

Hoger
Algemeen
Voortgezet
Onderwijs

Vooropleiding
Hoger
Beroeps
Onderwijs

HAVO Tijdvak 2
VHBO Tijdvak 3
Dinsdag 22 juni
13.30–16.00 uur

Tekstboekje

Post early for oblivion

The writing is on the wall for the letter. Again

1 FEW activities have been written off more frequently in recent years than letter writing. It was clearly heading for a fall with the arrival of the telephone. Who in future would ever need to write when you could simply pick up the phone, talk as long as you like, and not worry about making any more spelling mistakes? Letters, however, continued to be sent in increasing numbers until the next great invention predestined to destroy them: the fax machine. The prospect of being able to transmit letters instantaneously completely removed the need for stamps, envelopes and an inconvenient walk to the nearest post box (generally five minutes after the last post had gone). But the letter post complete with uniform stamp continued not only to prosper but to be given an unexpected boost by the popularity (from the sender's point of view) of junk mail. The next invention destined – definitively – to destroy the letter was

electronic mail. Text, pictures and even sound can now be sent by e-mail instantaneously all over the world: yet the Post Office continues to improve its profits.

2 But for how much longer? The 366-year-old Swedish postal service has just declared that the postal services – nowadays airily dismissed as snail mail – will be dead within ten years. To hasten this process, Sweden will this month give every person above six years old a personal e-mail address.

3 You would think all this enough to make Rowland Hill, inventor of the post, turn over in the sorting office in the sky. But that is unfair to Sir Rowland. Apart from the penny post he also pioneered schools with libraries and science laboratories (previously unheard of). He would doubtless have had e-mail in every nursery school by now: leaving his beloved snail mail to slug it out.

*'The Guardian', September 4,
1997*

It's a life sentence for little criminals

Those who deal with juvenile crime believe the roots of anti-social behaviour lie with parents who don't know how to be parents, and pass nothing on to the next generation, write **Jason Burke** and **Penny Wark**

It was one of those incidents that shocked yet somehow failed to surprise. "Lucky to be alive – man 4 by a boy of 12", the headline read last week after Bob Williams, a retired bricklayer, tried to catch two boys in his garden. The younger, just 4ft 10in tall, hit Williams's head with an iron bar. He lost two pints of blood and needed 10 stitches. "It is silly and pointless," he commented sadly.

Williams is not 5 pondering the futility of the violence he encountered. Every adult confronted with children who show no regard for authority is asking the same question: what has gone wrong? Teachers blame parents for failing to discipline their children. Parents blame society, and society blames anything it can think of.

6 what everyone agrees on is that children do not suddenly become difficult when they are old enough to show up on crime statistics. It is no coincidence that teachers at their conference last week spoke of expelling uncontrollable three-year-olds from nursery classes. There are those who dispute the remedy but nobody 7 the problem.

One nursery head teacher of more than 20 years' experience spoke of how the most 8 four-year-old she had ever encountered burnt down the school at 16. She also recalled

how a three-year-old who reacted to any local difficulty by swearing and screaming had a mother with similar habits.

These stories 9 two widely accepted theories: that sad children can grow into bad children and that all too often there is a horrifying gap between a child's needs and its parents' ability to provide. Too many parents do not know *how* to parent, says the developmental psychologist Professor Elizabeth Newson.

What is showing up is not just the kind of neglect that comes from parents who lack time for their children because they are single parents or because they are a two-parent family and both work. 10, there is evidence of a cycle of neglect: parents do not know how to parent because their parents did not teach them to mix positively with other people. As teachers have long protested, children are growing up without discipline, without any checks on their behaviour, without any experience of stopping and listening to adults, without any recognition that other people matter. And now that 11 is being passed on to a second generation of small children.

Ask psychologists and criminologists how discipline can be restored and how the juvenile crime rate can be cut and there is talk of the 12 more research, more resources and more money.

Not every sad child turns into a monster and quite what distinguishes those who do from those who do not has yet to be pinned down. All that can be said 13 is that the cycle of neglect must be broken in as many places as possible.

Professor David Farrington, of Cambridge University's Institute of Criminology, advocates home visiting for mothers during pregnancy and during the first two years of their child's life, education in parenting and intensive work with delinquent children.

The other main stage at which the cycle can be 14 is nursery education. An American research project, Operation Headstart, followed several thousand children from nursery age to adulthood and found that deprived children who received formal nursery education – including basic literacy teaching, training on concentration and the sense of structure missing in their homes – were far less likely to shoot heroin or policemen when they were older. They were also more likely to stay at school for longer and less likely to be unemployed.

