

Standardisierte kompetenzorientierte schriftliche  
Reifeprüfung/Reife- und Diplomprüfung/Berufsreifeprüfung

19. September 2024

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 A different kind of sightseeing

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

### Begründungen

**0**

The text says: "Our guide, Erik, points out the sights: a famous hotel, a secret church, the seven bridges view but we are distracted, focused on the plastic debris that bobs by our boat. As with more than 15,000 people before us, we have jumped on board one of Amsterdam's most unusual boat trips: a plastic fishing tour of the canals – and we are eager to see what we can find." The visitors touring the waterways therefore watch out for objects in the water.

**1**

The text says: "In fact, I'm travelling with seven tourists who have paid to collect rubbish as part of their holiday." The author is therefore part of a group which spends money to gather litter.

**2**

The text says: "My conviction was that there were millions of people like me who wanted to contribute [to change that] in a positive way." Mr Smit therefore strongly believed that many were keen to do something about the situation.

**3**

The text says: "Anne Jakobsen from Copenhagen, fishing alongside me, is a good example. She and her husband, Ole, have brought the family along 'to lift the carbon footprint we leave behind. And show the kids you can do something other than the Rijksmuseum,' she says." One couple on the boat therefore told the author that they wanted to reduce the family's environmental impact.

**4**

The text says: "And with the announcement today of the world's first plastic-free supermarket aisle opening in Amsterdam, the city is now seen as a leader in the fight against plastic pollution." As a consequence of the growing concern about plastic, an area of one store will therefore do without plastic.

**5**

The text says: "Around 8,500 rescued bottles have been used to make the plastic boat we are travelling in. It's a circular solution to the problem: the more plastic collected, the more boats can be built and the broader the clean-up operation." Some of the plastic trash collected is therefore used to manufacture the tour vehicles.

**6**

The text says: "Since plastic fishing began, he tells us, the canals have revealed an underworld of wallets, passports, and car keys discarded by thieves or dropped by drunken tourists." One side effect of the tours is therefore that stolen objects have reappeared.

## 2 Teaching yoga in exceptional times

	R	F	akzeptiert	nicht akzeptiert
0	X		At 16 I signed	
1		X	I have never thought	Friends came by, but I like being in Teaching was, frankly, kind This year I took
2	X		I like being in	Friends came by, but I have never thought My yoga studio provided
3	X		Friends came by, but	I like being in

				My yoga studio provided Teaching was, frankly, kind
4		X	<b>My yoga studio provided</b>	Friends came by, but I started in the On a recent Sunday
5	X		<b>But a lot of</b>	I tend not to It's a conscious choice
6		X	<b>(That said, I could</b>	Because so many studios But I also loved My yoga studio provided its When I spoke to
7		X	<b>Because so many studios</b>  When I spoke to	"Getting to see everyone "It honestly feels like But I also loved I missed touching my Yoga teachers, it seems
8	X		<b>"Getting to see everyone</b>	I ride a high When I spoke to Yoga teachers, it seems

### Begründungen

#### 0

The text says: "At 16 I signed up for it – along with all the other misfits who weren't enrolled in typical private-school sports such as lacrosse or field hockey – and learned crow pose and breathing techniques from a long-haired ageing hippie with a gentle demeanour." When Meltzer started yoga at school, it was therefore contrary to the norm.

#### 1

The text says: "I have never thought of myself as a natural teacher, but I loved it." Meltzer therefore has not always felt that she is good at instructing others.

#### 2

The text says: "I like being in charge, putting together a playlist, watching students tumble out of class in a relaxed afterglow." Meltzer therefore enjoys being in control and responsible for a situation.

#### 3

The text says: "Friends came by, but so did people I didn't know, and they started to come every week, which was thrilling: I knew what I was doing enough that people wanted more." Because of the encouraging reaction of her students, Meltzer therefore became more confident.

#### 4

The text says: "My yoga studio provided its teachers with notes on setting up, from how to best position our phones to tips on creating as inviting a space as possible in a tiny New York apartment (plants and natural light are good, dirty floors and clutter are best avoided)." Meltzer therefore did not have to invest a lot of time in finding out how to create a pleasant atmosphere in her yoga sessions.

