INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

   SECTION A: COMPREHENSION (30 marks)
   SECTION B: SUMMARY (10 marks)
   SECTION C: Language Structures and Conventions (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. 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 TEXT A and B below and answer the questions set.

TEXT A

EVERYONE’S A STAR
By Samantha Trenoweth
From Anne Summers Reports

1 It's 2015 and YouTube has only been around for ten years, but already one wonders what a canny, creative teenager did on a slow suburban weekend before it came along. In the meantime, parents panic about the internet, fretting about stalkers and pornography and bullying, worried their kids will be brainwashed by fundamentalists.

2 For teenagers, YouTube is an extraordinary, democratic, libertarian medium. It’s a community of peers, much like the underground press was in the 1970’s, but without an editor. It’s a free platform on which artists, actors, activists, the makers of cake pops and the knitters of onesies can exhibit their work.

3 All aspiring vloggers (video bloggers) need is a smart phone or a camera with video capability, and a simple program like iMovie. Uploading a video to YouTube is as easy as attaching a document to an email. The results might be approbation, love, sponsorship or the warm glow that comes from making even a tiny contribution to a better world.

4 Take the Australian pop punk quartet band 5 Seconds of Summer, the stuff of YouTube legend. These four lads from Riverstone, in Sydney’s far north-west, spent their weekends busking outside the local shopping centre and uploading cover versions to the web, and became a hit when a bunch of teenage girls stumbled upon their channel. Word spread and the music industry caught on belatedly. The band's following snowballed. They sold out their second show in five minutes flat. An EP and a support spot on One Direction's world tour followed. Since then the band has hit No. 1 in Australia, New Zealand, Ireland and UK.

5 The BBC has a YouTube channel. So does Giorgio Armani, the British monarchy, Russel Brand and the CIA. YouTube has more than a billion monthly active users: roughly one in seven people on Earth. People watch hundreds of millions of hours of this stuff every day in 75 countries and 61 languages. There's a whole lot of mainstream programming on there, and a whole lot of rubbish. But there are obscure, brilliant, quirky gems too, and finding them offers membership to those in-the-know clubs that teenagers (and even adults) get a kick out of.
Abigail Harrison (Astronaut Abby) doesn’t want to shoot to stardom – she wants to shoot into space. Abby, 17, is determined to be the first astronaut on Mars. She has a comprehensive website and a YouTube channel where she reports on science and space-related issues. ‘There’s this incredible space community on social media,’ she explains, and the ability to talk directly to real astronauts and engineers ‘just makes the whole thing feel more real and achievable’.

The entertainment magazine Variety reports the most popular vloggers now have substantially bigger teenage fan bases than mainstream celebrities. Many young vloggers are using their YouTube fame to rally support for causes and charities. After reading John Green’s bestselling novel The Fault in Our Stars, Troye Sivan wrote a song about young people living with cancer and donated the proceeds to a hospital in Western Australia. British lads, Jacksgap rode across India in a tuk-tuk for the Teenage Cancer Trust and they’ve recently become advocates for greater understanding about mental health. British YouTube star, Zoella (whose channel has almost eight million subscribers), has shared her own struggle with anxiety and shared coping strategies.

Many young YouTubers see the platform more as a medium for self-expression than advocacy. For 16-year-old Didda, YouTube is all about creative expression. Her whimsical, beautiful, funny films mix the hyper-reality of Icelandic (and sometimes Norwegian) landscapes with quirky special effects. Didda is convinced that YouTube means the end of mainstream TV, and to some extent she’s probably right, at least for the teenage demographic.

Swedish gamer, PewDiePie, YouTube’s most popular star, has more than 30 million subscribers and his most popular video has clocked up around 60 million views. By comparison, 8.1 million “legitimate viewers” watched the record-breaking fifth season finale of Game of Thrones and roughly 1.5 million tuned into the 2015 MTV Movie Awards. Traditional TV stations, managed by lumbering hierarchies, can’t compete with YouTube’s immediacy and intimacy.