The Headstart project 15. One analysis suggested that for every investment of less than \$2,000 in a small child, \$20,000 was saved.

'The Sunday Times', April 4, 1996

The anti-management guru

Scott Adams has made a business out of bashing business. Why does the hand he bites love to feed him?

1 **FIFTEEN** years after Tom Peters and Robert Waterman launched the management-guru boom with "In Search of Excellence" (1982), the best-selling business book in the United States is an anti-management book. Scott Adams's "The Dilbert Principle" has been near the top of the *BusinessWeek* best-seller list for more than a year, with more than 1.4m copies in print; Mr Adams also has another hit, with "Dogbert's Top Secret Management Hand-book".

2 Mr Adams's cartoons are syndicated in more than 1,500 newspapers around the world, and his web site is one of the Internet's most popular, with 100,000 visitors a day. There are Dilbert dolls, Dilbert calendars and ties, a \$20m contract for another five Dilbert books, plus plans for Dilbert-based television programmes and computer software.

3 Dilbert, the cartoon character at the centre of this craze, is a corporate everyman who labours in a tiny cubicle for a giant company. His boss humiliates him, his cubicle drives him crazy, his fellow employees exasperate him; to cap it all, his dog, Dogbert, sets up in business as a management consultant. Dilbert's dismal life is made more dismal still by a series of silly management crazes that make his working hours longer and his cubicle smaller.

4 Mr Adams says that, whereas most business writers write for the one in ten people who are interested in management theory, he writes for the nine who hate it. He also admits to having more than his fair share of luck. He spent 15 years gathering material in cubicle-land before becoming a victim of "downsizing" in mid-1995, at exactly the same time as various newspapers were lashing the "greed" of corporate America.

5 Dilbert taps into two powerful currents. One is the mounting obsession with work: the average American now works the equivalent of four more weeks a year than he or she did in the 1960s. A second current is the growing fear in the workplace. Mr Adams examines the many ways in which bosses lord it over their employees: "densification" (packing more people into the available space by shrinking the size of their cubicles), "hot desking" (depriving people of permanent desks), getting rid of health insurance, parking spaces and so on.

6 Oddly enough, the bosses and management gurus whom Mr Adams mocks adore him for it. Companies invite him to give speeches at corporate retreats; bosses give copies of his books to their underlings at Christmas. Even Pacific Bell, the telephone company that sacked Mr Adams in 1995, reproduces his cartoons in its internal newsletter.

7 How to explain this paradox? Mr Adams thinks that some bosses see Dilbert as a safety valve, a harmless way for disenchanted employees to laugh off their anxieties. Many management theorists assume that Mr Adams's satire is aimed at the ludicrous ideas of their rivals, not at their own profound insights. But there is another factor at play, which Mr Adams calls "the China worry".

8 "You cannot conquer China," he says. "You only think you have – and then you wake up to discover that you too are Chinese." By bashing business, in other words, Mr Adams has turned himself into a successful businessman in his own right – and one who has used many of the tricks of management

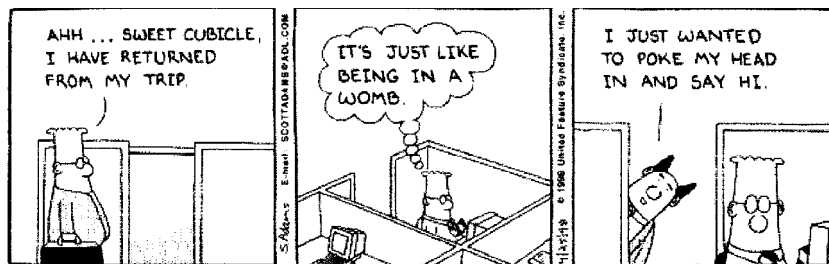
theory, which he learnt as an MBA student at the University of California, Berkeley, in order to do so. He presides over a fashionably "virtual" operation, in

that he employs nobody directly, although 100 people work for him in one way or another.

9 Mr Adams is also a shrewd follower of his own market: the earliest Dilbert cartoons rarely dealt with the office, but those that did aroused the most interest, so Mr Adams gave his customers what they wanted. And he is a brilliant salesman, the first cartoonist to make extensive use of newsletters, web pages and e-mail.

