This question paper consists of 12 pages.
INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections.

   SECTION A: COMPREHENSION (30 marks)
   SECTION B: SUMMARY (10 marks)
   SECTION C: LANGUAGE IN CONTEXT (30 marks)

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. Use the following time frames as a guideline:

   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 below and answer the set questions.

TEXT A

WHY MILLENNIALS AREN’T LAZY, ENTITLED NARCISSISTS

1 Poor me-me-me. Because I am a Millennial, according to Time magazine’s Joel Stein, I am a stunted, shallow narcissist who needs to have statistics mansplained to me by a Gen-Xer: “Millennials consist, depending on whom you ask, of people born from 1980 to 2000. To put it more simply for them, since they grew up not having to do a lot of maths in their heads, thanks to computers, the group is made up mostly of teens and 20-somethings.

2 LOL, Joel! Sorry, you didn’t grow up with computers. In that case, let me carefully explain another Internet term that we Millennials learn while checking our phones every hour for eighty-eight daily text messages. A troll is somebody who deliberately goads others on “Internet message boards” (you might remember these from GeoCities) just to get a reaction. And you, Joel Stein, are the perfect example of an offline troll: a journalist who riles up readers by smearing an entire generation as lazy-only to turn around and completely undermine his own half-baked shock-bait with the latter half of his article. I’m loath to feed a troll, but this particular troll, who admitted to “cozying up to the editor of the magazine” in his early career, has too wide and too credulous an audience.

3 “I have studies! I have statistics!” Stein crows. Actually, he has about two paragraphs of cherry-picked data! He has hand-waving generalisations! He has quotes from twenty people over age 32, and only two under age 30! (Thanks to fellow Millennial and Campus Progress alum Tyler Kingkade for the latter observation.) Some of Stein’s mistakes may be simple carelessness. Maybe, when he wrote that Millennials “have less civic engagement and voter participation than any previous group,” he just hadn’t read that Millennials are most interested in civil service careers and volunteerism, had record levels of voter participation last year and care far more about family than fame.

4 Maybe it didn’t occur to him, when citing a survey of middle schoolers who want to grow up assisting famous people, that early adolescence isn’t the best time to evaluate most people’s career paths. And maybe he just hadn’t heard that the National Institutes of Health survey about Millennials’ narcissism has been called into serious question under peer review.

5 But too many of Stein’s blunders are internal contradictions that if not he, then his editors, should have known better than to print. He says young people are stunted because they spend more time socialising with peers than adults, then says Millennials don’t rebel as much because they have friendlier relationships and more in common with their parents. He snarks about middle-class families displaying far more photos of themselves than in the ’50s, but those are the houses Millennials grew up in, not the ones they head — and then he says vacation-slide-showing baby boomers, given the same technology, would have been just as obnoxious as Facebook-oversharers. He debunks his own claims about the self-esteem-hyping, over-trophying culture of the 1970s by writing that “millenials’ perceived entitlement isn’t a result of overprotection but an adaptation to a world of abundance.”
Maybe that “perceived” entitlement is just “how rich kids have always behaved,” but Stein’s most glaring omission is failing to acknowledge just how not-rich this generation is becoming, and just how badly the baby-boomer-created system has failed them. It’s hard to fathom how Stein can call Millennials lazy when too many of them slave for sixty-hour weeks working multiple jobs to take unpaid internships, all so that they can see no wage gains from all that extra work.

It’s outrageous to connect Millennials’ supposedly “stunted” intellectual growth with the popularity of keeping them on their parents’ insurance until age 26, when the reality is that “good jobs” with benefits are getting harder to find. And it’s jaw-droppingly insulting that Stein’s only discussion of low-income youth is a flippant reference to “ghetto-fabulous” lifestyles.

