



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2019**

**ENGLISH HOME LANGUAGE P1  
MARKING GUIDELINE**

**MARKS: 70**

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This marking guideline consists of 9 pages.

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**NOTE:**

- These marking guidelines are intended as a guide for markers.
- The guidelines are by no means prescriptive or exhaustive.
- Candidates' responses should be considered on merit.
- Answers should be assessed holistically and points awarded where applicable.
- The marking guideline should be discussed before the commencement of marking.

**INSTRUCTIONS TO MARKERS****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 should 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/quotation is what should be considered.
- 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.
- Accept dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding to the correct answer AND/OR the answer written out in full.

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

1.1 If you suffer from depression, you have to monitor/limit the time spent on media. ✓✓ (2)

1.2 False: 'doesn't always succeed in reporting facts accurately'. ✓✓ (2)

1.3 Knowing that this is the starting point for news reporting helps the reader to evaluate all stories heard on the news, realising that sensationalism is the aim. ✓ In this way, the reader is able to evaluate the news objectively without becoming emotionally involved ✓

[Award one mark for recognising the sensationalism and one mark for the need to remain objective.] (2)

1.4 The news business is so concerned about profits and increased ratings that any search for truth is excluded. ✓✓  
This causes them to become unethical and unreliable. ✓ (3)

1.5 The teaser ensures that listeners/viewers tune in to the news programme to allay the fears caused by the 'teaser' in the first place. ✓  
It implies that the broadcasters are unscrupulous as they blatantly manipulate and prey on people's vulnerabilities. ✓✓

[Award 3 marks only if the candidate has expressed an opinion on the news broadcasters.] (3)

1.6 'Stunting' is the practice of using pre-scripted, pre-prepared news stories with misleading information. ✓ This is a deplorable practice as it is nothing short of lying. ✓ It creates anxiety in viewers. ✓

[Candidates must identify/explain the practice of 'stunting' for 1 mark.]  
[A well-developed value judgement of this practice = 2 marks ] (3)

1.7 The purpose of these 'crawls' is to serve as advertising for upcoming news programmes. ✓ Since there are many viewers ✓ during entertainment slots, many people will hopefully be drawn to watch the news programmes. (2)

1.8 Fear-based media causes people to feel that their environments/communities are not safe. ✓  
People start believing that crime rates are on the rise. ✓  
People believe that they are more likely to be the victims of crime, which is not the case. ✓  
People assume that the world is more dangerous than it really is. ✓

[Credit any THREE points.] (3)

- 1.9 The writer wants to provide solutions to readers who feel overwhelmed by the bad news they encounter every day. ✓ He ends his article on a positive note – unlike most news articles these days. ✓✓

[A candidate can only earn 3 marks for a **well-developed** answer.] (3)

- 1.10 The exclamation marks/the toast which pops out of the toaster/the man's open mouth/huge eyes ✓✓depict his shock ✓ at reading about his non-existent affair in the newspaper.

[Candidates must refer to how any TWO visual clues reveal the man's state of mind.] (3)

- 1.11 Yes, it is an accurate depiction.  
In Text A the writer explains how reporters are not concerned about reporting factual information. ✓  
In Text B it is clear that the man is not having an affair, but he reads about his affair in the newspaper. ✓  
This emphasises the point made in Text A that sensation is much more important than truth. ✓  
Text B also reinforces the statement that false news reports cause anxiety. ✓

[Note: No mark is awarded for YES/NO.]

[Candidates need to highlight the similarities in BOTH Text A and Text B **and** draw a conclusion about the similarities between the two texts.]

[A cogent 'No' response is unlikely. However, treat all responses on their merits.] (4)

**TOTAL SECTION A: 30**

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

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

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

(Sentences and/or sentence fragments must be coherent.)

NO.	QUOTATIONS	NO.	POINTS
1	'Ariel is the first truly rounded princess.'/'She has opinions, flaws, and interests.'	1	She is an ordinary person with her own ideas./She is not perfect./She has her own interests.
2	'Her encounter with Prince Eric is merely a call to action'/'Ariel is a vast improvement over the meek, passive women who came before her.'	2	She takes matters into her own hands./She is no longer timid and submissive.
3	'a more balanced, active protagonist.'	3	She is a balanced person./She takes charge of her own life.
4	'well-read ... character'	4	She has read widely.
5	'intelligent character'/'She impresses with her intellect and wit.'	5	She is intelligent/can think for herself.
6	'resists societal expectations.'/'subverts all societal expectations to pursue her own course.'	6	She does not do what society expects of her./She does not conform to societal norms.
7	'a strong character'	7	She has a strong personality/strong psyche.
8	'never to question her worth as a person'	8	She does not doubt her own self-worth.
9	'becoming a feminist.'	9	She has become a feminist.