Teenagers constantly refer to this nation of community when talking about YouTube. ‘I often feel isolated in Iceland,’ says Didda, ‘and YouTube is more personal than television. It helps me connect with the world.’
QUESTIONS: TEXT B:

1.1 Give a reason for the chosen title of the passage.
   Refer to paragraph 1. (2)

1.2 State the difference between how parents and teenagers view the internet.
   Refer to paragraph 2. (2)

1.3 Explain in your own words, exactly how teenagers view YouTube. (2)

1.4 According to paragraph 3, one reaction to a post on YouTube could be approbation. What could the opposite reaction be? (1)

1.5 Refer to: The band’s following snowballed. (Paragraph 4)
   1.5.1 Name the figure of speech used here. (1)
   1.5.2 Explain this figure of speech. (2)

1.6 Explain what an in-the-know-club is. (Paragraph 5) (2)

1.7 Discuss why the writer has quoted Astronaut Abby’s words in paragraph 6. (2)

1.8 The word vloggers (paragraph 7) is a / an …
   Choose the correct option:
   A initialism.
   B neologism.
   C parallelism.
   D acronym. (1)

1.9 Comment critically on the motive of the vloggers mentioned in paragraph 7. (3)

1.10 Do you agree with Didda’s opinion that YouTube means the end of mainstream TV? Substantiate your response. (3)

1.11 What, according to the information given in paragraph 9, is the biggest advantage of YouTube compared to mainstream TV? (2)
QUESTIONS: TEXT B

(1) *YouTube* March 2015 unique visitors, by age

![Bar chart showing unique visitors by age group.](Source: www.digiday.com)

(2) Female-dominated *YouTube* categories

% female viewership

- Dogs
- Pop Music
- East Asian Music
- Weight Loss
- Skin and Nail Care
- Makeup and Cosmetics

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(3) **Male-dominated *YouTube* categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>% Male Viewership</th>
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<tbody>
<tr>
<td>Soccer</td>
<td>90</td>
</tr>
<tr>
<td>Strategy Games</td>
<td>95</td>
</tr>
<tr>
<td>Xbox</td>
<td>90</td>
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<tr>
<td>Basketball</td>
<td>90</td>
</tr>
<tr>
<td>Shooter Games</td>
<td>95</td>
</tr>
<tr>
<td>Massive Multiplayer Games</td>
<td>85</td>
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<tr>
<td>Virtual Worlds</td>
<td>80</td>
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<tr>
<td>Fighting Games</td>
<td>85</td>
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<tr>
<td>Graphic and Animation Software</td>
<td>85</td>
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<tr>
<td>Roleplaying Games</td>
<td>85</td>
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<tr>
<td>Bodybuilding</td>
<td>90</td>
</tr>
<tr>
<td>Driving and Racing Games</td>
<td>85</td>
</tr>
<tr>
<td>Sony Play Station</td>
<td>85</td>
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<tr>
<td>Nintendo</td>
<td>80</td>
</tr>
<tr>
<td>Collectible Card Games</td>
<td>85</td>
</tr>
</tbody>
</table>

[Source: www.digiday.com]

Refer to TEXT B (1).

1.12 Is it surprising which age group views *YouTube* the most? Give a reason for your answer. (2)

Refer to TEXT B (2) and (3).

1.13 Discuss what is typical of female and male behaviour as shown in graphs 2 and 3. (2)

**QUESTIONS: TEXT A AND TEXT B**

1.14 Critically discuss how the graphs in TEXT B underscore 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 ‘saving your environment by adapting your home’.

You are required to do the following:

1. Summarise the ways in which you can adapt your home to save the environment.
2. Present your SUMMARY in a FLUENT PARAGRAPH using your OWN WORDS.
3. Your paragraph must include SEVEN POINTS and NOT exceed 90 words.
4. You are NOT required to supply a title for the summary.
5. Indicate your WORD COUNT at the end of the summary.

TEXT C:

1 Trying to go easy on the environment and leaving something behind for your descendants is not so difficult once you start with small everyday things where you can make a change that can last a lifetime.

2 Let’s see how you can save your environment by adapting your home.

3 Skylights and solar tubes are installed in your ceiling and are designed to let in more light. This will reduce the electricity you need to light your house. Some types can even convert sunlight into electricity.