The “how Millennials will save the world” part of the piece has some decent points. Millennials have positive attitudes. They are shaped by, and shape, the technology and environment they are presented with. Their decentralised understanding of the world will change and benefit both them and the world. But Millennials and their world won’t benefit from confused, stereotype-driven understandings of who they are and what they care about. While we keep building bridges to the future, let’s keep the trolls tucked away underneath them.

[Emily Crockett: StudentNation]

GLOSSARY:
Entitled: feeling that you are owed a great deal
Narcissist: extremely vain and self-absorbed person
Baby boomers: those born 1940s to 1960s
Gen-Xers: those born 1960s to 1980s

AND

TEXT B

[Source: sheltonmedia.blogspot.com]
QUESTIONS: TEXT A

1. Refer to paragraph 1.
   1.1 Whose words are the ones which appear in the italicised quotation? (1)
   1.2 “Mansplained” is an example of a neologism. Explain what this newly-coined word means. (2)

2. Refer to paragraph 2.
   2.1 The best synonym for “goads” (line 4) is …
       A dares.
       B taunts.
       C encourages.
       D teases. (1)
   2.2 Why does the author accuse Stein of being an “offline troll”? In your response, clearly examine the use of BOTH words. (2)
   2.3 Supply a phrase of THREE or FOUR consecutive words which best demonstrates the author’s irritation with Stein’s style of writing. (1)
   2.4 Why does she feel it will be difficult to counter or contradict the statements made by Stein? (3)

3. Refer to paragraph 3.
   What does the author think of Stein’s studies and statistics? Quote in support of your opinion. (2)

4. Refer to paragraph 4.
   Why do you think “a survey of middle schoolers” is not likely to carry much weight? (2)

5. Refer to paragraph 5.
   5.1 Why is this particular author at pains to highlight the contradictions she perceives in Stein’s article? (2)
   5.2 What is it that makes “Facebook-oversharers” seem to be “obnoxious”? (2)

6. Refer to paragraph 6.
   How does the author attempt to prove that Millennials are NOT “entitled”? (2)

7. Refer to paragraph 7.
   Identify and comment on an effective oxymoron in this paragraph. (2)

8. Refer to paragraph 8.
   In her final sentence, the author makes a direct criticism of Stein. Rewrite this sentence in simple, clear English, removing ALL metaphors. (2)
QUESTIONS: TEXT B

1.9  Refer to the graphic:

1.9.1 In your opinion, is this graphic a good choice to accompany the above article? Mention THREE details from the cartoon to substantiate your opinion. (3)

1.9.2 As a Millennial yourself, do you think that this cartoon contains any FAIR COMMENTS? Motivate your answer clearly. (3)

TOTAL SECTION A:  30
SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

The passage below (TEXT C) is titled MAINTAINING OUR MENTAL HEALTH. You have been asked to present a summary of the main points to your colleagues at work.

You are required to do the following:

1. Summarise in your own words what the writer has to say about maintaining our mental health.
2. Your summary should include 7 points and NOT exceed 90 words.
3. Your summary must be in paragraph form.
4. You are NOT required to include a title for the summary.
5. Indicate you WORD COUNT at the end of your summary.

TEXT C

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*Maintaining our Mental Health* by Padraig O’Morain

For most of us, maintaining our mental health isn’t complicated. Rumination means brooding constantly on what went wrong in the past, what might go wrong in the future and what might have been. This kind of thinking usually leads us nowhere except into depression or anxiety. Indeed there is a strong link between rumination and depression; and breaking the chain of rumination is seen as a way to protect against relapsing into depression in the future.

To do this, you need to continually bring your attention away from your rumination to whatever it is that’s going on around you in the real world. Keep reminding yourself of one of my favourite phrases: rumination is ruination. Whatever happened to you today, whether good or bad, there’s a good chance that it will have no effect on your level of happiness in a week’s time.

If we could keep this in mind, we would suffer far less stress when everyday things go wrong – reminding yourself again and again, as I try to do, that “my happiness does not depend on this” will help you to save your energy for the relatively few events that really do actually matter.

