



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2012

**ENGLISH HOME LANGUAGE P1
MEMORANDUM**

MARKS: 70

This memorandum consists of 8 pages.

SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

NOTE:

- This marking memorandum is intended as a guide for markers.
- It is by no means prescriptive or exhaustive.
- Candidates' responses should be considered on merit.
- Answers should be assessed holistically and marks awarded where applicable in terms of decisions taken at the standardisation meeting.
- The memorandum will be discussed before the commencement of marking.

INSTRUCTIONS FOR MARKERS

Marking the comprehension:

- Incorrect spelling in one-word answers should not be marked wrong, unless the spelling changes the meaning of the word.
- Incorrect spelling and language errors in longer responses should not be penalised, because the focus is on understanding.
- For **open-ended questions**, no marks should be awarded for YES/NO or I AGREE/I DISAGREE. The reason/substantiation/motivation is what should be considered.
- For TRUE/FALSE or FACT/OPINION questions, the mark should be split, i.e. award 1 mark for TRUE/FALSE or FACT/OPINION and a mark for the reason/substantiation/motivation/quotation. The mark for the reason/substantiation/motivation/quotation should **only** be awarded if the TRUE/FALSE or FACT/OPINION part of the question is correct. (One cannot award a mark for substantiation or an interpretation (TRUE/FALSE or FACT/OPINION) that was wrong in the first place.)
- For questions which require quotations from the text, **do not** penalise candidates for omitting the quotation marks or for an incorrect spelling within the quotation.
- When one-word answers are required and the candidate gives a whole sentence, mark correct **provided that** the correct word is underlined/highlighted.
- When two/three facts/points are required and a range is given, mark **only** the first two/three.
- If a candidate uses words from a language other than the one being examined, disregard those words, and if the answer still makes sense, do not penalise.
- However, if a word from another language is used in a text and required in an answer, this will be acceptable.
- Accept dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding to the correct answer AND the answer written out in full.

SECTION A: COMPREHENSION**QUESTION 1: READING FOR MEANING AND UNDERSTANDING****QUESTIONS: TEXT A**

- 1.1 1.1.1 How is the boot camp mentioned in paragraph 1 different to the accepted concept of a boot camp?
- **Accepted concept is of an isolated camp where people are put through very tough physical sessions in order to become united/tougher/rehabilitated from substance abuse or for criminally corrective purposes. Here the concept is to get youngsters away from physical isolation of Internet world and back into real world.** (2)
- 1.1.2 Why are young people who are addicted to cyberspace/the web sent there?
- **They have become too isolated/do not know how to function in society/need to be re-integrated into real world/are in danger of succumbing to their obsessive cyberspace addiction and even dying and need to be saved.** (2)
- 1.2 1.2.1 What are the connotations of the word “boasts” in this paragraph?
- **They are proud of this/proud of their position.** (1)
- 1.2.2 What is the downside to Korea’s being “the most wired nation on Earth”?
- **It is too easy (and too tempting) to live and function in a virtual world away from reality and healthy pursuits.**
 - **Korea’s citizens are more likely to become addicted to the internet and therefore to suffer from mental health issues.** (2)
- 1.3 Internet use in Korea has become:
C obsessive. (1)
- 1.4 What comment would you make to the Korean government with regard to the venue of and enrolment at these Rescue Camps? Base your answer on information found in this paragraph.
- **Good idea/concept and good choice of venue (away from most technology) (1) BUT far too few (and male only) are being catered for at a time (1).** (2)
- 1.5 What is implied by the use of the verb, “wean”?
- **Implies they are like children – too dependent on the Internet.** (1)

- 1.6 Based on the whole article, do you feel that the Internet Rescue Camp is going to provide a lasting solution to the problem?
- **NO – too few involved/cannot guarantee that they will change their ways permanently. They will not have the constant surveillance at home which they get at camp. Even comment of participant that he will cut down to five hours is shocking!**
 - **YES – less likely response, but candidates may argue that campers will be introduced to, and possibly enjoy, other pursuits and so cut down on Internet time.** (3)
- 1.7 The final sentence of the article is somewhat ironic. Explain. (2)
- **Five hours a day is still obsessive – hardly a cure!**

