

Tekst 2

Are you an email @ddict?

As scientists claim that email abuse is worse for your brain than drugs, **Jasper Gerard** worries that he might have to go cold Toshiba.

- 1 We are easy to spot. We have the shakes, drum our fingers and twitch. From our sullen, sunken faces pop wild, darting eyes. Oh, how we yearn for our next line or two – of computer text. Yes, we are email addicts. Researchers at King's College, London, have discovered that email abuse reduces our cognitive powers more even than drugs. And after studying the definition of e-addiction, I 3 I'm a junkie. I may have gone wireless, but I'm wired, mainlining online.
- 2 "Do you get upset if you haven't received a reply to your email within an hour?", asks a self-help site. An hour? Try two minutes. I open junk mail to check it is junk, then read it anyway. I seek my fix in bed, on trains, on the beach. I even check my emails when I get in from the pub hammered. True, I haven't sunk to the depths uncovered by researchers of addicts who email themselves, but I'm not smug – that could come. The degree of my addiction hit home as I was forced to go cold turkey when my server went down. How, I sighed, did we cope before email? But we did.
- 3 It is one of the great modern paradoxes that we crave this constant connection while feeling so disconnected. I'm guilty of initiating desultory e-conversations ("any gossip?" "no, me neither"), I suppose for that elusive sense of being part of things. OK, mainly to put off doing



- some work. So much emailing is piffle: it replaces the pointless mobile call ("I'm pulling into the station now"). And if there is one thing worse than your spam, it is other people's spam.
- 4 In America, employees addicted to work-issue BlackBerrys¹⁾ are taking their companies to court for failing them. And while it is fun guffawing at the absurdity of Americans, you can understand why. When BlackBerrys first emerged, I asked a banker friend why he carried his around like a comfort blanket. He explained that it was fantastic because he could fit in an hour of work-related emails on his journey to the office and the same returning. He was pitifully grateful for this device, apparently unaware that his bank had craftily added two hours to his 14-hour day.
 - 5 I was struck by the addictive power of emailing the first day it was introduced during my stint as a newspaper diary editor. The reporters tapped away in silence, apart from the occasional stifled snigger, but several hours later, no stories had been filed. Surreptitiously, I peered at their screens – to find that they were

emailing each other, remarking what a mug their boss was for not noticing that all they were doing was emailing. Aagh!

- 6 No wonder businesses claim email is a virus costing zillions. Mark Jones, director of publishing company Cedar, tells me (via email!) that he has instigated an occasional "no email day" where anyone who sends non-urgent emails has to put money in a charity box. "We realised some of our staff were in a bad way with email addiction," he says. "People send

emails to colleagues sitting two feet away, and the thing about email is that one comes across far crabbier than in person."

- 7 Jones found the most "vociferous" defenders of the right to email were not youngsters but oldsters. This was underlined for me by a neighbour who still "emails" her husband — even though he is, alas, traversing the great information super-highway in the sky. Hey, if I start doing that, I promise to don the straitjacket and go cold Toshiba.

The Daily Telegraph

noot 1 BlackBerry: PDA, a hand-held computer

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- 1p 3 Which of the following fits the gap in paragraph 1?
- A deny
 - B realise
 - C understand why
 - D wonder if
- 1p 4 What is the purpose of paragraph 2?
- A To explain how to relieve the symptoms of email addiction.
 - B To ridicule the idea of taking email addiction seriously.
 - C To show how much of an email addict the writer himself is.
 - D To stress the necessity of curing people with an email addiction.
- 1p 5 What is the main point made in paragraph 3?
- A Chat sites are fun but can keep people from doing their jobs properly.
 - B Electronic advertising methods are annoying to a lot of people.
 - C Emailing has become more popular than using mobile phones.
 - D Technological problems can make it difficult to use the Internet.
 - E Using email has not made communication more meaningful.
- 1p 6 What is the purpose of paragraph 4?
- A To criticise American employers for abusing their employees.
 - B To make clear how time-saving and efficient BlackBerrys are.
 - C To point out a negative aspect of a popular electronic device.
 - D To provide a successful example of the American work ethos.
- 1p 7 “... traversing the great information super-highway in the sky” (alinea 7)
Wat wordt uit deze beeldspraak duidelijk?
- Een schrijver kan verschillende middelen hanteren om zijn betoog kracht bij te zetten, zoals:
- 1 de bevindingen van andere personen aanhalen.
 - 2 gebruik maken van stijlfiguren, zoals bijvoorbeeld overdrijving.
 - 3 inspelen op het verantwoordelijkheidsbesef van de lezer.
 - 4 zijn eigen ervaringen met het onderwerp erbij betrekken.
- 2p 8 Geef voor elk van de bovenstaande middelen aan of de schrijver het in dit artikel wel of niet gebruikt.
Noteer het nummer van elk middel, gevolgd door “wel” of “niet”.