2001, even more useful information was collected by Dr Cacioppo and his colleagues, allowing them to analyse the formation and transmission of isolation.

They report in the *Journal of Personality and Social Psychology* that loneliness formed in clusters of people, and that once one person in a social network started expressing feelings of loneliness, others within this person's network would start to feel 32. Those who had immediate contact with lonely people were around 50% more likely than average to feel lonely themselves.

Yet these findings are only the first step. The team of researchers is starting to look at other towns and cities, to see if there are any public policies or city-planning techniques that 33 the spread of loneliness. No solutions have been discovered so far, but through the process of studying other communities the researchers have discovered that when it comes to having clusters of lonely people, Framingham, unfortunately, is very much like any other town in America.

adapted from an article from  
*The Economist*, 2009

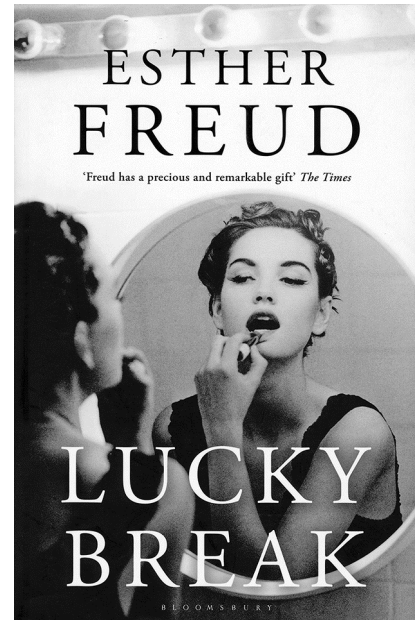
*Het volgende fragment is het begin van de roman Lucky Break, geschreven door Esther Freud (2011)*

### The Chosen

Nell dressed in the same clothes she'd worn to the audition. A large blue, cotton-knit top over faded jeans, with her hair tied high, so that when she turned her head the pale ends of it swished against her face. Yes, she thought, as she checked herself in the mirror, smudging a line of black under each terrified eye, that's good, and she held tight to the thought that however plump and freckled, she was the same girl who, six months before, had stood before the board of Drama Arts and performed a Shakespeare monologue and a modern.

'You off?' It was her landlord, leaning over the banister from his rooms above. Nell forced herself to smile up at him, unshaven, a mug of coffee in his hand. It embarrassed her, this unexpected involvement in her life. 'First day,' she told him, and heaving her bag on to her shoulder, she swung out through the door.

The bus was packed. Nell squeezed on and spiralled up the stairs, and pushing her way towards the back, she clung to a pole as slowly, haltingly, the bus moved forward along Holloway Road. Beside her a man jammed an elbow into her side as he wrestled with a newspaper, and a woman on a nearby seat struggled with a small boy. 'Shh,' the woman said, 'stay still, why don't you,' and she tried to slide the slippery weight of him up on to her knee. No one knows, Nell thought as she looked down on the hurrying heads of the people below. No one knows that I've been chosen. And she almost flew forward as the bus came to a stop. The doors swished open, passengers streamed off, and one girl clattered up the stairs, breezy and beautiful, a silk scarf wound round her neck. Nell's heart clamped tight. What if she'd been chosen, too? Nell knew it was crazy, but this was exactly the kind of girl that should be starting drama school, and she imagined them arriving together and being told, sorry, we're over-subscribed, only one of you can stay.



### Big City, small sodas

- 1 The New York City Board of Health approved Mayor Bloomberg's controversial soda ban prohibiting fast-food restaurants, convenience stores, movie theaters, and food carts from selling sugar-filled drinks in containers larger than 16 ounces (500ml.). While some 60 percent of New Yorkers oppose the ban, Bloomberg was pleased, tweeting that "six months from today, our city will be an even healthier place." But is imposing size restrictions really the way to go? Or does it turn New York into a nanny state?
- 2 Obesity kills 6,000 New Yorkers every year, more than any other health issue besides smoking, says Thomas Farley at the New York Daily News. Bloomberg's soda ban is 'bold' but 'completely appropriate': Sugary drinks are a key factor in the epidemic because they "deliver a load of sugar that has serious metabolic effects without making you feel full." When obesity kills, it leaves children without parents; when it doesn't, it taxes our healthcare system and leaves sufferers incapable of working. A portion cap won't fix the obesity problem, but at least it's a start.
- 3 "No one likes to be told what to do," says Ray Fisman at Slate. "And if the city is banning super-sized soda, it won't be long before the government will be forcing broccoli down our gullets." As an alternative, it's time to reconsider so-called sin taxes on unhealthy foods, which recent studies have shown to be effective. Even a "modest price difference between regular and diet soda" could prove helpful in convincing poor customers to switch drinks "rather than continuing to buy soda they can't afford." Just look at how effective New York City's cigarette tax has been in helping people drop the habit.
- 4 In 2005, the mayor instituted a ban of all trans fats from all restaurants in the city limits. Just two years later, a New York City Health Department study found that the ban helped curb incidence of heart disease. A 2008 ruling has made similar headway. It required restaurants to post calorie counts. A study of Starbucks outlets in New York showed that customers bought 6 percent fewer calories once the new menus rolled out. Nadia Arumugam at Forbes explains: "Drawing lines, and implementing bans are not infringing on personal freedom, but helpful ways of making it easier for people to simply say *No*."

