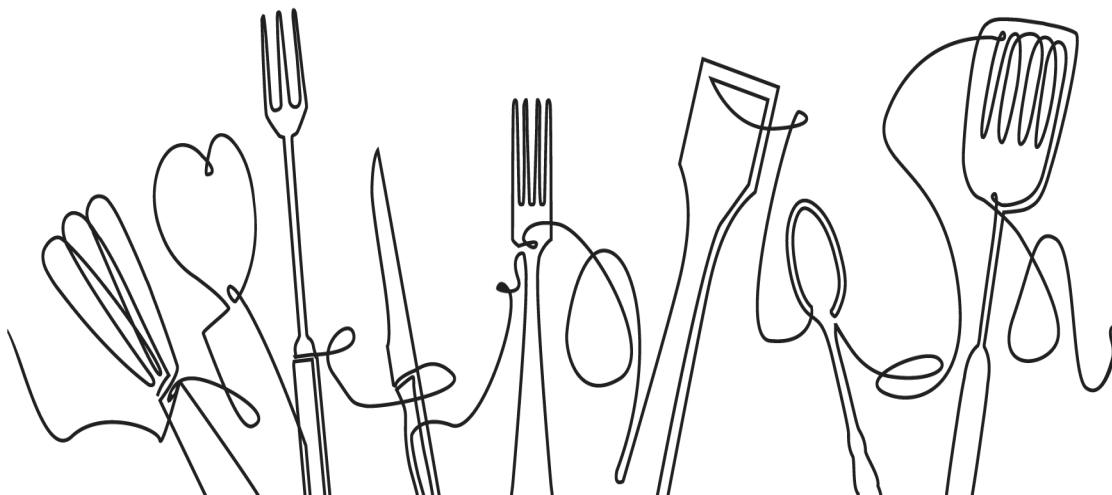


Entirely Different Cooking Show

by Our Plagiarism Staff Kat Koppy



- 1 BBC executives leapt to the defence of their new programme “Strictly Come Baking” yesterday, insisting it was in no way similar to their previous show “The Great British Bake Off” for which Channel 4 paid millions for exclusive rights last year.
- 2 “For a start, it’s got a completely different presenter,” said one executive. “Her name is Mary Berry and she’s a whole year older than the one who presented the original show that this one is nothing like.”
- 3 He added, “This new show is a cooking show, which has nothing to do with baking cakes, except when the cooking task involves the baking of cakes. Oh, and by the way, the contestants in “Strictly Come Baking” are members of the public who are totally different from the members of the public who were in the original show. The presenter is Claudia Winkleman, a witty female Cambridge graduate who is entirely different from Mel and Sue, who are two witty female Cambridge graduates.”
- 4 The BBC has just announced a spin-off show called “An Extra Spice”, which will analyse the highlights of the cooking show in a totally amusing and different way with a comedic cooking enthusiast, possibly Katy Brand, or maybe Jo Caulfield, or some combination of the two.
- 5 Channel 4 is outraged by the attempts to copy the “Bake Off” format. Said a furious executive, “Why can’t the BBC come up with an original idea for a programme instead of just copying the one we bought off them?”

Private Eye, 2017

Tekst 1 Entirely Different Cooking Show

- 1p 1 What is the main point made in this text?
- A Both the BBC and Channel 4 claim the other network has duplicated their TV formats.
 - B The BBC is well aware that their new show strongly resembles the format they sold to Channel 4.
 - C There is a limited number of celebrities that are competent enough to present popular cooking competitions.
 - D Viewers seem to dislike the parallels between various cookery shows on TV.

“Why can’t the BBC come up with an original idea for a programme instead of just copying the one we bought off them?” (paragraph 5)

- 1p 2 Why does the writer quote this remark?
- A to exonerate the BBC from any wrongdoing
 - B to make fun of Channel 4 for cooperating with the BBC
 - C to mock the dispute between the BBC and Channel 4
 - D to ridicule Channel 4 for behaving irrationally

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift.