

Tekst 6 Silicon Valley

- “driverless cars, manufacture phones and conquer death” (paragraph 1)
- 1p 15 Why does the writer provide these examples?
- A to illustrate how Google justifies the scope of its marketing
 - B to imply that there are no boundaries to Google’s aspirations
 - C to indicate that Google has limitless options for its investments
 - D to make clear how Google aims to be identified by what it sells
 - E to show how Google manages its growing interconnectedness
- 1p 16 Which of the following fits the gap in paragraph 2?
- A Instinctively
 - B Rhetorically
 - C Superfluously
- 1p 17 What is the function of paragraph 3 with regard to the tech companies?
- A to apologise for their ignorance of individuality
 - B to exemplify their disregard for individuality
 - C to explain their paradoxical attitude towards individuality
 - D to support their moral stance on individuality
- 1p 18 What is the writer’s goal in paragraph 4?
- A to draw attention to the fact that tech companies have earned a place in our society
 - B to force tech companies to acknowledge that they have abused their influence
 - C to persuade people to take action against the threat that tech companies represent
- 1p 19 Which of the following is/are true of paragraphs 5 and 6?
- 1 The food revolution might be seen as a warning about the impact of tech companies on modern life.
 - 2 The effects of the changes in food production and consumption can easily be reversed.
- A only 1 is true
 - B only 2 is true
 - C both 1 and 2 are true
 - D neither 1 nor 2 is true
- 1p 20 Which of the following is in line with paragraph 8?
- A As a result of only a few companies controlling the internet, news has become less varied.
 - B Data-analysis companies are trying to manipulate the demand and supply of news items.
 - C Media companies do not have enough safeguards in place to prevent fake news.

- “Perhaps it’s time we steer our course.” (laatste zin alinea 9)
- 1p 21 Worden er in alinea’s 5 tot en met 8 concrete alternatieve routes aangedragen?
Zo nee, antwoord “Nee”. Zo ja, noteer het nummer van de alinea waarin deze informatie gegeven wordt.
- 1p 22 Which of the following quotations expresses the main point made in this article?
- A “The big tech companies are shredding the principles that protect individuality.” (paragraph 2)
 - B “It’s hard not to marvel at these companies and their inventions” (paragraph 4)
 - C “Over the generations, we’ve been through revolutions like this before.” (paragraph 5)
 - D “Processed foods were feats of engineering, all right – but they were engineered to make us fat.” (paragraph 6)
 - E “news media outlets have come to depend heavily on Facebook and Google for traffic” (paragraph 8)

Tekst 7 Leave them kids alone!

- “*The Gardener and the Carpenter*” (paragraph 1)
- 1p 23 Judging from the article, how can the title of this book be characterised best?
- A as a euphemistic phrase
 - B as a hyperbole
 - C as a metaphorical expression
 - D as a personification
- 1p 24 Which of the following fits the gap in paragraph 2?
- A back off
 - B don’t kid yourself
 - C negotiate
 - D practise what you preach
- “This model causes Western parents untold anxiety” (paragraph 5)
- 1p 25 According to Gopnik, which of the following best describes this model?
- A community-based
 - B free choice
 - C personality-oriented
 - D results-driven