#### 5

The text says: "I tend not to speak a lot during my classes. It's a conscious choice based on years of wishing that I could zone out and not have to hear a teacher chattering along. But a lot of silence while demonstrating poses alone in front of a screen just translates to dead air, which feels awkward, so I found myself making commentary to fill up the silence." Meltzer therefore talks more in her lessons than before.

**6**

The text says: "But I also loved that anyone could join, and students could say hello or send a comment through the app. (That said, I could have done without the person who kept messaging me to say I should change my music.)" Meltzer therefore did not appreciate one participant's feedback on one feature.

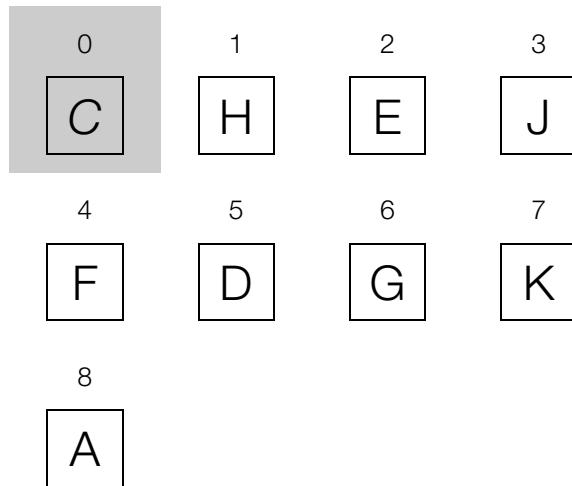
**7**

The text says: "Because so many studios have taken their classes online, I've also got to tune into some of my favourite far-flung teachers and friends, from Portugal to Los Angeles." Due to current conditions, Meltzer is therefore in touch with her colleagues.

**8**

The text says: "'Getting to see everyone, talk and hang out in the moments before and after class, getting to watch the students as they practise and teach right to them, it's been incredible and unexpected,' she [Kyle Miller] said". One of Meltzer's colleagues therefore states that online lessons leave room for some private exchange.

### 3 Marketing for millennials



#### Begründungen

**0**

The paragraph begins by drawing a comparison between elderly people and old firms. The text says: "Older people are not the only ones to try too hard to be hip and youthful. Long-established firms can, too."

**1**

The paragraph continues by giving an example to illustrate the point made in the previous sentence. The text says: "Just look at Procter & Gamble (P&G), one of the world's largest consumer-goods firms, which this year applied to America's federal patent office to trademark LOL, NBD, WTF and FML, abbreviations commonly used in text messages and social media. If it succeeds, the 181-year-old firm plans to use the phrases to market soap, cleaners and air fresheners to young buyers."

**2**

The paragraph begins by saying that firms do not understand what characterises millennials. The text says: "To many they are a mystery. KPMG, a consultancy, reckons nearly half do not know how millennials—typically defined as those born between 1980 and 2000—differ from their older counterparts."

**3**

The paragraph continues by saying that much of what is believed about millennials is inaccurate and illustrates this point with an example. The text says: “Many claims about them are simplified or wrong. It is often said, for example, that they ignore conventional ads; in fact they are heavily influenced by marketing.”

**4**

The paragraph begins by stating the consequence of the point made at the end of the previous paragraph and illustrates this consequence with an example. The text says: “Given such misconceptions, it is little wonder that firms sometimes get it wrong. In February, MillerCoors, [...] released Two Hats, a [...] brew the beer-maker said would suit millennials’ tastes and budgets [...]. Consumers just waited; the beer was pulled from shelves after six months.”

**5**

The paragraph takes up the first of the three approaches mentioned in the previous paragraph; transparency, and gives an example. The text says: “In clothing, one example is Everlane, an online clothing manufacturer based in San Francisco. It discloses the conditions under which each and every garment is made and how much profit it generates as part of its philosophy of ‘radical transparency’.”

**6**

The paragraph gives an example of a firm that has attracted millennials by becoming more transparent. The text says: “ConAgra, an American food giant, has simplified its recipes and eliminated all artificial ingredients from many of its snacks and ready meals. After years of falling sales, it is growing again; millennials now account for 80% of its customer growth.”

