



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2019**

**ENGLISH HOME LANGUAGE P1**

**MARKS: 70**

**TIME: 2 hours**



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This question paper consists of 12 pages.

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**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 below and answer the questions set.

**TEXT A**

**IF IT BLEEDS, IT LEADS: UNDERSTANDING FEAR-BASED MEDIA**

*Managing depression requires you to mind your media intake.*

*Posted June 07, 2011*

- 1 News is a money-making industry that doesn't always succeed in reporting facts accurately. Gone are the days of tuning in to be informed straightforwardly about local and national issues. In truth, watching the news can be a psychologically risky pursuit, which could undermine your mental and physical health. 5
  
- 2 Fear-based news stories prey on the anxieties we all have and then hold us hostage. Being glued to the television, reading the paper or surfing the Internet increases ratings and market shares – but it also raises the probability of depression relapse. In previous decades, the journalistic mission was to report the news as it actually happened, with fairness, balance, and integrity. However, capitalistic motives associated with journalism have forced much of today's television news to look to the spectacular, the stirring, and the controversial as news stories. It's no longer a race to break the story first or get the facts right. Instead, it's to acquire good ratings in order to get advertisers, so that profits soar. 10  
15
  
- 3 News programming uses a hierarchy: if it bleeds, it leads. Fear-based news programming has two aims. The first is to grab the viewer's attention. In the news media, this is called the teaser. The second aim is to persuade the viewer that the solution for reducing the identified fear will be in the news story. If a teaser asks, 'What's in your tap water that YOU need to know about?' a viewer will likely tune in to get the up-to-date information to ensure safety. The success of fear-based news relies on presenting dramatic anecdotes in place of scientific evidence, promoting isolated events as trends, depicting categories of people as dangerous and replacing optimism with fatalistic thinking. News conglomerates who want to achieve this use media logic, by tweaking the rhythm, grammar, and presentation format of news stories to elicit the greatest impact. Did you know that some news stations work with consultants who offer fear-based topics that are pre-scripted, outlined with point-of-view shots, and have experts at-the-ready? This practice is known as stunting or just-add-water reporting. Often, these practices present misleading information and promote anxiety in the viewer. 20  
25  
30

- 4 Another pattern in newscasts is that the breaking news story doesn't go beyond a surface level. The drive to get-the-story-to-get-the-ratings often causes reporters to bypass thorough fact-checking. As the first story develops to a second level in later reports, the reporter corrects the inaccuracies and missing elements. As the process of fact-finding continually changes, so does the news story. What journalists first reported with intense emotion or sensationalism is no longer accurate. What occurs psychologically for the viewer is a fragmented sense of knowing what's real, which sets off feelings of hopelessness and helplessness – experiences known to worsen depression. 35 40
- 5 An additional practice that heightens anxiety and depression is the news station's use of the crawl, the scrolling headline ticker that appears at the bottom of the television, communicating 'breaking news.' Individuals who watch news-based programming are likely to see one, two, or even three crawls scroll across the screen. The multitasking required to read the crawls and comprehend the actual newscast comes easily to some viewers, whereas others report feeling over-stimulated. However, crawls are not relegated to just news channels. Unlike the viewing experience of the past, crawls are now more prominent during entertainment programmes and often serve as commercials for nightly newscasts or the upcoming weekly news magazine show. They frequently contain fear-driven material, broad-siding viewers. 45 50
- 6 It's been said that fear-based media has become a staple of popular culture. The distressing fall-out from this trend is that children and adults who are exposed to media are more likely to feel that their neighbourhoods and communities are unsafe, to believe that crime rates are rising, to overestimate their odds of becoming a victim, and to perceive the world as a dangerous place. 55 60
- 7 News media needs to return to a sense of proportion, conscience, and, most important, truth-telling. Until that happens, help inoculate yourself against feeling overwhelmed by doing the following:
- 8 Consider limiting your exposure to media, allowing yourself time once or twice a day to check in on local and global happenings. Consider choosing print media for your information gathering, rather than visual media. This can reduce your exposure to emotionally laden material. Home pages on the internet and headline news channels that update stories on the hour can give you an overall sense of what's going on. Remember: you have the power to turn off the remote, link out of a website, change the radio station. Don't let yourself be passive when media is overwhelming you. People have different tolerances for media stories. If a news story is too much for your comfort, walk away or communicate your distress. Also consider having an electronic-free day, letting your senses take in the simpler things in life. 65 70