QUESTIONS: TEXT B

- 1.8 1.8.1 “Ostensibly” means:
- **C superficially.** (1)
- 1.8.2 In what way could *Farmville* be seen as a *banal* game?
- **It is very basic/boring/mundane/not wildly exciting.** (1)
- 1.9 1.9.1 Clearly explain the paradox in the second sentence.
- **Contradictory in that *Farmville* is a game which should offer freedom from restrictions, yet it is a game based on restrictions and predictability. Those playing it play it because of these reasons.** (3)
- 1.9.2 What issues are highlighted by the use of the rhetorical question at the end of the paragraph?
- **He is in fact commenting on the boring, nonsensical aspect of the game. He is questioning the reasons for the game’s popularity.** (2)
- 1.10 Before the final sentence, the writer offers three reasons in the article as to why so many people play *Farmville*. What are they? Remember to use your own words.
- **They can earn rewards (1) /they can decorate their farms for others to see (and perhaps envy) (1) /they enjoy the feeling of belonging which playing the game engenders (1).** (3)

QUESTIONS: TEXT C

- 1.11 Why would responding to this advertisement NOT be useful to the majority of Koreans?
- **It would keep them online – the problem is to get them away from Internet and back into the real world. It might also encourage a return of their “bad” ways.** (2)
- 1.12 Do you think the players of *Farmville* Games would have an interest in this advertisement? Justify your response.
- **NO – they play *Farmville* simply to belong to a group / they would not see themselves as being in need of any therapy sessions.** (2)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2: SUMMARISING IN YOUR OWN WORDS**

Use the following main points that the candidate should include in the summary, as a guideline.

- 2.1 **Plan your day, making sure you keep to your schedule. (10)**
- 2.2 **Set clear goals so you do not waste time. (9)**
- 2.3 **Work according to a set schedule, tackling difficult jobs first. (10)**
- 2.4 **Diarise all important dates and contact details. (7)**
- 2.5 **Complete each task well rather than try to multitask. (9)**
- 2.6 **Respond to emails immediately at scheduled times. (7)**
- 2.7 **Work at good time management. (5)**

Marking the summary:

- Candidates should present the summary in the required format. Summaries not presented in the required format but reflecting another format of summarising as prescribed in the Subject Statement for languages **should be assessed**.
- Candidates **must** indicate the word count **correctly**.

Award marks as follows:

- **7 marks for 7 points**
- **3 marks for language**

Penalties:

- If the candidate has not presented the summary in the required format, the candidate should be penalised by deducting 1 mark from the total mark awarded.
- If the candidate has not presented the summary in the form of commands, do not award the three marks for style.
- For direct quotations of **whole sentences**, penalise as follows from the total mark awarded for the points:
 - 1 – 3 whole sentences quoted: no penalty**
 - 4 – 5 whole sentences quoted: deduct 1 mark**
 - 6 – 7 whole sentences quoted: deduct 2 marks**
- Language errors (grammar, spelling, punctuation): deduct from the 3 marks for language as follows:
 - 0 – 4 errors: no penalty
 - 5 – 10 errors: subtract 1 mark
 - 11 – 15 errors: subtract 2 marks
 - 16 errors or more: subtract 3 marks
- **To avoid the anomaly that a candidate is able to score more marks for language than for the summary which is the core assessment task, please take note that the language mark distribution shall be as follows:**
 - To be awarded **1 language mark**, at least **1 – 3** points should be correct.
 - To be awarded **2 language marks**, at least **4 – 5** points should be correct.
 - To be awarded **3 language marks**, at least **6 – 7** points should be correct.
- Subtract 1 mark from the total marks awarded for the points and language usage for not indicating the word count or if the summary is too long.

NOTE: Abbreviations should not be used but should they appear in the summary they must be counted as the number of words they represent.

