



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2013**

**ENGLISH HOME LANGUAGE P1  
MEMORANDUM**

**MARKS: 70**

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This memorandum consists of 8 pages.

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**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 Jesuits were known for their great religious enthusiasm. Therefore, “a Jesuitical passion” implies that the author:
- **C is fanatical about books** (1)
- 1.1.2 Why does the author feel it necessary to mention his love of reading and of seeing children read?
- **He wants to show that he is not against books, but that he acknowledges that reading can be done via electronic devices – reading in any form is to be valued.** (2)
- 1.2 1.2.1 In what way can books be seen as an “anachronism” today?
- **They are out-of-date/obsolete/part of history.** (1)
- 1.2.2 How does paragraph 2 contradict paragraph 1?
- **In paragraph 1, he states how he loves to see children reading books, yet in paragraph 2, he expresses the opinion that books are obsolete/part of history.** (2)
- 1.3 1.3.1 “**Open secret**” is an oxymoron. Clearly explain the concept of an open secret.
- **It is something of which people are actually aware, a supposed secret yet not a secret at all!** (1)
- 1.3.2 With so many books being available on the internet, why do South Africans still collect so many books, according to the author? (Remember to use your own words.)
- **They are a sign of wealth and status (candidate must not quote “conspicuous consumerism” but must explain this concept).** (2)
- 1.4 The author makes a strong case for the use of the Kindle in the classroom. Mention FOUR advantages.
- **Any four of the following:**
  - **Does not require lots of government administration**
  - **Fairly cheap/accessible to most**
  - **Good match in school environment**
  - **Only needs to be charged monthly**
  - **Uses a Blackberry charger which is fairly common**
  - **Can store 2 000 books**
  - **Has an individual e-mail address so it is private and individual** (4)

- 1.5 The author feels that issuing every child with a Kindle would provide a “silver-bullet remedy”. Clearly explain the meaning of this metaphor.  
**Words imply speed (bullet) and quality (silver) of the cure/remedy.** (2)
- 1.6 Why do you think would Amazon probably be delighted to supply a Kindle to all South African learners? Give TWO reasons.  
**• Good publicity.**  
**• Very large market means lots of profit.** (2)
- 1.7 How can the final sentence of TEXT A [“It is time to nationalise the Kindle”.] be taken as a rallying call?  
**• It is his punch line/the whole point of his article/what his article has been proposing.** (1)
- 1.8 Based on this entry, do you feel that the Kindle e-reader is aptly named? Give reasons for your answer.  
**• YES – It metaphorically causes a glow as it stirs the reader to find knowledge and gives birth to new ideas through improved access to books.**  
(Answer must link directly to aspects of the definition.) (3)
- 1.9 Explain the paradox contained in the words, “Books aren’t dead. They’re just going digital”.  
**• It simply means that books in the present form will no longer exist, because they will now take a new form by being available electronically instead.** (2)
- 1.10 How can the future of reading be “just a click away”?  
**• Books will be available whenever the reader clicks his electronic reader/Kindle.** (1)
- 1.11 Comment on any TWO features of the graphic in TEXT B which enhance the message of TEXT A.  
**• The wording reassures readers that books are not going to disappear.**  
**• The reader looks happy/excited at the prospect.** (2)
- 1.12 The Kindle has a realistic place in South African schools. Provide TWO points for and TWO points against this argument.  
**• FOR – no more failed textbook deliveries/good control through private e-mail address/lighter to carry/more books can be stored in one place/gives reader access to the internet too. (Any 2)**  
**• AGAINST – too many learners to satisfy or reach all/too expensive for many learners/could get stolen or lost because it is so small/might be abused by learners. (Any 2)** (4)

**TOTAL SECTION A: 30**

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

Your mother wants to shop online, but she is nervous about the safety of shopping this way. Read the text below and then, in **NO MORE THAN NINETY WORDS**, summarise the main points for her. Your summary may be presented as a fluid paragraph **OR** as a point-form summary, consisting of **SEVEN** points. Please note:

- You must use your **OWN** words, as far as possible.
- You must write in **FULL** sentences.
- You need not supply a heading.
- State the correct number of words used, at the end of your summary.

