

Standardisierte kompetenzorientierte schriftliche  
Reifeprüfung / Reife- und Diplomprüfung / Berufsreifeprüfung

9. Mai 2023

Englisch  
Korrekturheft

Lesen B2

## Hinweise zur Korrektur

Bei der Korrektur werden **ausschließlich die Antworten auf dem Antwortblatt** berücksichtigt.

### ***Korrektur der Aufgaben***

Bitte kreuzen Sie bei jeder Frage im Bereich mit dem Hinweis „*von der Lehrperson auszufüllen*“ an, ob die Kandidatin/der Kandidat die Frage richtig oder falsch beantwortet hat.

Falls Sie versehentlich das falsche Kästchen markieren, malen Sie es bitte vollständig aus (■) und kreuzen das richtige an (☒).

richtig	falsch
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

Gibt eine Kandidatin/ein Kandidat bei einer Frage zwei Antworten an und ist eine davon falsch, so ist die gesamte Antwort als falsch zu werten. Bei der Testmethode *Kurzantworten* und *Richtig/Falsch mit Begründung* zählen alle Wörter, die nicht durchgestrichen sind, zur Antwort.

Bei der Beurteilung werden nur ganze Punkte vergeben. Die Vergabe von halben Punkten ist unzulässig.

### ***Akzeptierte Antworten bei der Testmethode Richtig/Falsch mit Begründung***

Die Testmethode *Richtig/Falsch mit Begründung* sieht vor, dass für die Erreichung eines Punktes zwei Bedingungen erfüllt sein müssen:

1. Die Entscheidung, ob die jeweilige Aussage richtig oder falsch ist, muss korrekt sein.
2. Als „Begründung“ sind die ersten 4 Wörter jenes Satzes zu zitieren, der die Entscheidung belegt.

Das BMBWF empfiehlt im Sinne der Kandidatinnen und Kandidaten, Abweichungen von der Regel der ersten vier Wörter zu akzeptieren, wenn zweifelsfrei erkennbar ist, dass auf den die Entscheidung begründenden Satz Bezug genommen wurde (etwa, wenn 4 Wörter innerhalb des Satzes oder der ganze Satz zitiert werden).

### ***Akzeptierte Antworten bei der Testmethode Kurzantworten***

Das Ziel der Aufgaben ist es, das Hör- bzw. Leseverständnis der Kandidatinnen und Kandidaten zu überprüfen. Grammatik- und Rechtschreibfehler werden bei der Korrektur nicht berücksichtigt, sofern sie die Kommunikation nicht verhindern. Es sind nur Antworten mit maximal 4 Wörtern zu akzeptieren.

### ***Standardisierte Korrektur***

Um die Verlässlichkeit der Testergebnisse österreichweit garantieren zu können, ist eine Standardisierung der Korrektur unerlässlich.

Die Antworten Ihrer Kandidatinnen und Kandidaten sind vielleicht auch dann richtig, wenn sie nicht im Lösungsschlüssel aufscheinen. Falls Ihre Kandidatinnen und Kandidaten Antworten geben, die nicht eindeutig als richtig oder falsch einzuordnen sind, wenden Sie sich bitte an unser Team aus Muttersprachlerinnen und Muttersprachlern sowie Testexpertinnen und Testexperten, das Sie über den Online-Helpdesk erreichen. Die Rückmeldungen der Fachteams haben ausschließlich beratende und unterstützende Funktion. Die Letztentscheidung bezüglich der Korrektheit einer Antwort liegt bei der beurteilenden Lehrkraft.

## ***Online-Helpdesk***

Ab dem Zeitpunkt der Veröffentlichung der Lösungen können Sie unter der Webadresse <https://helpdesk.srdp.at/> Anfragen an den Online-Helpdesk des BMBWF stellen. Beim Online-Helpdesk handelt es sich um ein Formular, mit dessen Hilfe Sie Antworten von Kandidatinnen und Kandidaten, die nicht im Lösungsschlüssel enthalten sind, an das BMBWF senden können. Sie brauchen zur Benutzung des Helpdesks kein Passwort.

