



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2017

ENGLISH HOME LANGUAGE P1

MARKS: 70

TIME: 2 hours



This question paper consists of 14 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:
SECTION A: Comprehension (30)
SECTION B: Summary (10)
SECTION C: Language Structures and Conventions (30)
2. Read ALL the instructions carefully.
3. Answer ALL the questions.
4. Start EACH section on a NEW page.
5. Rule off after each section.
6. Number the answers correctly according to the numbering system used in this question paper.
7. Leave a line after each answer.
8. Pay special attention to spelling and sentence construction.
9. Suggested time allocation:
SECTION A: 50 minutes
SECTION B: 30 minutes
SECTION C: 40 minutes
10. Write neatly and legibly.

SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

Read TEXTS A and B and answer the questions set.

TEXT A

MASS MEDIA BRAINWASHING		
1	Propaganda must always be essentially simple and repetitious. The most brilliant propagandist technique will yield no success unless one fundamental principle is borne in mind constantly ... it must confine itself to a few points and repeat them over and over. – Joseph Goebbels, Nazi Propaganda Minister	5
2	How fortunate for governments that the people they administer don't think. – Adolf Hitler	
3	Take it from Goebbels and Hitler, true experts on mass-brainwashing. And the U.S. government, particularly the CIA, has learned a great deal from the Nazis. The Nazis in turn learned a great deal from American corporate advertising techniques and the American mass-media. The American corporate mass-media is the world's greatest practitioner of what its student Goebbels preached: repeating simple-minded lies over and over for months and years, until the lies take on a life of their own and all the American sheeple repeat them unthinkingly as commonly accepted "facts".	10 15
4	The fact is that mass media, especially through television, is a source of brainwashing. A researcher named Herbert Krugman, who later became manager of public-opinion research at General Electric, decided to try to discover what goes on physiologically in the brain of a person watching TV. He chose a subject and taped an electrode to the back of her head which was connected to a computer.	20
5	Krugman began monitoring the brain-waves of the subject. What he found through repeated trials was that within about thirty seconds, the brain-waves switched from predominantly beta waves, indicating alert and conscious attention, to predominantly alpha waves, indicating an unfocused, receptive lack of attention: the state of aimless fantasy and daydreaming below the threshold of consciousness. When Krugman's subject turned to reading through a magazine, beta waves reappeared, indicating that conscious and alert attentiveness had replaced the daydreaming state.	25
6	What surprised Krugman, who had set out to test the effect of TV-viewing on the mind, was how rapidly the alpha-state emerged. Further research revealed that the brain's left hemisphere, which processes information logically and analytically, tunes out while the person is watching TV. This tuning-out allows the right hemisphere of the brain, which processes information emotionally and noncritically, to function unimpeded. It appears, wrote Krugman, "that the mode of response to television is more or less constant and very different from the response to print. That is, the basic electrical response of the brain is clearly related to the medium.	30 35

	Watching television encourages noncritical thinking while reading encourages critical thinking.	40
7	The key phrase in Krugman’s findings was that TV transmits information not thought about at the time of exposure. Later, however, when we encounter a real-life situation, a wealth of associations is triggered. A person’s recall of this information is evoked by the person or product itself, interacting with the stored data in their brain.	45
8	As real-life experience is increasingly replaced by the mediated “experience”, it becomes easy for politicians and market-researchers of all sorts to rely on a base of mediated mass experience that can be evoked by appropriate triggers. The TV “world” becomes a self-fulfilling prophecy: the mass mind takes shape, its participants acting according to media-derived impulses and believing them to be their own personal volition arising out of their own desires and needs. In such a situation, whoever controls the screen controls the future, the past, and the present.	50
9	The following statistics and research come from a television show called “ <i>TV and its impact on society and our kids</i> ” hosted by Dennis McCuiston featuring Sonja Ezell, a reading specialist and Hank Moore, a corporate strategist.	55
	<ul style="list-style-type: none"> • 60% of the American population and 50% of corporate America is functionally illiterate • 2–5 year olds spend 32 hours watching TV • 6–11 year olds spend 28 hours watching TV • 68% of children have a TV in their bedrooms watching 1,5 hours more TV than those who don't • 37% have cable access • 4 year olds watching the daily average (3,5 hours) were 25% more likely to become bullies • pre-schoolers who watch television violence, and play violent video games show much higher levels of aggression and antisocial behaviour than those not exposed. • a study of more than 700 families found that 14-year-old boys who watched relatively more television were more likely to have assaulted someone or committed a serious act of aggression by the time they were 22 years old. • there is a direct correlation between a child's weight and the number of hours the child spends watching television. • the number of sexual incidents that occur during prime time (7–9) has increased fourfold during the last 20 years. • nearly three out of four 15–17 year olds (72%) believe that sexual content on TV influences the behaviour of kids their age. 	60
		65
		70
		75
	[Adapted from nstarzone.com and frtv.org]	