10 This ability to be both insider and outsider – to work hard at his books in the evening but joke with the boys in the back row during lessons – is the secret of his success. The question is how much longer he can maintain this dual identity. Adams the businessman is as enthusiastic about consultants as Adams the cartoonist is scornful. Can a man who enjoys friendly relations with gurus like Mr Hammer, the father of corporate "re-engineering", really be the voice of the downtrodden middle manager? Tellingly, the manipulative Dogbert has never sold as well as Dilbert the victim of cubicle land.

'The Economist', April 5, 1997



The Stephen Lawrence case

Headline justice

1 THE *Daily Mail* often finds itself at odds with the great and the good – but rarely for speaking out in the defence of minorities. When the paper 5 ran a banner headline on February 14th branding five Londoners “murderers” of Stephen Lawrence, a black teenager, it infuriated many lawyers, judges and journalists. Three of the 10 men had been acquitted by a jury, and a judge had dismissed the charges against the other two.

2 In response to the *Mail*’s dramatic gesture, an unlikely group of allies, 15 from Peter Preston, former editor of the *Guardian*, to Michael Howard, the home secretary, rallied to the *Mail*’s defence.

3 The *Mail*’s intervention was extraordinary, but so has been the investigation 20 into Lawrence’s fatal stabbing, which has dragged on since his death in 1993. Both public and private prosecutions of the five men named by the 25 *Mail* have collapsed due to lack of evidence, reportedly because local residents have been too afraid to testify and, according to the Lawrence

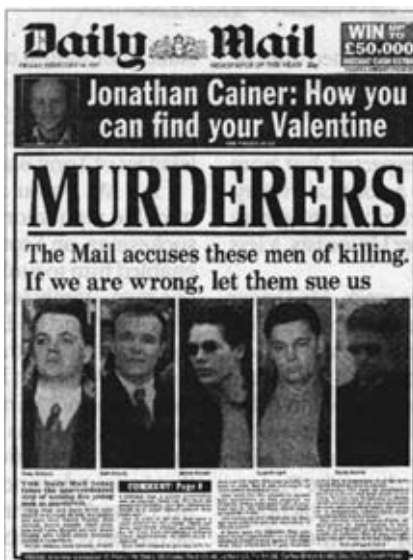
family, because the police and prosecutors have failed to pursue the 30 case with enough vigour.

4 Critics of the *Mail*’s move claim that the paper has acted as “judge and jury”, attempting to supplant the 35 courts by providing its own verdict. Lord Donaldson, a former Court of Appeal judge, even said the *Mail* was in contempt of court.

5 The *Mail*’s defenders point out that the press’s freedom to challenge court 40 rulings has helped correct grave injustices in the past, as when media scrutiny prompted reconsideration of the verdicts against the Guildford Four 45 and the Birmingham Six¹⁾. The paper dismisses the charge of contempt, since there is no trial currently under way in the case. Anyway, the *Mail* insists that it accused the five in an 50 attempt to force them to reveal their version of events, since they all refused to testify during the inquest. “If we are wrong, let them sue us,” declared its front page.

6 This is an empty challenge, since all 55 five are unemployed and cannot afford to bring a libel case. Rival newspapers have dismissed the *Mail*’s coverage as a cynical gimmick, pointing out that it 60 had at first been critical of the movement to bring Lawrence’s killers to justice.

7 Whatever the *Mail*’s motives, the fact that a paper traditionally hostile to 65 blacks’ complaints about the legal system has spoken up in favour of a black victim and his family is welcome. What is unfortunate is that the *Mail* did not choose its target better. 70 Calling those who have already been acquitted “murderers” sets a dangerous precedent. There is a difference between smearing people as guilty and campaigning for those who may 75 have been wrongly convicted. If the *Mail* really cared about justice, it should have directed its fire at the police and prosecutors who seem to have failed the Lawrence family so 80 badly. But then, would that have made such a splash?



'The Economist', February 22, 1997

noot 1

The Guildford Four and the Birmingham Six: people who were convicted for planting bombs but later proved to be innocent

Should the Government now ban all alcopops²⁾? No, argues **Larry Elliott** – in its vain attempt to appear to be in charge, it already meddles too much in our lives

Big Brother knows best

1 **T**he Government has given us a clear picture of what it wants for Britain's teenagers. Put simply, it wants them all to be like Saffy in the TV series *Absolutely Fabulous*, wearing sensible clothes, diligently beaver- ing away at their homework, steering well clear of drink and drugs, keeping the volume down on their Oasis CDs.