Sie erhalten von uns zeitnah eine Empfehlung darüber, ob die Antworten als richtig oder falsch zu werten sind. Sie können den Helpdesk bis zum Eingabeschluss jederzeit und beliebig oft in Anspruch nehmen, wobei Sie nach jeder Anfrage eine Bestätigung per E-Mail erhalten. Jede Anfrage wird garantiert von uns beantwortet. Die Antwort-E-Mails werden zeitgleich an alle Lehrerinnen und Lehrer versendet.

Eine Anleitung zur Verwendung des Helpdesks finden Sie unter:

- [https://helpdesk.srdp.at/Anleitung\\_Helpdesk.pdf](https://helpdesk.srdp.at/Anleitung_Helpdesk.pdf)

Die Zeiten des Online-Helpdesks entnehmen Sie bitte <https://www.matura.gv.at/srdp/ablauf>. Falls eine telefonische Korrekturhotline angeboten wird, sind die Zeiten ebenfalls dort ersichtlich.

## 1 Happy Finland

0	1	2	3	4	5	6
C	C	D	B	C	B	D

### Begründungen

**0**

The text says: "The UN World Happiness Index has declared that Finland is the world's happiest country in 2018, narrowly edging out...well, all the other Scandinavian countries. [...] in the past few years these contented Nordic lands are on constant rotation in the happiness charts." The Scandinavian countries have therefore been found to have the most satisfied people.

**1**

The text says: "Being relentlessly upbeat and happy all the time is exhausting and, after a while, annoying." In the author's opinion, a state of constant cheerfulness is therefore eventually rather a nuisance.

**2**

The text says: "The UN World Happiness Index has declared that Finland is the world's happiest country in 2018, [...]. The problem is that the term 'happiness' is misleading. The word doesn't really do justice to the overall picture the survey reveals." According to the author, the UN World Happiness Index therefore has a title that might give the wrong idea.

**3**

The text says: "It strives to [...] divine what makes people tick [...]. Its questions reach beyond the simple fact gathering; it asks about contentment, about security and the generosity of others, about freedom." The data collected by the UN World Happiness Index therefore includes details of personal perceptions.

**4**

The text says: "Finland is a place of great natural beauty. What fills my heart with gladness is the sight of mountains, lakes and trees. All the countries in the top ten of the Happiness Index have these." The author therefore highlights a feature that is also found in other places that do well in the survey.

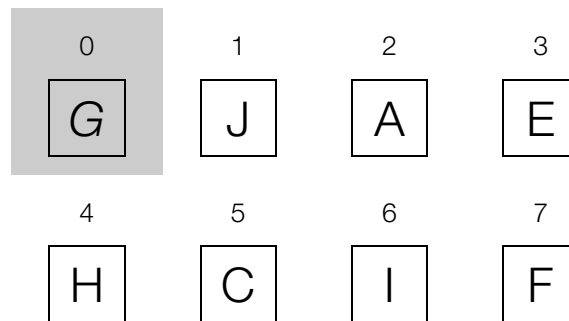
**5**

The text says: "To possess *sisu* is to have courage and tenacity and an indomitable spirit to carry on when others around you give up. It's having grit and determination to persist in the face of severe adversity [...] will to endure." According to the author, *sisu* therefore means doing your very best no matter what happens.

**6**

The text says: "[...] Winter War of 1939-40 when the Finns' dogged resistance to the invasion of the Soviet Union's Red Army was seen as a prime example of *sisu*." At a certain difficult time in the past, the Finns therefore refused to accept a threatening situation.

## 2 Gen Z



### Begründungen

0

The paragraph is about how GenZ-ers like to work in contrast to millennials. The text says: “Early observations suggest that these young people may opt for headphones at work, collaborating and socializing in chat rooms, rather than in the open spaces set up by millennials.”

1

The paragraph is about the skills and knowledge that GenZ-ers have. The text says: “Experts who spend their days thinking about office dynamics say that while members of Gen Z may not have the formal writing skills or emotional intelligence of baby boomers, they’ll be able to teach older coworkers how to learn new tools and skills on the fly - the same way they have all their lives.”

2

The paragraph is about GenZ-ers and their relationship with IT. The text says: “Gen Z-ers are accustomed to flitting between apps and expect that they can go online and teach themselves anything they want, without sticking to any one task for too long.”

