Tekst 5 Barbie's feminist makeover

1p **14** 'I'm sure she is most thrilled by being immortalised as a pant-suited plaything.' (paragraph 1)
How can the tone of this comment best be characterised?
A as enthusiastic
B as hopeful
C as indifferent
D as ironic

1p **15** What is Mattel's **actual** reason for giving Barbie a makeover, according to the writer in paragraph 2?
A to change children's stereotypical ideas of women
B to make the dolls suitable for the new generations
C to stimulate girls to pursue a career in science
D to try and earn a lot of money for the company

1p **16** 'at the end of the day, playing with a doll is still playing with a doll' (alinea 2)
→ In welke zin **verderop in de tekst** worden voordelen genoemd van het spelen met poppen?
Citeer (= schrijf over uit de tekst) de eerste twee woorden van deze zin.

1p **17** Kies bij **17** in alinea 3 het juiste antwoord uit de gegeven mogelijkheden.
A can greatly improve their future career opportunities
B could certainly help to inspire a new generation of kids
C is hardly the best way to stimulate their intellectual curiosity
D will probably not solve the problems that these girls face

1p **18** What is one of the possible reasons that men are more active in the STEM industries than women, according to paragraph 4?
When they were young, they
A got other toys to play with than girls.
B had more inspiring role models than girls.
C played more often with other kids than girls.

1p **19** Kies bij **19** in alinea 4 het juiste antwoord uit de gegeven mogelijkheden.
A For example
B Furthermore
C However
D Therefore

1p **20** ‘Professor Dame Sarah Gilbert’s rather bemused expression’ (paragraph 5)
Why does the writer use the word ‘bemused’?
The writer thinks that

A Gilbert deserves to be given more prestigious honours because of her accomplishments.
B Gilbert does not know how to feel about the fact that so few women have won a Nobel prize.
C Gilbert is shocked by the fact that Mattel decided to make a barbie doll after her.
D Gilbert was not aware that Mattel had decided to launch new barbie dolls based on women in science.

1p **21** De volgende alinea is uit de tekst weggelaten.

Mattel have tried this trick before: in 2015 they launched a new marketing campaign called ‘Imagine the Possibilities’ in which they tried to fix their brand image problem by focusing on the positives of imaginative play and pushing the idea that Barbie can teach young girls that they ‘can be anything’. Yet Barbie’s association with various professions is nothing new – for decades we have had Astronaut Barbie (first launched in 1965), Firefighter Barbie (1995), Paratrooper Barbie (2000) and Baby Doctor Barbie (1994 – complete with tight pink jeans), to name a few.

Op welke plek hoort deze alinea in de tekst?

A tussen alinea 1 en 2
B tussen alinea 2 en 3
C tussen alinea 3 en 4
D tussen alinea 4 en 5

Tekst 6 The Rise of the Recipe Reactor

1p **22** ‘a culinary crime’ (alinea 1)
→ In welke zin hierna wordt **voor het eerst** duidelijk dat het gerecht volgens de schrijver niet lekker kan zijn?
Citeer (= schrijf over uit de tekst) de eerste twee woorden van deze zin.

1p **23** Kies bij **23** in alinea 2 het juiste antwoord uit de gegeven mogelijkheden.

A add spice to home-cooking initiatives
B belong to a fine dining culture
C change people’s diets for the worse
D feed an entire online ecosystem