**7**

The paragraph takes up the second of the three approaches mentioned; experiences (over things), and illustrates this with examples. The text says: “Millennials’ appreciation of experiences over ‘stuff’ is also real. Online platforms such as Airbnb have capitalised on youngsters’ taste for splurging on holidays, dinners and other Instagrammable activities, but so too have some older bricks-and-mortar firms.”

**8**

The paragraph takes up the third of the three approaches mentioned; flexibility, and illustrates this with an example related to the financial situation of millennials. The text says: “Younger consumers also have more debt, fewer assets and less job security than previous generations. In this regard, flexibility matters. Ally Bank, a subsidiary of Ally Financial, the former financial wing of General Motors, for example, does not charge its current-account customers any maintenance fees or require them to hold minimum balances.”

#### 4 London’s best ethical fashion shops

0	1	2	3
B	A	F	E
4	5	6	7
A/F	A/F	D	B/C
8	9		
B/C	A		

## Begründungen

**0**

Text B contains the answer: "All clothes are handmade by female artisans paid above the London Living Wage, including homespun knitwear by the Enfield Knit and Natter group and motif tees painted by migrant mothers in Tower Hamlets." Birdsong is therefore best for people who want to support craftswomen from various cultures.

**1**

Text A contains the answer: "From bamboo socks and toothbrushes to luxe Desmond & Dempsey pyjamas, you'll find pretty things for gifting and plenty to keep your ethical lifestyle going strong." The Keep Boutique is therefore best for people who are looking for exclusive presents.

**2**

Text F contains the answer: "Boasting a galaxy of independent womenswear, menswear, homeware, beauty and lifestyle brands, this online marketplace opened a new flagship bricks-and-mortar store in Coal Drops Yard this year." Wolf & Badger is therefore best for people who enjoy now being able to purchase their goods not only over the internet.

**3**

Text E contains the answer: "Other, the shop's eponymous label, is produced entirely in the UK using fabric sourced from UK suppliers and mills." Other/Shop is therefore best for people who want to support the clothing industry across the country.

**4 + 5**

Text A contains the answer: "From bamboo socks and toothbrushes to luxe Desmond & Dempsey pyjamas, you'll find pretty things for gifting and plenty to keep your ethical lifestyle going strong."

Text F also contains the answer: "Boasting a galaxy of independent womenswear, menswear, homeware, beauty and lifestyle brands, this online marketplace opened a new flagship bricks-and-mortar store in Coal Drops Yard this year."

The Keep Boutique and Wolf & Badger are therefore best for people who are also interested in a range of products other than clothes.

**6**

Text D contains the answer: "As well as relieving Crouch End's fashionistas of their unloved threads (they sell, you keep 50 percent of the profit), staff double as personal shoppers and are always happy to dole out styling advice." Change of Heart is therefore best for people who need help with deciding what looks best on them.

**7 + 8**

Text B contains the answer: "All clothes are handmade by female artisans paid above the London Living Wage, including homespun knitwear by the Enfield Knit and Natter group and motif tees painted by migrant mothers in Tower Hamlets."

Text C also contains the answer: "Look out for the dresses by Pink City Prints, which are hand-loomed, hand-printed and hand-embroidered in Jaipur, by artisans paid well and treated fairly."

Birdsong and Lowie are therefore best for people who appreciate traditional craftsmanship.

**9**

Text A contains the answer: "The result was a haven of cool amid the bustle of Brixton Village, where chic products by 'brands with true integrity' hang from artful indoor tree branches." The Keep Boutique is therefore best for people who delight in seeing clothing displayed in an unusual way.

## Bildquelle

Aufgabe 2: © Jacob Lund / [www.shutterstock.com](http://www.shutterstock.com)

## Textquellen

Aufgabe 1: Nicholls-Lee, Deborah: Fishing for plastic: the Amsterdam canal tour with a difference.

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Aufgabe 3: Autor/in nicht genannt: Established firms try dancing to a millennial tune.

<https://www.economist.com/business/2018/10/04/established-firms-try-dancing-to-a-millennial-tune> [22.03.2024] (adaptiert).

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