3

The paragraph is about Larissa May and the idea of having several careers at the same time. The text says: “‘With Gen Z, I think we have these superhuman expectations for ourselves,’ says Larissa May, a 23-year-old in New York who is coaching older executives on how to use social media, consulting for a direct-to-consumer candle company and running a multimedia platform called #HalfTheStory.”

4

The paragraph is about how Gen Z-ers think about failure. The text says: “‘Doing it all becomes increasingly possible as workplaces go virtual, expectations of working 9 to 5 go by the wayside and the concept of failure takes on an increasingly upbeat patina. Young people have ‘a growth mind-set, where even if they mess up once, they’re not going to let that mess-up define them [...]’”

5

The paragraph is about a start-up virtual-reality company and what quality work is. The text says: “[...] 25-year-old Carissa Flocken says the bar for quality of work is high, ‘but when and where you do it doesn’t matter.’”

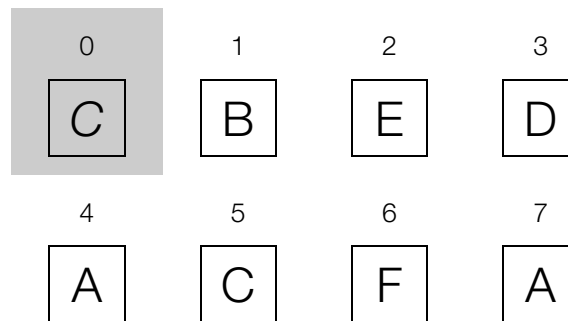
6

The paragraph is about the freelance economy and how insecure it is. The text says: “Jumping into the freelance economy means taking an uncertain path, as is betting one’s future earnings on an educational program no one has tried before.”

7

The paragraph is about how GenZ-ers see the future with or without a degree. The text says: “Where they see risk, he sees a chance to help prove that a new idea has merit - to be a pioneer. ‘There’s always going to be something special,’ Dew says, ‘about being the first.’”

### 3 Iconic packaging



#### Begründungen

0

Text C contains the answer: “Predating the countertop microwave by about a decade, Jiffy Pop was the first product to act as both a container and tool for cooking popcorn.” The Jiffy Pop packaging therefore also serves another important function.

1

Text B contains the answer: “The ease of grabbing your next Pringle from the can puts the focus on the food and eating experience, rather than on the hunt for a chip that's still in one piece.” The Pringles packaging therefore helps the consumer concentrate on the taste.

2

Text E contains the answer: “It's considered such an icon of form and function that the Kikkoman bottle is part of the Museum of Modern Art's collection.” The Kikkoman packaging has therefore proven to be both useful and stylish.

3

Text D contains the answer: “‘It's so engaging because it's the wrong material — it looks like a lemon but it's plastic,’ says Bird. The distinctive mold was created by carving out the shape, then imprinting a fresh lemon peel on top to give it a more natural texture.” The Jif Lemon Juice packaging therefore reflects its content visually and to the touch.

4

Text A contains the answer: “Long before Coca-Cola was associated with the color red, the clear glass bottle was etched with the brand's name in the scripted font the company has used for a full century.” The Coca Cola packaging therefore used one of its iconic elements much earlier than the other.

5

Text C contains the answer: “After scaling up production of aluminum during World War II, manufacturers struggled to find uses for it — especially in the area of food. But Jiffy Pop and other consumer products soon made aluminum a familiar part of the home.” The Jiffy Pop packaging therefore helped deal with spare material at a particular time.

6

Text F contains the answer: “Though the candy itself is often overlooked these days, its wrapping is iconic — from its colors to its recognizable font, Cooper Black.” The Tootsie Roll packaging is therefore probably more famous than its content.

7

Text A contains the answer: “When asked to define the principles of good design, Andrea Lipps, assistant curator at Cooper-Hewitt, listed memorability, legibility and noticeability. Those three qualities certainly describe this product — ubiquitous not just on grocery shelves but in pop culture, gracing everything from Andy Warhol's art to Elvis Presley's lips.” The Coca Cola packaging therefore fulfills all essential formal criteria when it comes to appearance.