[Source: <https://www.psychologytoday.com>]

TEXT B



[Source: [Psychology Today.com](http://Psychology Today.com)]

QUESTIONS: TEXT A

- 1.1 Refer to line 1: 'Managing depression requires you to mind your media intake'.  
Explain the meaning of line 1 in your own words. (2)
- 1.2 Is the following statement TRUE or FALSE? Motivate your answer by quoting SEVEN consecutive words from paragraph 1.  
The news business is trustworthy. (2)
- 1.3 'News programming uses a hierarchy: if it bleeds, it leads' (line 16).  
How does this slogan affect your understanding of news reporting? (2)
- 1.4 Critically comment on the motives of news agencies in paragraph 2 in the context of ethical values. (3)
- 1.5 In your view, what does the use of a 'teaser' imply about the news broadcasters (line 18)? (3)

- 1.6 What is your opinion on the practice of 'stunting' (line 30)? (3)
- 1.7 Why is the 'crawl' (paragraph 5) used specifically during entertainment programmes? (2)
- 1.8 Identify THREE results of fear-based media. Use your own words. (3)
- 1.9 Refer to paragraph 8.  
Discuss the writer's intention in using this paragraph as the conclusion to his article. (3)

**QUESTIONS: TEXT B**

- 1.10 Refer to TWO visual clues and explain how these convey the man's state of mind. (3)

**QUESTION: TEXTS A AND B**

- 1.11 Do you think that Text B is an accurate depiction of the message of Text A? Motivate your answer by referring to both texts. (4)

**TOTAL SECTION A: 30**

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

TEXT C provides insight into how the portrayal of the Disney princess has changed during the past thirty years. Summarise these changes in your own words.

- NOTE:**
1. Your article should include SEVEN points and NOT exceed **90 words**.
  2. You must write a fluent paragraph.
  3. You are NOT required to include a title for the summary.
  4. Indicate your word count at the end of your summary.

**TEXT C**

Disney has taken many hits for their portrayal of women over the years, particularly the Disney princesses. However, there has been a shift at the Mouse House which shows Disney writers may have been listening to the critiques all these years.

While some see 1989's *The Little Mermaid* as the pinnacle of all that is wrong with Disney, it represents a turning point. The film is a marked departure from its predecessors: Ariel is the first truly rounded princess. She has opinions, flaws, and interests. While some see her giving up her life with her family for a man, she always wanted a different life from the one she had. Her encounter with Prince Eric is merely a call to action for something she might have done anyway. Whatever side of the argument you agree with, Ariel is a vast improvement over the meek, passive women who came before her.

Even with these flaws, Ariel paved the way for a new breed of princess. Not the perfect embodiment of woman on screen, but a more balanced, active protagonist. Belle is a well-read, intelligent character who resists societal expectations. However misguided, she sacrifices herself to save her father. The film has its issues, but Belle is a strong character. Princess Jasmine in *Aladdin* is given more to do than faint and be a victim. She impresses with her intellect and wit. In fact, *Aladdin* is almost a swap of the gender norms seen in the early films, with the boy transforming in pursuit of love.

Although none of these films are perfect in their portrayal of women, Disney clearly began thinking of how women were viewed as they progressed with their princess brand. How else can we explain their next two "princesses" after Jasmine being Pocahontas and Mulan? While not perfect, these women mark the greatest improvement in the character of the princess. Pocahontas is probably the only Disney princess never to question her worth as a person; rather, her insecurities stem from how to protect her people. Mulan subverts all societal expectations to pursue her own course (becoming a feminist).

[Adapted from *Passive Damsels to Active Heroes* by Melissa Hugel, November 12, 2013]

**TOTAL SECTION B: 10**

**SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**

**QUESTION 3: ANALYSING ADVERTISING**

Study the following advertisements (TEXTS D and E) and answer the questions set.