AND

TEXT B

B1



B2



[Adapted from frtv.org]

QUESTIONS TEXT A

- 1.1 Explain what you understand under the title: “*Mass Media Brainwashing*”. (2)
- 1.2 What is the significance of the inclusion of the quotes by Goebbels and Hitler? (2)
- 1.3 What do you think the Nazis could have learned from American corporate advertising techniques? (Paragraph 3) (2)
- 1.4 Refer to the word **sheeple** in Paragraph 3.
- 1.4.1 Comment on the use of the word here. (2)
- 1.4.2 What tone is conveyed by this word? (1)
- 1.5 Indicate which type of brainwave will be observed when the following actions take place:
- Write only the words alpha or beta next to the number.
- 1.5.1 Taking down notes on poetry. (1)
- 1.5.2 Daydreaming in class. (1)
- 1.6 In which instance would the left side of the brain be employed more? Choose between A or B.
- A Reading the play *Othello*.
- B Watching the film based on the play. (1)
- 1.7 In your opinion, wherein lies the true danger of watching television indiscriminately?
- Refer to paragraph 9 for the following questions. (2)
- 1.8 What do you understand under the term “*functionally illiterate*”? (2)
- 1.9 After reading the statistics (which are based on the tendency of the American population), do you think a similar tendency might be found in South Africa? Motivate your response. (3)
- 1.10 Give an example of antisocial behaviour that pre-schoolers who watch television violence, (bullet no. 7) might exhibit. (1)

QUESTIONS: TEXT B1

- 1.11 What is significant about the age of the girls watching television? (2)
- 1.12 Describe the message given on the television screen in B1. (2)

QUESTIONS: TEXT B2

- 1.13 Explain in detail what is communicated about television in the picture at B2 by analysing the graphic (3)

QUESTIONS TEXT A AND B

- 1.14 Critically discuss whether the images shown in TEXT B support **OR** contradict the message of TEXT A. (3)

TOTAL SECTION A: 30

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

The edited passage below (TEXT C) is about “Simple Ways to keep a happy, healthy mind”.

You are required to do the following:

1. In a fluent paragraph, summarise suggestions on how to keep a healthy, happy mind.
2. Your summary should include SEVEN points (one from each paragraph).
3. Do NOT exceed **90 words**.
4. You are not required to supply a title for the summary.
5. Include your word count at the end of the summary.

TEXT C**SIMPLE WAYS TO KEEP A HAPPY, HEALTHY MIND**

- | | | |
|---|--|-------------|
| 1 | We all know that what we eat has a big impact on our physical wellbeing, but it also affects your mental happiness. As the old saying goes: a healthy body makes a healthy mind, so think about your diet and what foods you maybe eat too much of. | |
| 2 | Doing a little exercise every day has many different benefits; both mental and physical. When you exercise your body releases endorphins which can greatly improve your mood. You don't have to spend a lot of money and join a gym to get some exercise; walking or cycling to your destination instead of driving, cleaning the house while listening to music and gardening are all easy ways to get the blood pumping. | 5

10 |
| 3 | Many mental health problems have their roots in trouble with communication and can be helped or even prevented by keeping in touch with others and maintaining strong relationships. If you are having difficulties then some of the best help can be given by friends or family, so talk to them. | 15 |
| 4 | So much of our lives are taken up by the pressures of work these days that we can sometimes forget about what we enjoy. Taking some time out to dedicate just to yourself will help you cope with stress, focus your mind and allow you to express yourself. | |