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3****QUESTIONS: TEXT E**

- 3.1 3.1.1 How does this advertisement serve to boost the image of BP?
- **It wants to be seen as a positive company caring about various issues with regard to the environment, thus enhancing its image.** (2)
- 3.1.2 In your opinion, is the graphic effective given the text of this advertisement?
- **YES – striking to see planet and then read of environment’s destruction OR**
 - **NO – too vague/has been seen too often so has lost its effect.** (2)

QUESTIONS: TEXT F

- 3.2 3.2.1 How does the graphic support the text of this advertisement?
- **The oil pipe is going on a winding path – going around corners to search for new energy. It resembles the snake well drill mentioned in the text.** (2)
- 3.2.2 Clearly explain the pun in the heading.
- **Pun is on “to think around corners” – literally the oil pipes will have to bend and snake around underground AND figuratively – Shell will have to think creatively/divergently to find new sources.**
- (Candidate must have both “legs” of the pun.) (2)

QUESTIONS: TEXT E AND F

- 3.3 3.3.1 How are both advertisements not typical of advertisements for petrol companies?
- **Focus is more on environment than on the product.** (1)
- 3.3.2 Why do both advertisements focus on the future?
- **To show the concern of the petrol companies (especially in all-important environmental issues).** (1)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA**QUESTIONS: TEXT G**

- 4.1 4.1.1 Many cartoons rely for their effect on stereotypes. Discuss to what extent Mother Anderson and young Thandi, Lizeka's little sister, reflect stereotypes in South Africa.
- **Mother Anderson is a stereotypical older white lady with her newspaper and her evening drink. Thandi is not a stereotype – we do not expect her to be so politically-aware at her age.** (2)
- 4.1.2 Why are there no words in frames 6 and 10?
- **Mother Anderson is flabbergasted/she has no comment.** (1)
- 4.1.3 Why does Mother Anderson say, "It's so hard to tell a fairy tale in this country (South Africa)"? In your answer, mention the use of satire in this cartoon.
- **Even children have been affected by some of the occurrences in South Africa – to the point that even a well-known fairy-tale is twisted to fit local circumstances. It is satire because it is mocking the fact that the stark realities of life in South Africa even cloud the perceptions of a child.** (3)

QUESTIONS: TEXT H

- 4.2 4.2.1 Explain why you would or would not advise your grandparents to go for a walk on the beach at East London on Sunday afternoon (11 September).
- **Would NOT advise this as High Tide is expected at 15:28 – in the middle of the afternoon.
[Not it is cloudy or 21°.]** (1)
- 4.2.2 Why would it be inadvisable to go paragliding in Aliwal North on this day?
- **Only a light wind is indicated so the paraglider will not fly easily.** (1)
- 4.2.3 Your friend is taking an early morning flight to Bloemfontein and leaving from East London. How would you advise him/her to dress for this day?
- **Need to be prepared for a cold start – then much warmer during the day in Bloemfontein, so good idea to wear layers or to take a coat/jacket which can be removed later.** (2)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 There is an incomplete verb in paragraph 1. Rewrite the sentence correcting this error.
- **I always have ADORED and always shall adore eating chocolate.** (1)
- 5.2 Correct the common error in paragraph 2 and underline your correction.
- **I enjoy sweets as well** (1)
- 5.3 Find the misspelt noun in the first three paragraphs and correct its spelling.
- **Favorite – favourite** (1)
- 5.4 Name the common error in paragraph 3.
- **Ending a sentence with a preposition.** (1)
- 5.5 Write down and correct a malapropism in paragraph 4.
- **Ravishing – ravenous** (1)
- 5.6 Refer to the underlined words in paragraph 5. Which is the correct one to use here? Give a reason for your answer.
- **Data is – in non-scientific use it is treated as a mass noun and therefore singular (1) OR**
 - **Data are – data is the plural of datum (1)**
- (Only award mark if correct reason supplied.)** (1)
- 5.7 Prove that the final sentence of paragraph 5 is a compound sentence.
- **It contains three main clauses/there are no subordinate clauses.** (1)
- 5.8 Supply the auxiliary verb which best fits the gap labelled 5.8 in paragraph 6.
- **Ought** (1)
- 5.9 Refer to the first sentence of paragraph 6. Recast the sentence in the past tense beginning: My mother said that ...
- **My mother said that I WAS one of the worst chocoholics she KNEW.** (2)

[10]**TOTAL SECTION C: 30****GRAND TOTAL: 70**