2 Someone should perhaps tell the Government that the point about *Absolutely Fabulous* is that teenagers are not like Saffy. Teenagers drink and throw up, they experiment with cigarettes and drugs, they question the authority of school and parents, they are unreasonable and objectionable. Teenagers are like that. It's what they are there for. It always has been.

3 As such, anybody in the Government who thinks they are going to turn teenagers into clean-living upright citizens by banning alcopops or raising to 18 the age at which fags can be bought, or by stipulating that everybody should do an extra hour's homework, is living in a dream world. The assumption seems to be that teenagers only get drunk because the greedy drinks industry is seducing them with the power of advertising. But if a teenager

40 can't buy alcopops, they'll do what teenagers did 20 or 30 years ago and get tanked up on cider or vodka and lime. After they've tried it, most find that having a raging hangover is not that much fun, and grow up.

4 Of course, some don't. Many teenagers are desperately unhappy and drink, binge or overdose themselves into an early

grave. Figures suggest that unhappiness is on the increase and that this justifies the increasing involvement of the Government in how we lead our lives. Banning the advertising or sale of alcopops might prevent some teenagers from becoming alcoholics, just as restrictions on the sale of paracetamol may deter some suicide attempts. Moreover, the state could save money if we all lived cleaner, healthier lives.

5 Perfectly reasonable, you might think. But not the whole story. First, there is a question of degree. Do we ban women from wearing perfume and men from splashing on after-shave because it might trigger an allergic reaction among teenage scent sniffers? Is advertising of cream cakes to be stamped out because — as we all know, thanks to regular warnings from the health lobby — cholesterol kills?

6 This may sound fanciful, but consider what actually happened in the Government's first three weeks in office. There was the lecture on how to cut down on water consumption by fitting plastic "hippos" to our tanks, the launch of National Breast-feeding Week, and the proposal to ban tobacco advertising and sponsorship. The climax seemed

sorry in an attempt to reduce danger to pedestrians.

7 Second, while it is certainly true that the cost of treating smokers, drinkers and fatties is a burden on the state, the hard actuarial fact is that cleaner living makes people live longer, and the state then incurs even higher costs caring for the long-term sick and elderly.

8 Finally, there is the question of whether getting to the root cause of unhappiness involves more than advertising bans, drug czars and telling us all how to scrub under our fingernails before peeling the potatoes. It may involve challenging the power of capital to sack people at will; it may include telling the monied interests that they will have to pay more tax so that poor people get a better deal. But here there has been a deafening silence from the new Government.

9 The individual in the 1990s has certainly been given "empowerment" in the narrow financial sense; no more exchange controls or wage freezes, no more mortgage restrictions. But there have been sacrifices for this freedom. The individual is now watched by Big Brother surveillance cameras whenever he or she shops and is tested at work for drug and alcohol abuse. At

Getting to the root cause of unhappiness involves more than advertising bans, drug czars and telling us all how to scrub under our fingernails before peeling the spuds

135 some point a ghastly truth is going to dawn on the British public, tradi-

140 tionally ultra-suspicious of busybodies, do-gooders and bureaucracy. It is this. In the brave new world, it is not they who have been set free but their money. As the controls on capital have dwindled so the controls on people have multiplied.

145

'The Guardian', August 29, 1997

noot 2 alcopops: soft drinks that contain some alcohol

The fears aroused by a fine physique

Modern men face the same media pressure to be perfect that women have long endured, says Jane Gordon

1 **T**HERE is something strangely familiar about the teasing cover lines of this month's edition of the magazine

5 *Men's Health*. "Shape up! – Your best route to a six-pack stomach," says one. "The bald truth about hair loss," shouts another.

2 For the past four decades, magazines such as *Cosmopolitan* have been trading on women's low confidence and the quest for self-improvement. Now men's magazines seem to be resorting to

15 more and more articles that concentrate on their readers' worries and inadequacies. Flick through the growing number of male glossies and you find,

20 between features that play on the new insecurities of men, luscious full-page adverts offering impossibly perfect images of the modern male.

3 25 It is not too surprising, then, to discover that three-quarters of British men, according to the results of a questionnaire sent to 379,000 readers of *Men's Health*,

30 are dissatisfied with the shape of their bodies. Or that only four per cent regard themselves as "very attractive". Or even that 50 per cent of them fear baldness and growing old.