**TEXT D**

**WHAT GOES  
IN THE OCEAN  
GOES IN YOU.**

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST  
OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP  
TURN THE TIDE ON PLASTIC POLLUTION AT [WWW.SURFRIDER.ORG/RAP](http://WWW.SURFRIDER.ORG/RAP)

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Copyright © 2011 Surfrider Foundation. All rights reserved.  
Sushi: David D. Arch (2011) Photo: Instagram (Photo by the North Pacific  
Subtropical Gyre. Malibu Poly Star 422-113-182

**SURFRIDER  
FOUNDATION**

**RISE  
ABOVE  
PLAS  
TICS**

[Source: Best print ads of 2018]

- 3.1 Account for the Surfrider Foundation’s choice of logo. (2)
- 3.2 How does the slogan emphasise the message of this advertisement? (2)



**TEXT E**



[Source: Best print ads of 2018]

The copy of Text E reads as follows:

Is it what you expect to find in the sea? Neither do the fishes.



Preserve the environment.

Keep the ocean clean.

[www.ondazul.org.br](http://www.ondazul.org.br)

**QUESTIONS: TEXT E**

- 3.3 Explain the effectiveness of the rhetorical question in the copy of this advertisement for canned sardines. (2)

**QUESTION: TEXT D AND E**

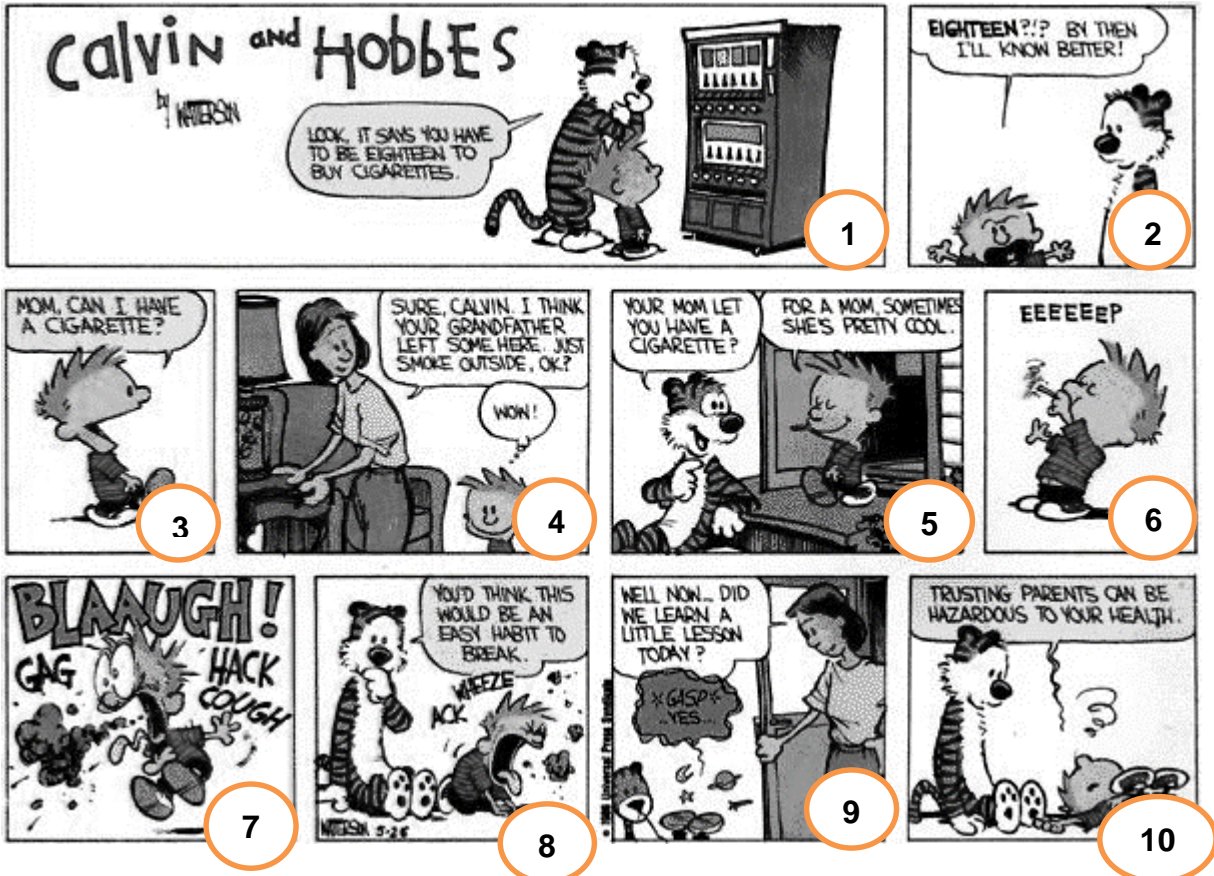
- 3.4 Critically comment on how the inclusion of plastic in the graphics in these two advertisements reinforces the advertisers' message. (4)

**[10]**

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

Study TEXT F and answer the set questions.

