

### Tekst 3

---

# The fat of the land

Cristina Odone

- 1 The girl on the StairMaster pounds the steps, her breath short and sharp, her face red with exertion. A sweaty T-shirt clings to her – and even through the cotton you can make out the ridges of her spine. She looks like a skeleton. It hurts to look at her. Equally, it hurts to look at the man beside her. He too stands on the StairMaster, but the size of him means that you can hardly see the machine beneath his vast body. He breathes with difficulty, and sweat pours off him, soaking his T-shirt.
- 2 As in my gym, so in life. While the alarm was raised this week about 75 per cent of Britons being obese by 2020, an epidemic of young women suffering from anorexia is also sweeping the land: one in 10 girls under 21 have been diagnosed with anorexia. Both trends reveal our unhealthy relationship with food.
- 3 Once upon a time meals were celebrations of family closeness, individual well-being, religious rituals. Today, fewer than 40 per cent of Britons claim to sit down at a table for meals; fewer than 30 per cent cook all their own meals. The sad truth is that most Britons view food with either indifference or suspicion. No wonder. Food has become confusing in a culture that simultaneously sings the praise of a slimline aesthetic and of the fast food, television, video games and other lazy leisure activities which guarantee this enviable ‘look’ won’t be achieved.
- 4 According to Susie Orbach, author of *Fat Is a Feminist Issue* and *On Eating*, obesity ‘is a response to people feeling attacked in their bodies’. On television and in movies and magazines ‘model’ men and women with perfectly trim, wonderfully toned bodies smile back at you: the frustration of not measuring up prompts you to reach for comfort food. In the face of constant – even if unspoken – criticism about your weight, a chocolate binge or stuffing yourself with a Big Mac or a Kentucky Fried Chicken wing is equivalent to sticking two fingers up at the body police out there.
- 5 American journalist Eric Schlosser condemns those fast food industrialists who, mainly concerned about the profit margin, ignore the effect their food has on our health. Cheap to make, oozing fat, high in salt, sugar and who knows what additives, fast food emerges as the primary culprit in our criminal abuse of our bodies. Eat junk food and you risk increasing your chances of contracting diabetes, cancer, heart disease.
- 6 More sinister still, as Schlosser shows, fast-food marketing men have seized upon children as ‘brand-loyal, from cradle to grave’: they target the under-eights with Disneyesque mascots, cartoon strips and related accessories, and bank on the child’s loyalty for ever more – or until his first heart attack.

- 7 But big business not only threatens our health, it also shapes our body image. From the diet company that displays the 'before and after' pictures of a tubby housewife transformed into a slim glamour puss, to the television programme makers whose stars are all perfect size 10s, physical conformity is being pushed down our throats.
  
- 8 Some experts are finding this indigestible. Last January, Susie Orbach launched a campaign called 'Anybody', which aims to reshape our view of ourselves – so that we can accept that within the standard of beauty, diversity is a plus. Fat, thin, plump, scrawny: Orbach and others hope that one day we will realise we are worth more than our weight in pounds and ounces.

*<http://observer.guardian.co.uk>*

## Tekst 3 The fat of the land

---

- 2p 9 Welke **twee** maatschappelijke problemen wil Cristina Odone illustreren met de voorbeelden in alinea 1?
- 1p 10 What is the main function of paragraph 3?  
**A** To elaborate the statement made in the last sentence of paragraph 2.  
**B** To give further examples of the situation described in paragraph 2.  
**C** To present a new point of view about the issues brought up in paragraph 2.  
**D** To sketch some consequences of the developments mentioned in paragraph 2.
- 1p 11 Which explanation for obesity is given in paragraph 4?  
**A** Fast food has a negative influence on people's daily eating habits.  
**B** People overeat as a protest against being made to feel imperfect by the media.  
**C** The women's liberation movement has condemned dieting as being basically sexist.  
**D** Unhealthy food products are being advertised on too large a scale.
- 2p 12 Welke **twee** kwalijke aspecten heeft het winstbejag van fastfoodproducenten volgens Eric Schlosser (alinea's 5-6)?
- 1p 13 What is the tone of "or until his first heart attack" (end of paragraph 6)?  
**A** Cheerful.  
**B** Indifferent.  
**C** Neutral.  
**D** Sarcastic.
- 1p 14 What is big business criticised for in paragraph 7?  
**A** For attaching too much importance to the appearance of employees.  
**B** For forcing ideas on people about what they should look like.  
**C** For profiting from problems that it has created itself.
- 1p 15 Which of the following could best serve as a slogan for the "Anybody" campaign?  
**A** Beauty comes in various shapes.  
**B** Be smart and be slim.  
**C** Fast food is fat food.  
**D** Good looks are a weighty matter.  
**E** Size does matter.