**PARAGRAPH-FORM**

**NOTE:** What follows is merely an example. It is not prescriptive and must be used very carefully.

The Disney princess has developed into an ordinary, flawed person with her own ideas and interests. No longer timid and submissive, she has become a balanced woman who takes matters into her own hands and takes charge of her own life. The new Disney princess is intelligent, widely read and thinks for herself. Moreover, as a woman with a strong personality, she does not conform to society's expectations. She no longer questions her own self-worth, but has truly become a feminist.

(81 words)

**Marking the summary:**

Marking is on the basis of the inclusion of valid material and the exclusion of invalid material.

The summary must be marked as follows:

- **Mark allocation:**
  - 7 marks for 7 points (1 mark per main point)
  - 3 marks for language
  - Total marks = 10
  
- **Distribution of language marks when candidate has not quoted verbatim:**
  - 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 candidate has quoted verbatim:**
  - 6–7 quotes: award no language mark
  - 1–5 quotes: award 1 language mark

**NOTE:**

- **Format**

Even if the summary is presented in the incorrect format, it must be assessed.

- **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 STRUCTURES AND CONVENTIONS****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-sentence answers, 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 to the correct answer AND/OR the answer written out in full as correct.

**QUESTION 3: ANALYSING ADVERTISING**

3.1 The organisation's logo is the stylised image of a wave breaking.  
It is a representation of a surfer riding the waves. ✓✓ (2)

3.2 Through the slogan, 'Rise above plastics', the Surfrider foundation aims to raise awareness about pollution in the oceans of the world, especially plastic pollution. ✓ Their slogan is intended to encourage people to stop the use of plastic material/packaging to prevent plastic pollution in the oceans. ✓

[Credit candidates who refer to the representation of the slogan within a plastic bottle.] (2)

3.3 The rhetorical question draws attention to the prominence of plastic pollution. ✓ It emphasises the problem and makes the reader aware of the dangers. ✓ (2)

3.4 Both texts emphasise that humans ultimately eat what the fish ingest. ✓  
The visuals of both advertisements show plastic pollution in an unexpected way. ✓  
Both advertisers effectively succeed in creating awareness of the drastic effects and health hazards of plastic pollution in the oceans. ✓✓

[Award one mark for the purpose of the advertisers.]

[Award one mark for a reference to the use of plastic in both visuals.]

[Award two marks for a critical comment evaluating the message of the advertisers.] (4)

**[10]**

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

- 4.1 The bold lettering emphasises Calvin's anger/frustration ✓ because he is too young to smoke.  
The punctuation conveys his questioning of the law ✓ which he regards as unfair. (2)
- 4.2 Hobbes is confused about why people are not able to stop smoking ✓ when it causes such a violent reaction. ✓ (2)
- 4.3 The cartoonist uses sound effects and body language: Calvin's mouth is wide open/He is coughing and spluttering/He coughs so violently that he lifts off the ground/His tongue is crooked/His eyes are wide and bulging/He is coughing up smoke/He is clutching his chest in agony. ✓  
These clues convey the ferocity/franticness/violence/frenzy of his reaction to smoking. ✓✓
- [Award 1 mark for identifying sound effects and body language.]  
[Award 2 marks for a well-developed discussion of both techniques.] (3)
- 4.4 The irony causes humour because Calvin's mother's intention when giving him permission to smoke was to teach him a lesson. ✓ Calvin, however, perceives it as proof that parents are not to be trusted. ✓ He does not perceive it as a warning about the health risks of smoking. ✓ (3)
- [10]**



**QUESTION 5: USING LANGUAGE CORRECTLY**

- 5.1 Adjective (1)
- 5.2 B – compound sentence (1)
- 5.3 Comma (1)
- 5.4 ‘Our goal is to have ethical consideration for people and the environment by sourcing products **locally and fairly.**’  
OR  
‘Our goal is to have ethical consideration for people and the environment by sourcing **local products fairly.**’ (1)
- 5.5 Practise (1)
- 5.6 We’re – omission/contraction  
people’s – possession (2)
- 5.7 ‘a bit of’/‘polished off’/‘on to something’ (1)
- 5.8 When he/Michael returned to Cape Town, the opportunity came to join Anthony on his chocolate adventure.  
On Michael’s/his return to Cape Town, the opportunity came to join Anthony on his chocolate adventure. (1)
- 5.9 something that continually **changes** (1)
- [10]**

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