4 There is nothing new about male concern with physique. Ever since Charles Atlas started his muscle-marketing empire in the

40 Fifties, young men have been aware of the horrors of having sand kicked in their face. But in the late Nineties – with the advent of magazines such as *Men's Health*, *FHM*, *Esquire*, *GQ* and

45 *Maxim* – men are entering a positive sandstorm of new worries. This month's *Maxim*, for example, contains articles on

50 impotency and achieving the perfect fake tan, and hints on "How to stand up to your boss" and "How to avoid sweating" – all surrounded by enticing visions of

55 stunning male models.

5 No one doubts the impact female images of perfection have on

60 impressionable young women, as the recent outcry over *Vogue's* use of anorexic models proved. So why should it be different for men? Isn't it possible that for the target audi-

65 ence of men's magazines – males aged between 18 and 26 – the glamorised ideal of

70 manhood is resulting in a disturbing new preoccupation with body image?

6 And couldn't these images of beautiful men have some bearing on the growing number of young

80 males who are beginning to suffer from complaints previously seen as exclusively female? One in 10

85 anorexics being treated by the National Health Service, for example, is male. More worrying is the increase in male depression. The suicide rate for men aged

90 between 15 and 24 rose by a startling 71 per cent between 1982

95 and 1992. Young men are beginning to experience the same pressures to be perfect that young women have always had to

100 endure.

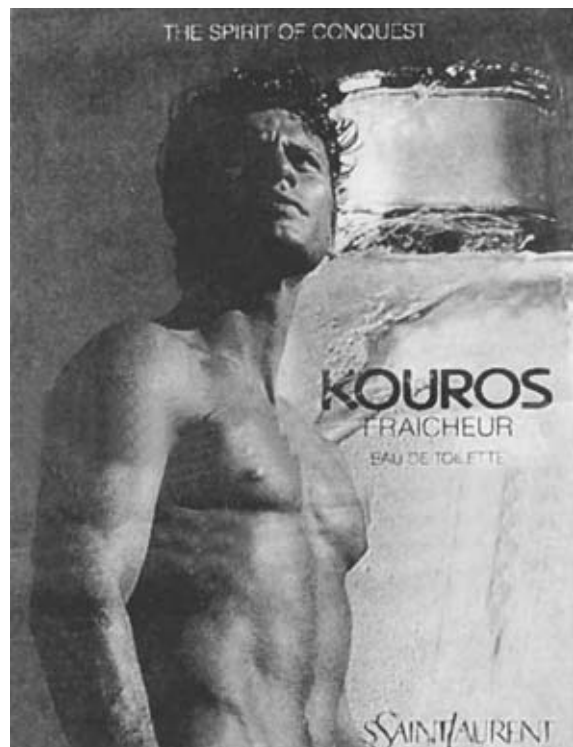
7 Mike Sell, managing director of Total Media, an advertising agency involved in marketing to youth, says: "The emphasis of

105 these magazines has changed dramatically in the 10 years since they first began to appear. At first, they were purely about fashion or very aspirational. But in the late

110 Nineties the publishing industry seems to have identified a new area of male preoccupation. Comparing the total circulation for this market between 1994 and 1995,

115 there has been an increase of 45 per cent."

8 He believes it is not just the



young who are concerned with achieving impossible ideals. "It is

120 also men in their thirties and forties. Every day I pass the window of the Body Shop, which is dominated by a vast picture of three superbly formed naked men

125 – photographed from behind. And every time I pass it, I feel a certain need to conform to this ideal."

9 Not all of this pressure is coming from other men. The emergence of the more assertive young female – as featured in cult youth programmes such as *The Girlie Show*, *Hotel Babylon* and *Pyjama Party* – has also contrib-

130 uted to male insecurity.

10 But, then, after nearly 40 years of being continually urged to shape up, women have little sympathy for the pressure this new emphasis on perfection is putting on men. Sexual equality is not just about breaking through glass ceilings. It is also about sharing all those niggling worries and insecurities about the way we look –

145 and the way we are perceived by the opposite sex.

'Daily Telegraph', June 12, 1996

Sage sayings

From Mr Jeremy Wood

- 1 Sir, My grandfather was equally helpful
on the traits and characteristics of
gentlemen (letter, June 19). On discov-
ering that I had acquired a large musical
5 instrument on a recent visit to Canada, he
warned me against any further familiarity
with the object by recalling his father's
advice that "a gentleman is someone who
can play the piano accordeon but doesn't".
10 I have since purchased dark glasses.

Yours faithfully,
JEREMY WOOD
Winchfield, Hampshire.

'The Times', June 20, 1995

Einde