- | | | |
|---|--|----|
| 5 | Many people are unhappy or self-conscious about their appearance, the way they speak or their background; comparing themselves unfairly to others they see in magazines or on television. Take five minutes every day to list the qualities that make you unique, thinking of one positive and then one negative, and try to accept that you are you; which is the best person you can be. | 20 |
| 6 | Part of maintaining healthy relationships is returning concern for those who care for you. Really caring for others can help greatly improve your mental health and allow you to explore feelings you may have grown out of touch with. Allowing yourself to have feelings for others helps you understand why other people care for you and why you should care for yourself. | 25 |
| 7 | Just like the rest of your body your brain needs exercise too in order to stay healthy. There are lots of different ways you can do this; from computer games to doing the cross word. Your mind is your most valuable tool so keeping it fully functioning is very important to staying happy and living an active life. | 30 |

[Adapted from mentalhealth-jami.org.uk]

TOTAL SECTION B: 10

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

QUESTION 3: ANALYSING ADVERTISING

Study the following advertisement (TEXT D) below and answer the set questions.

TEXT D

The advertisement features a smiling woman with braided hair and large earrings. To her right is a large orange speech bubble containing the text: "Human Right #13: the Right to move around... in one of our Rentals". The text is written in a decorative, cursive font with various colors and floral accents. At the bottom of the advertisement, there is a white banner with the Tempest Car Hire logo, the slogan "Your Way to a Great Day", and contact information: "WE ARE IMPERIAL", "011 552 3900", "www.tempestcarhire.co.za", and "A Level 2 BBBEE rated company". There are also social media icons for Twitter and Facebook.

The text reads as follows:

Human Right #13: the Right to move around in one of our Rentals

Text at bottom of page: Your Way to a great Day

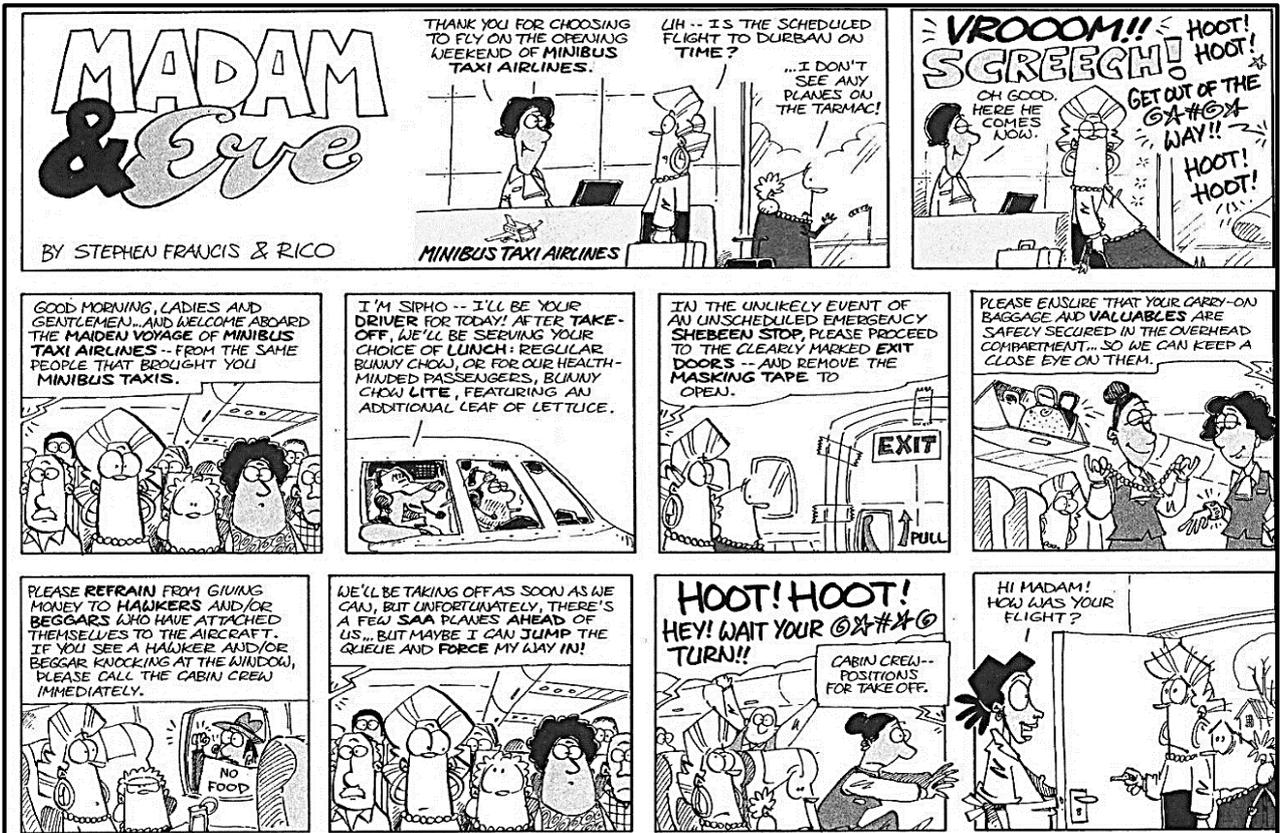
- 3.1 Comment on the font used in the body copy ("*the right to move around ...*"). (2)
- 3.2 Discuss the validity of the claim that moving around in one of the company's rentals is a human right. (2)
- 3.3 Which clear indication is there that this company complies with the Labour Relations Act? (1)