4 Compact fluorescent or LED light bulbs do cost more, but they also last longer than conventional light bulbs. They also use only one-quarter of the energy. Start with the lights you leave on the most.

5 If your taps drip, get them fixed, or, if you can’t fix them right away, at least put a container under the dripping tap and use the water elsewhere, such as in your garden to water plants.

6 Choose curtains or blinds that keep your house cool in summer and warm in winter. For example, heavy curtains in a colder climate will help keep warm air in at night. If you are in a hot climate, consider tinting your windows or installing a reflective coating.

7 Deciduous trees provide shade in the summer, yet allow warming rays to enter your house during the colder months. Evergreens provide a wind break from prevailing winds. Be sure to consider the future growth of any planting and plant far enough from your house that the root systems will not disrupt your foundation.

8 Clean the coils on your refrigerator about once a year.
<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td><strong>9</strong></td>
<td>Clean the vent on your clothes dryer about once a year. Clean the lint filter each time you use the dryer.</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>A low-flow toilet can save many gallons of water per year, both preserving the environment and lowering your water bill.</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td>Solar panels convert sunlight to electricity and are dropping in price. A home utility bill can drop by 20% with the use of converted solar energy.</td>
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TOTAL SECTION B: 10
SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

QUESTION 3: ANALYSING ADVERTISING

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

3.1 What is the effect of omitting the question mark in the question asked in the graphic? (Do you know … of water.)

3.2 Explain how the graphic cleverly illustrates the question asked.

3.3 Why do you think most of the companies funding this advertisement are petroleum companies?

3.4 Discuss how the company’s name and logo fit the message that this company wants to convey.
QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E and answer the set questions.

TEXT F: CARTOON

Characters: Eve: Madam’s maid – seated left
Madam: Lady of the house – seated in the middle
Grandma: Madam’s mother – seated right

4.1 How do the sound effects (frame 3) imitate the action performed by Eve’s play piece? (2)

4.2 Discuss the irony present in frames 6 and 7. (3)

4.3 Explain what Madam and Eve’s facial expressions indicate about their attitude to Grandma’s winning streak. (2)

4.4 Critically discuss the stereotypes found in this cartoon strip. (3)
QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT F

LIVES ARE ON THE LINE

1. They're a special breed of highly trained men and women who put their lives on the line to save others in situations so volatile they could break the toughest soul.

2. They're called hostage negotiators and in movies such as *The Negotiator* and *John Q* they're depicted as heroes as they do their utmost to talk hostage-takers off the proverbial ledge.

3. Hollywood often gets it surprisingly right, says James Lawrence, who's been a crisis and hostage negotiator in South Africa for 13 years. 'What you see in movies – that's what we do,' Lawrence says, 'But sometimes it's 100 times worse.'

4. SA has 365 trained hostage negotiators – full-time members of the police force who are on standby 24 hours a day.

5. Negotiators save lives by the way they communicate with the person holding the weapon. They have just one motto: 'We serve through listening.'

6. When they arrive at the scene they're unarmed and without the protection of a bulletproof vest, so the distressed person can relate better to them. The weapons they employ conclude listening skills, courage and patience.

7. Applicants undergo psychometric tests and must be able to really work under pressure, be emotionally stable and show exceptional character.

8. 'We're like a submarine,' says Joy Ncebe, who has been a negotiator for six years. 'People don't know about us but we're there when they need us.'

[Source: www.you.co.za]
5.1 Correct the spelling error in paragraph 1. (1)

5.2 Explain what the *proverbial ledge* is that is spoken about in paragraph 2. (1)

5.3 Give the function of the apostrophe in *who’s* (paragraph 3). (1)

5.4 The word *full-time* (paragraph 4) is an example of a … (1)

Choose the correct option:

A contracted-word.
B conjunction.
C compound adjective.
D correlation. (1)

5.5 Correct the malapropism in paragraph 6. (1)

5.6 Identify and correct the split infinitive in paragraph 7. (1)

5.7 Supply the antonym of *exceptional* in paragraph 7. (1)

5.8 Write down the meaning of the prefix in *submarine*. (1)

5.9 *People don't know about us, but we're there when they need us.*

Rewrite the above sentence in reported speech starting with: (2)

Joy Ncebe said that …

[10]

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