## 4 Ordering a new home

	R	F	akzeptiert	nicht akzeptiert
0		X	<i>Anyone anywhere in the</i>	
1	X		<b>Today, those 1,400 pages</b>	And starting in 1908 Anyone anywhere in the At its peak, the By 1908, one fifth The <i>Sears &amp; Roebuck</i> The Sears catalog tells
2	X		<b>This seal was to</b>	And starting in 1908 Customers could select from From 1908 to 1940 Sears promised that working Sears was not the Sears would go on The lumber came precut
3		X	<b>Sears promised that, working</b>	Customers could select from In so doing, they Long before the advent Sears was not the Sears would go on The lumber came precut The resulting <i>Sears Modern</i> This seal was to
4		X	<b>In so doing, they</b>	But it's also a For example, according to From 1908 to 1940 Located in Cairo, Illinois Long before the advent Sears was not the Sears would go on The lumber came precut Why should newlyweds move
5		X	<b>Sears was not the</b>	And it's around this But it's also a By 1907, Sears and For example, according to In so doing, they Long before the advent Most American families at Sears would go on
6	X		<b>For example, according to</b>	And it's around this By 1907, Sears and He was a marketing Long before the advent Most American families at Richard Sears, was that Sears looked at this Sears was not the Sears would go on The resulting <i>Sears Modern</i> Why should newlyweds move
7	X		<b>Most American families at</b>	And it's around this But it's also a By 1907, Sears and Sears looked at this

				Sears prefabricated almost all The lumber came precut The resulting <i>Sears Modern</i> Why should newlyweds move
8	X		<b>The resulting <i>Sears Modern</i></b>	Located in Cairo, Illinois Sears prefabricated almost all

## Begründungen

0

The text says: "By 1908, one fifth of Americans were subscribers. Anyone anywhere in the country could order a copy for free, look through it, and then have anything their heart desired delivered directly to their doorstep." The *Sears & Roebuck Mail Order Catalog* was therefore not available for a small charge.

1

The text says: "Today, those 1,400 pages provide us with a snapshot of American life in the first decade of the 20th century, from sheep-shearing machines and cream separators to telephones and china cabinets." The catalog therefore gives an impression of what America used to be like.

2

The text says: "This seal was to be broken on arrival by the new owner, who would open up their boxcar to find over 10,000 pieces of framing lumber, 20,000 cedar shakes and almost everything else needed to build the home — all the doors, even the doorknobs." Only the person who had bought the house was therefore supposed to unlock the container with the individual parts.

3

The text says: "Sears promised that, working without a carpenter and only rudimentary skills, a person could finish their Sears mail-order home in less than 90 days." Expert assistance was therefore not required to construct a Sears house.

4

The text says: "In so doing, they helped usher out the era of the custom site-built house, replacing it with the promise that homes could be standardized and affordable." Due to the Sears mail-order houses, housing therefore did not become individualized.

5

The text says: "Sears was not the first company to offer kit homes or a mail order catalog, but it came to dominate the mail-order market in part because its founder, Richard Sears, was that kind of expert that so many people would claim to be over the course of the 20th century but very few actually were: he was a marketing genius." Sears was therefore not so successful because it offered a unique product.

6

The text says: "[...] Richard Sears, was that kind of expert that so many people would claim to be over the course of the 20th century but very few actually were: he was a marketing genius. For example, according to lore, he intentionally made the Sears Roebuck catalog a little shorter and narrower than the Montgomery Ward one on the theory that it would naturally get stacked on top." It is therefore said that the man who started Sears came up with a simple idea that helped to promote his company.

7

The text says: "Most American families at the time were still living in multi-generational housing." Before Sears houses became successful, children, parents and grandparents therefore tended to share a home.

8

The text says: "The resulting *Sears Modern Home Program* was a hit, particularly after the end of World War I, the influx of returning veterans triggered a need for more housing." Soldiers coming back home to America therefore led to an increase in demand for accommodation.



## Bildquellen

Aufgabe 2: © sp4764 / www.fotolia.com

Aufgabe 3: © Sandra Burm / www.shutterstock.com

## Textquellen

Aufgabe 1: Bailey, Bill: Finnish on a happy note. In: *Saga Magazine* 6/2018, S. 130 (adaptiert).

Aufgabe 2: Steinmetz, Katy: Move over, millennials: How Generation Z is disrupting work as we know it.  
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Aufgabe 4: Rosenberg, Joe: The house that came in the mail.  
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