- 3.4 Explain the link between the company's name and its logo. (2)
- 3.5 Critically discuss how effective the advertisement is in bringing across its message. (3)
- [10]**

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E and answer the questions set.

TEXT E: CARTOON



[Source: Facebook.com]

- 4.1 Discuss how font, punctuation marks and symbols are used to indicate sound. (2)
- 4.2 Critically discuss stereotyping found in this comic strip with specific reference to:
 - 4.2.1 The airline company (with reference to its origin). (3)
 - 4.2.2 The choice of lunch served. (1)
- 4.3 Consider the kind of experience Madam and Grandma had on this flight.
 - 4.3.1 Give ONE word to describe it. (1)
 - 4.3.2 Write down THREE visual clues from the last three frames to support your answer. (3)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

Read TEXT F, which contains some deliberate errors, and answer the set questions.

TEXT F

- | | | |
|---|--|----|
| 1 | The blocks of programming that are universally accepted parallel the shift to craft our entire lives towards the factory's bell and the allusion of time. This is the creation of the hive mind. The hive mind is the result of massive brainwashing to the general public. Everyone shares the same thoughts, goals, knowledge and understanding. A hive mind society gears themselves towards conformity and ignores diversity while masqueraded as the road to utopia in mainstream television. | 5 |
| 2 | Network programming, weather it's the news or drama, is geared towards artificially creating your world and reality. With the proper (number/amount) of entertainment and sensationalism, we may even be living our lives through the television set. | 10 |
| 3 | Today the media represents a tool of brainwashing and indoctrination that is utilised on behalf of the owners interests. The media drums to the heartbeat of these owners, whose interests are not of the general public. Instead they are interested in their other financial endeavours like defence contracting, oil business, political parties, prison industry. | 15 |
| 4 | Once we come to the conclusion that the media is intentionally deceiving us, we can apply the principles of problem-reaction-solution. | |

[Adapted from rense.com]

- | | | |
|-----|---|-----|
| 5.1 | Correct the malapropism in paragraph 1. | (1) |
| 5.2 | Correct a concord error in paragraph 1. | (1) |
| 5.3 | Explain what <u>utopia</u> (paragraph 2) is. | (1) |
| 5.4 | Correct a spelling mistake in paragraph 2. | (1) |
| 5.5 | Choose the correct word between (number/amount) in paragraph 2. | (1) |
| 5.6 | There is a missing punctuation mark in paragraph 3. Correct it. | |
| 5.7 | Supply the noun form of <u>utilised</u> . | (1) |

5.8 “The media drums to the heartbeat of these owners”, is an example of ... (1)

Choose the correct option:

A onomatopoeia.

B hyperbole.

C metaphor.

D oxymoron.

(1)

5.9 Write the following sentence in the passive voice:

“... *the media is intentionally deceiving us* ...”

(1)

5.10 Supply ONE word to describe the tone of the passage.

(1)

[10]

TOTAL SECTION C: 30

GRAND TOTAL: 70