

Please speak with your mouth full

Anna Rickard

1 *Frankky, i's ow-wajus. I fine i' affo-uuti owajus Va figiss ... hangom, suwee, nee to swa-oh.*¹⁾ Right: frankly, it's outrageous. When people write to the Advertising Standards Authority, it's not the depictions of gender or race or age group that riles them; it's not the fact that sausage company Wall's deemed a dog spanking a man's bottom with a wet tea towel a palatable way of selling sausages; no, it's a comedy depiction of people talking with their mouths full.

2 The Advantages

And what, I ask, is so wrong with talking with your mouth full? In an age where multitasking is a marketable skill, surely the ability to eat and keep up your end of the conversation at the same time should be positively commended. In fact, when you start to think about it, the benefits – physical, personal and social – of mid-masticational interaction are underrated.

3 3

There simply aren't enough hours in the day to set aside a separate number for eating and for talking. By combining the two activities, an incredible amount of time can be saved. Also, none of your companions will ever need to ask what you had for lunch again. They will know, because they can see.

4 4

The process of eating while talking can do wonders for the figure. Anatomically speaking, the act of sucking in air for the talking while holding food in the oratory position should, in theory, bring more air into the food, thus inflating it, and making you feel fuller (if slightly gassy). While this hasn't been scientifically proven as far as I know, speaking as a university graduate, it certainly sounds like a convincing theory. My degree is in dramaturgy.

5 5

By the simple act of talking while eating, you can easily ensure that you will be memorable to everyone you meet. While what you were saying might have been otherwise forgettable, no one will ever forget you if you gave them a good eyeful of bolognese while you were saying it.

The Guardian, 2006

noot 1 Frankly, it's obvious. I find it absolutely obvious. The thing is ... hang on, sweet, need to swallow.

Tekst 10 Please speak with your mouth full

- 1p 36 “Right: frankly, it’s outrageous.” (paragraph 1)
What is “outrageous” according to Anna Rickard?
The fact that people
- A accept offensive ads while complaining about distasteful but innocent ones.
 - B are unable to distinguish between humorous and serious commercials.
 - C ignore the fact that speaking while eating clearly has many advantages.
 - D turn to the Advertising Standards Authority when they dislike a product.

Drie van de volgende vier tussenkopjes stonden oorspronkelijk boven de alinea’s 3 tot en met 5.

- a Characterful
 - b Portion control
 - c Serious fun
 - d Time management
- 2p 37 Noteer de alinea nummers 3 tot en met 5, gevolgd door de letter van het bijbehorende tussenkopje. Let op, er blijft één letter over!

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.