



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2014

**ENGLISH HOME LANGUAGE P1
MEMORANDUM**

MARKS: 70

This marking guideline consists of 7 pages.

MARKING THE COMPREHENSION

- Because the focus is on understanding, incorrect spelling and language errors in responses should not be penalised unless such errors change the meaning/understanding. (Errors must still be indicated.)
- 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.
- 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.
- No marks should be awarded for TRUE/FALSE or FACT/OPINION. The reason/substantiation/motivation is what should be considered.
- 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.
- Accept dialectal versions.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full.

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

- 1.1 1.1.1 Well-known means that people know about it./When someone says “Nando’s”, there is no need to explain what it is. Popular implies that it is well-liked/sells well. (2)
- 1.1.2 It is an abbreviation of the first name of one of its founders, Ferdinand. (1)
- 1.1.3 The concept/franchise/name and style of the restaurant is set up in other countries. (1)
- 1.2 People like to take some responsibility for their meal AND they also enjoy being served/looked after. (2)
- 1.3 This is very unusual/unexpected/refreshing/a good idea. One would not expect art to be displayed inside a fast-food outlet. (2)
- 1.4 1.4.1 This means that those customers will remember the outlet and be inclined to go back for another meal. They intend or will definitely think about going back there. (2)
- 1.4.2 They encourage them – they offer free cold drink refills and safety which allows teenagers to go there without adults. (2)
- 1.5 1.5.1 They use Facebook (social media) regularly – AND they have a blog letting friends/customers know which famous people have visited their outlets. (2)
- 1.5.2 It has great family appeal. It is well-known for its unique food. The food is predictable and therefore, trustworthy. There is always a friendly atmosphere to greet customers. Their service is excellent. (Any two different comments.) (3)
- 1.6 1.6.1 Astute. (1)
- 1.6.2 They employ a clever use of language, frequently using satire to ridicule a topical issue and even courting controversy and criticism. Their humour is up-to-date and catchy. (2)
- 1.6.3 This means that it spreads incredibly quickly by electronic means. (1)
- 1.7 Yes – Nando’s seems to have a very successful brand appeal. Their product is good and they are equally well-known for their humour/art. (2)
- 1.8 Trouble-maker – from TEXT A.
Stirrer – own word. (2)

- 1.9 This is opportunistic as the advertiser is relying on the good name of the icon, Nelson Mandela. By allying themselves to him, they gain mileage/attract customers. (By wishing him a happy birthday, they also express good will.) Two valid points needed. (2)
- 1.10 Yes – the product is so well-known that it hardly needs advertising. People have come to expect clever humour and/or controversy instead. Through this, the product is advertised anyway. (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

(Any SEVEN (7) valid points are to be credited in paragraph-form.)

Quotes	Own words/Points
1. "Most South Africans are willing to sacrifice comfort to explore new frontiers ..."	1. Most South Africans are willing to have less comfort in order to travel more.
2. "... 62% are willing to sacrifice eating out at restaurants ..."	2. Over half said they would happily forego eating at restaurants.
3. Make your own snacks to take with you everywhere," one respondent wrote.	3. People are prepared to make their own snacks to save money.
4. "... tourists most commonly jettison junk food, alcohol and cigarettes".	4. Over a third of them are prepared to give up luxuries.
5. "Others advised staying in hotels further away from bustling metropolitan areas."	Many stay further from city centres in order to save on accommodations bills.
6. "They have become fastidious and unceasing in the quest for a frugal flight ..."	They are determined to find the cheapest flight possible.
7. "... most travellers refused to be disconnected from social media ..."	7. They are still willing to spend money to stay connected on social networks.
8. "The content manager cited the powerful role social media could play in "bragging rights" while abroad."	8. Tourist still love to show off and let others know where they are.

PARAGRAPH

Most South African travellers are willing to have less comfort when they travel in their quest to travel more. They willingly forego luxuries such as eating out at restaurants and having treats, often making their own snacks. Some opt for cheaper hotels further from the city centres. They also do careful research in order to find the cheapest flights. However, almost three-quarters of those surveyed refused to be disconnected from their social media and are willing to pay expensive roaming charges, largely so that they can brag about where they are.

(91 words)

Marking the summary:

The summary should be marked as follows:

- **Mark allocation:**
 - 7 marks for 7 points (1 mark per point)
 - 3 marks for language
 - Total marks = 10
- **Distribution of language marks when candidates have used their own words:**
 - 1 – 3 points correct: award 1 mark
 - 4 – 5 points correct: award 2 marks
 - 6 – 7 points correct: award 3 marks
- **Distribution of language marks when candidates have quoted verbatim:**
 - 6 – 7 quotes – award no language mark
 - 1 – 5 quotes – award 1 language mark: award 2 marks
- **Word count:**
 - Markers are required to verify the number of words used.
 - Do not deduct any marks if the candidate fails to indicate the number of words used or if the number of words used is indicated incorrectly.
If the word limit is exceeded, read up to the last sentence above the stipulated upper limit and ignore the rest of the summary.

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT

Marking SECTION C:

- Spelling:
 - One-word answers must be marked correct even if the spelling is incorrect, unless the error changes the meaning of the word.
 - In full sentences, incorrect spelling should be penalised if the error is in the language structure being tested.
 - Where an abbreviation is tested, the answer must be punctuated correctly.
- Sentence structures must be grammatically correct and given in full sentences/as per instruction.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

- 3.1 The letters on an eye chart start off extra-large and get progressively smaller as they do here. (2)
- 3.2 The slogan is, “we see what others miss.” This slogan implies that they pay attention to the minute details. These “smallest of details” are vital in the insurance business. (2)
- 3.3 Yes – it implies that rescue is at hand and that the safety and well-being of the client is very important. **OR**
 No – a physical lifeline is not what is needed/this illustration is too obscure and does not relate to the insurance industry.
 Credit a mixed response with valid comments. (2)
- 3.4 It would appeal to those who wish to swap books and read more/to those who need their eyes to be tested/to those who wish to get rid of unwanted books and get different ones to read/to those who wish to make a donation to help others. (Any 3 x 1) (3)
- 3.5 These logos list the names of societies or groups who work to improve people’s eyesight. / Their presence here shows that they endorse the project. (1)
- [10]**

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 Exasperated. She cannot communicate effectively with the two Maths students as they can only respond to her comments in a literal manner/they misinterpret her comments because they are incapable of understanding them on a figurative/metaphorical level. (3)
- 4.2 They turn to face each other AND they celebrate their mutual understanding by using hi-fives/slapping each other’s hands. (2)

- 4.3 Thandi mentions the example of the rotten apples to highlight a mathematical concept. The two students choose to interpret it literally and are outraged about the rotten apples being sold. They look confused in frame 3 and then enlightened in frame 6. (3)
- 4.4 The poor education system, weak/absent teachers/satisfaction with mediocrity – any TWO. (2)

[10]**QUESTION 5: USING LANGUAGE CORRECTLY**

- 5.1 Carrying (1)
- 5.2 (Possessive) adjective (1)
- 5.3 There is no subject AND there is no tense. (2)
- 5.4 5.4.1 Guerrilla (1)
- 5.4.2 Suits (1)
- 5.5 There are FAR too many. (1)
- 5.6 5.6.1 Etcetera (must be spelt correctly) (1)
- 5.6.2 A – abbreviation (1)
- 5.7 They create compound ADJECTIVES (not “ words”) (1)

[10]

TOTAL SECTION C: 30
GRANDTOTAL: 70