Having good social networks is hugely protective against being overwhelmed by emotional problems. Social networks have even been found to be protective against the development of dementia.

Getting involved with football, friends and family, even politics, could help to keep you in a good emotional state.

If your situation is an isolated one even being involved with people online or over the phone is very helpful.

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*WORD COUNT:*
And if you’re not a “hail fellow well met” sort of person, you’ll be glad to hear that healthy social networks don’t necessarily require you to see friends or acquaintances every day, it’s more a question of being in touch, being connected in, than living in each other’s ears.

Exercise is extraordinarily beneficial for mental and physical health. One expert said that if a pill went on sale that could give us the benefits of exercise we would queue all the way around the block for it.

[Source: Irish Independent (adapted)]
SECTION C: LANGUAGE IN CONTEXT

QUESTION 3: ANALYSING ADVERTISING

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

TEXT D: ADVERTISEMENT

The wording under the bird reads:
Need more space? Need better space? Contact Redefine Properties. We have the space you need to work smarter.
To view our portfolio, go to www.redefine.co.za or call 0860DEFINE and take flight into a brighter new world.
COMMERCIAL / INDUSTRIAL / RETAIL

We're not landlords. We're people.
TEXT D: REDEFINE PROPERTIES ADVERTISEMENT

QUESTIONS

3.1 The heading, "Need Less Space?" is unusual given the type of advertiser who has placed this advertisement. Discuss. (2)

3.2 Comment on the graphic in which we see a bird flying into an open cage. (3)

3.3 "We’re not landlords. We’re people." What does the company, Redefine, hope to achieve with this slogan? (2)

3.4 This is not a typical property agent’s advertisement. Do you feel it has achieved its purpose successfully? Refer to the wording and the name of the company in your discussion. (3)

[10]
QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E and then answer the set questions.

TEXT E: TIME MAGAZINE COVER

QUESTIONS: TEXT E

4.1 Examine the heading, “Be worried. Be Very Worried.” This is a play on the more common idiom, “Be afraid. Be very afraid.” Why do you think the writer chose to change the adjective? (2)

4.2 Comment critically on the effect of the graphic on this cover. (3)

4.3 Look at the wording again. How has the writer made a personal appeal to the reader? (3)

4.4 Comment on the use of block capitals on this cover. What effect is achieved by using them? (2)
QUESTION 5: USING LANGUAGE CORRECTLY

Read the text below (TEXT F), which contains some deliberate errors, and answer the set questions. The paragraphs have been numbered for your convenience.

TEXT F

1 Speakers who try to use direct eye contact to drastically change people’s minds are likely to have the exact opposite affect.

2 Parents who demand (5.3) their children look at them when being told off and politicians staring directly at cameras are among those whom we know use this tactic. It is to be avoided at all costs, especially by those who wish to be taken seriously.

3 They focus more on the issue than I/me.

4 It remains an “evolutionary primitive phenomenon” which is practised by those who wish to dominate others. By some it is regarded as extremely aggressive and rather threatening; by others, an easy way to bully their adversaries!

5 In addition, it is real rude to stare and even ruder to stare with your mouth wide open and a glare on your face.

6 People who stare rudely tend to have few/a few friends

5.1 Correct a style error in sentence 1, by writing down the corrected section only.

5.2 Correct a spelling error in the above text. Write down the correct word only.

5.3 Supply the word which best fits in at QUESTION 5.3 above.

5.4 Refer to the first sentence in paragraph 2, “… and politicians staring directly …” and rewrite this clause beginning, “… and politicians who ….”

5.5 Refer to sentence 3 and prove that BOTH “I” and “me” are correct as the final pronoun.

5.6 Refer to the first sentence in paragraph 4. What is the function of the inverted commas in this sentence?

5.7 Refer to sentence 5 and replace an adjective with an adverb. Write down BOTH words.

5.8 Refer to sentence 6. What is the difference between “few” and “a few” friends – both of which are correct?

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70