*theweek.com, 2012*

### Gender roles

Guy Keleny (Errors and Omissions, 8 October) made an unfortunate choice of play to illustrate his argument about the need for gender-specific job names: “Actors and actresses are not interchangeable. Unless you are putting on a wildly experimental production, you will need an actor to play Romeo and an actress for Juliet.”

That certainly wasn't the case when Shakespeare wrote the play. A boy who played Juliet at the start of his career might well have found himself beneath the balcony a few years later. Cross-casting of gender roles has never really left the stage – from pantomime to Deborah Warner's productions with Fiona Shaw – experimental, perhaps, but hardly wildly so.

Richard Crowest  
Ashford, Kent

*independent.co.uk, 2013*



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

## Tekst 13

### Honey Money

*Honey Money: The Power of Erotic Capital*, by Catherine Hakim, Allen Lane, RRP£20, 384 pages



Review by Lucy Kellaway

#### Do good-looking people fare better in the workplace?

##### If You've Got It, Flaunt It

If you haven't got it, go to the gym, get a better hairdo, plaster on a smile and then you will be able to flaunt it a bit too. This is the gist of *Honey Money: The Power of Erotic Capital* by Catherine Hakim, a research fellow at the London School of Economics. She argues that good-looking people do better and she calls on all women to use their erotic power against men, as a way of getting what they want – both at home and at work.

##### Erotic Capital

Hakim has clothed this bald thesis in the language of economics and sociology, coining the term “erotic capital” to cover a ragbag of attributes including beauty, sex appeal, dress sense, charm and fitness. Building on the work of Pierre Bourdieu, a French sociologist, she argues that individuals have four different sorts of assets: “economic capital”, i.e. money; “human capital”, i.e. intelligence or education; and “social capital”, i.e. contacts. The fourth asset – “erotic capital” – has until now been ignored but, according to Hakim, is just as important as the other three and may be even more so because it affects you from the moment you are born. This last point, like much in the book, is dubious. Money surely makes a big difference from early childhood too, as does intelligence.





## **Beauty in the Boardroom?**

Hakim has assembled a good deal of evidence to show what we know already: that life tends to be easier and more rewarding for the beautiful. But far from saying that this is unfair, she argues it is just as it should be: the attractive are nicer to be with, get on with people better and are, therefore, more productive. Some of the research is surprising. She quotes studies showing that handsome men are paid more, whereas you only need to look inside any large Anglo-Saxon corporation to see boardrooms stuffed with plain men. She also fails to investigate whether the relationship between looks and success runs in a straight line. I suspect that for women, erotic capital is a professional advantage only up to a point. Women who are fairly easy on the eye do well at work, but those who are outstandingly beautiful are penalised; distrusted by women and feared by men.

## **Rehash**

*Honey Money* is an expanded version of a powerful article that Hakim wrote for Prospect magazine in 2010 and has lost as well as gained by being inflated to almost 400 pages. Nearly every point is made at least twice and some half a dozen times; even examples that seemed thin first time – such as the fact that Kate Moss and Katie Price make money from their erotic capital – are given a second airing later.

## **Looking Good**

Reading the book from cover to cover leaves one with the feeling of having been clubbed repeatedly over the head. However, the experience isn't entirely unenjoyable, nor is it without purpose. Hakim is quite right on one central point: women in the UK and the US are not brought up to make the best of themselves, as French women are. We are taught that beauty is the poor cousin of brains; we are hung up about flaunting it. This book, for all the repetition, annoying jargon and sloppy reasoning, makes one see things differently. Sitting on the Tube having just finished it, I stared at all the frumpy English women and thought what a shame it was that so few of them were making anything of their erotic capital.

*ft.com, 2011*