**TEXT F: CARTOON**



[Source: Calvin and Hobbs cartoons]

**QUESTIONS: TEXT F**

4.1 Refer to FRAME 2.

What does the use of the bold lettering and punctuation reveal about the boy's (Calvin's) attitude? (2)

4.2 Refer to FRAME 8.

Explain the reason for the tiger's conclusion. (2)

4.3 Refer to FRAME 7.

Critically discuss the effectiveness of TWO techniques used by the cartoonist. (3)

4.4 Discuss the irony in the last frame. (3)

[10]

**QUESTION 5: USING LANGUAGE CORRECTLY**

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

**TEXT G****HONEST CHOCOLATE CAFÉ**

- |   |   |    |
|---|---|----|
| 1 | Honest Chocolate is a small artisanal Bean to Bar chocolate company based in Cape Town, South Africa. We believe in keeping things handcrafted, using old school methods, using quality organically produced ingredients, and making a pure chocolate that has a deliciously distinct feel and taste.   |    |
| 2 | Owners Michael and Anthony produce their chocolate with 'The Chain of Positivity' in mind at all times – right through the supply chain. Our goal is to have ethical consideration for people and the environment by sourcing products local and fair.  | 5  |
| 3 | We practice personal accountability in the thoughtful and selective making of our chocolate products, which leads to their fantastic taste.   | 10 |
| 4 | We want to showcase the uniqueness and origin of every batch of cacao beans, and not compromise it by over-flavouring or over-sugaring.   |    |
| 5 | We're inspired by the change in people's faces as they taste our chocolate for the first time, and the fun, creativity and collaboration put into everything we produce.  | 15 |
| 6 | It all started from a bit of experimentation with raw cacao. Anthony made a few simple chocolates from raw cacao powder as a healthy treat for himself and friends. When they were polished off in seconds, with demands for more, he knew he was on to something. Over the next few months he taught himself more about the art and science of chocolate making, an endeavour that eventually developed into Honest Chocolate. | 20 |
| 7 | Meanwhile Michael was also experimenting with raw chocolate in London, with similar results. Returning to Cape Town, the opportunity came to join Anthony on his chocolate adventure. It was not a difficult decision to make.  |    |
| 8 | The attraction was the diversity of making chocolate and being involved in something that continually change, something both fun and rewarding.   | 25 |

[Adapted from <http://honestchocolate.co.za>]

**QUESTIONS: TEXT G**

- 5.1 Honest Chocolate is a small artisanal Bean to Bar chocolate company based in Cape Town, South Africa. (lines 1–2)

Identify the part of speech of the underlined word.

(1)

- 5.2 'We believe in keeping things handcrafted, using old school methods, using quality organically produced ingredients and making a pure chocolate that has a deliciously distinct feel and taste.' (lines 2–4)

Study the above sentence, then choose the correct answer from the options provided. Write only the question number and the option of your choice.

This sentence is an example of a ...

- A complex sentence.  
B compound sentence.  
C simple sentence.  
D compound-complex sentence. (1)
- 5.3 Which punctuation mark could be used to replace the dash in line 6 without changing the meaning of the sentence? (1)
- 5.4 'Our goal is to have ethical consideration for people and the environment by sourcing products local and fair.' (lines 6–8)
- Rewrite this sentence so that it is grammatically correct. (1)
- 5.5 Identify and correct the spelling error in paragraph 3. (1)
- 5.6 Explain the different functions of the apostrophes in line 13. (2)
- 5.7 Quote ONE example from paragraph 6 to prove that the register is colloquial. (1)
- 5.8 Correct the sentence with the unrelated participle in paragraph 7. (1)
- 5.9 Correct the concord error in paragraph 8. (1)

[10]

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







