



Steve Carell and a fellow boat mate take a break from building the ark in "Evan Almighty."

## What would Noah do?

- 1 Universal Pictures' very expensive Noah's Ark comedy, "Evan Almighty" has been waving a large "green" flag.
- 2 Several corporations are backing a \$25 million cross-promotion that fights global warming while touting the movie's pro-environment message. The Hollywood premiere featured a green carpet, and recycled goody bags containing pro-environment trinkets (a halogen bulb, flower seeds ...) reportedly were given out at the afterparty.
- 3 Meanwhile during the film's opening weekend, sunbathers and swimmers at the beaches along Chicago's lakefront were treated to not one, not two but four small airplanes flying up and down and up and down the shoreline trailing billboard-size banners promoting "Evan Almighty."
- 4 I'm sure those planes were running on "green" fuel. ■

## Tekst 2 What would Noah do?

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- 1p 3 What is the purpose of paragraph 3?
- A To give an indication of the huge costs of the promotion campaign for “Evan Almighty”.
  - B To highlight the contrast with the pro-environment message in “Evan Almighty”.
  - C To illustrate the popularity of the film “Evan Almighty” and its leading actor.
  - D To show that people in general are not interested in environmental matters.

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### Bronvermelding

*Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.*