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

- **Verify the identity of online companies you want to use.**
- **Do not assume that an online company is as reliable as its real world equivalent.**
- **Check comments and reviews from other users.**
- **Check all details before you press the send button.**
- **Make sure that your credit card has online fraud protection.**
- **Keep a detailed record of all your purchases.**
- **Be on the alert for phishing/fraud.**

**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**. **Do not mark over 95 words**.

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

**Award marks as follows:**

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

**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.

**TOTAL SECTION B: 10**

**SECTION C: LANGUAGE IN CONTEXT****QUESTION 3: ANALYSING ADVERTISING**

- 3.1 This advertisement promises FREE ADMISSION. To what is free admission promised?
- **To attend the Go Global Expo/seminar/talk.** (1)
- 3.2 Comment in detail on the effect of the graphic. Pay attention to the figure in the foreground and to the background.
- **The young man in the foreground looks free and happy doing a handstand because he is excited about the prospect of going abroad. (1)**
  - **The background shows sea and distant mountain and looks dreamy/romantic/promising. (1)** (2)
- 3.3 The logos of firms or businesses which endorse this advertisement are displayed at the bottom of the page. Why would they want their logos to appear here?
- **To show their support for the project. (1)**
  - **To gain coverage/advertise themselves. (1)** (2)
- 3.4 Why would a keynote speaker make an appearance? (Refer to the insert in the bottom left-hand corner.)
- **To further entice prospective followers/to give first-hand experience to convince prospective followers.** (1)
- 3.5 Would such an advertisement appeal to you? In your answer, make clear reference to the heading and to information provided in the advertisement.
- **This would appeal to those who are adventurous and/or altruistic. Perhaps also to those who are not sure about future direction. It looks enticing and seems above board – note endorsements. Could be fun way of meeting people. Possible drawback – no costs mentioned.**  
(Look for good personal response. Accept mixed answers too.) (4)
- [10]**

**QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA**

- 4.1 How can you tell that George is extremely relaxed?
- **No shoes on, only socks on and feet relaxed/snoring peacefully/hand on stomach/neatly tucked into couch/e-book over his eyes.** (Any 2) (2)
- 4.2 Give ONE word to describe the look on his wife's face.
- **Disgusted/scornful** (1)

- 4.3 Comment on the irony of the fact that she is talking on a cell phone as she criticises her husband.
- **She is critical of his use of technology, yet she is using her cellphone to communicate with someone!** (2)
- 4.4 What does this cartoon say about family relationships and this family, in particular?
- **Technology is separating families, this one in particular. There is no longer face to face communication. (It is easier to communicate via technology.)** (2)
- 4.5 How can you tell that Andy's dad is probably not used to using a computer?
- **He appears to be using only one finger to type/both parents are deep in concentration in front of the computer.** (1)
- 4.6 Rewrite Andy's dad's words (from "How ..." to "... fine") in reported speech. Begin: Andy's dad asked him...
- **... how he had been. (1/2) He said that (1/2) he (1/2) and Andy's mother were (1/2) fine. (4 x 1/2)**  
**(Conjunction may be used after full-stop after "been".)** (2)
- [10]

#### QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 Name the part of speech (word class) which could replace the semi-colon in line 1.
- **Conjunction** (1)
- 5.2 An apostrophe has been omitted in paragraph 1. Write down the word, correctly punctuated.
- **Parents'** (1)
- 5.3 Clearly explain why the question at the start of paragraph 2 is NOT rhetorical.
- **There IS a definite answer/the answer is given.** (1)
- 5.4 Why is it stylistically correct to place a comma before "and" at the end of paragraph 2?
- **To add emphasis to the final clause** (1)
- 5.5 "Entropeneurs" (paragraph 3) is spelt incorrectly. Rewrite this word correctly.
- **Entrepreneurs** (1)

- 5.6 “Dropped the baton” (paragraph 3) is an example of:
- **B euphemism.** (1)
- 5.7 Why is Apple written with a capital letter?
- **It is a proper noun/the name of a product.** (1)
- 5.8 Rewrite paragraph 4, correcting TWO obvious errors. Underline your corrections.
- **I didn’t see it then, but it turned out that getting fired from Apple was the best thing that could ever have happened to me: what had been a part of my life was gone.** (2)
- 5.9 What is a “commencement address” (mentioned in the source of article information below paragraph 4)?
- **The speech given at the start of an awards ceremony at a university or institution of higher learning.** (1)

**[10]**

**TOTAL SECTION C: 30**  
**GRAND TOTAL: 70**