



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

ENGLISH HOME LANGUAGE P1

FEBRUARY/MARCH 2009

MEMORANDUM

MARKS: 70

This memorandum consists of 9 pages.

INSTRUCTIONS AND INFORMATION

- **This marking memorandum is intended as a guide for markers.**
- **The Chief Marker will discuss the memorandum before the commencement of marking.**
- **Candidates' responses must be considered on their merits.**

SECTION A: COMPREHENSION**QUESTION 1**

**NOTE: All answers are to be assessed holistically.
Part marks must be awarded as indicated in brackets.**

- 1.1 D = inform. (1) The article sets out to make clear to the reader the creation and use of a new website, allaboutlove.net. (1) (2)
- 1.2 To unite writers, journalists and readers by creating a single website for writings on love; to introduce possible couples. (2)
- 1.3 Love as all-pervading emotion, even to the doubter/pessimist - especially in writing and film. (3)
- 1.4 Dreamy, idealistic, impractical excesses (1) - in contrast to sophisticated expressions of love. (1) (2)
- 1.5 Site will attract general reader of fiction, those who enjoy pure romance and those with literary tastes. (2)
- 1.6 Contributors exposed to big names in the business. (1) Writers will retain copyright (1) and get fifty percent of royalties. (1) (2)
- 1.7 Romantics need to interact with others. They need a meeting place to come together. (2)
- 1.8 The reference is to upcoming/new/developing writers. (1) Must show awareness of use of image of emerging writers - just as a flower blooms from a 'bud', so too do writers grow/develop from the earliest stages. (2) (3)
- 1.9 Accept a well reasoned response that demonstrates the candidate's ability to express an opinion, having read the text. It is generally expected that the website will be successful. The website caters for a wide range of users. Possibilities include romantics themselves, authors interested in writing for the web, and the general public. (3)
- 1.10 B = mocking. (1) The article sets out to make fun of and ridicule the tradition associated with Valentine's Day. (1) (2)

1.11 Candidates should engage critically with the view expressed by the writer. The writer believes that love should be the focus, not only on Valentine's Day, but always. Love should be a daily celebration. This is a valid argument.

Consider other responses, such as the fact that Valentine's Day is a special occasion and draws attention to love between individuals. It provides an opportunity for a celebration.

(3)

1.12

1.12.1 An incomplete sentence. Title points to the central theme and sums up the content of the passage which is about romance writing.

(Also a pun on Shakespeare's, 'If music be the food of love ...'
– but few candidates will be aware of this, so not a requirement.)

(2)

1.12.2 Cynical, colloquial, tongue-in-cheek. Expresses the writer's apparent disdain for Valentine's Day, which is illustrated in the passage.

(2)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2**

- 2.1 Use the following main points that the candidate should include in the summary as a guideline.
1. A survey was conducted to determine the youth's response to brand preference.
 2. Because the youth market represents more than half of all consumers, this is an important study.
 3. The researchers determined three target groups.
 4. The results showed that, on the whole, the youth is able to respond very quickly to change and accepting what is new.
 5. From the survey it emerged that the youth is conservative in accepting universal values.
 6. Young people today are more materialistic, although this is not always to their benefit.

(Award ½ mark per point.)

(3)

2.2 Use the holistic marking grid below to assess the written paragraph.

Category	Mark	%	Descriptors
Outstanding	6 – 7	80 – 100	Flawless. Concise. Logically presented. Excellent understanding of context and requirements of question. Has all the salient points.
Meritorious	5 – 5½	70 – 79	Has all the above points, but with few errors.
Substantial	4 – 4½	60 – 69	Reads well. Concise to a large extent. Has most of the above points. Some irrelevant information.
Average	3½	50 – 59	At least 50% of the main points. Cannot be placed in the 'good' category. Irrelevant information tends to spoil.
Moderate	3	40 – 49	Lacks flow. Much irrelevant information. Just about manages a pass mark.
Elementary	2 – 2½	30 – 39	Lacks coherence. Not logically presented. Rambling. Lacks number of main points. Has at least one main point.
Not achieved	0 – 1½	0 – 29	No understanding of summarising. No salient points.

(7)

Penalties

- ½ mark for omission of, or incorrect, word count.
- ½ mark for every multiple of 5 words beyond 95 words.
- ½ mark for writing more than one paragraph.

NB: No penalty if candidate provides title.

Word count	Penalty
91 – 95	0
96 – 100	- ½
101 – 105	- 1
106 – 110	- 1½
111 – 115	- 2
116 – 120	- 2½
121 – 125	- 3
126 – 130	- 3½
131 – 135	- 4
136 – 140	- 4½
141 – 145	- 5
146 – 150	- 5½
151 – 155	- 6
156 – 160	- 6½
161 and over	- 7

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3****3.1 TEXT D: ProNutro**

- 3.1.1 The illustration shows a box of ProNutro in a kitchen. The box is emphasised (photographed from a low angle) and made to stand out (2 marks).
Also credit illustration on the box: font (both type and size); picture of a Superhero; bowl of cereal (1 mark only). (2)
- 3.1.2 Provides family with mental and physical nourishment(1); boosts bodies against diseases (1). (2)
- 3.1.3 It is customary to say, 'Keep out of reach of children.' The advertiser has changed the slogan to attract attention.
Accept other valid responses. (2)

3.2 TEXT E: Zoflora

- 3.2.1 Illustration shows a very dirty kitchen sink. (1) The note reminds the reader that there should be more than just a clean kitchen, smelling good. It should also be disinfected. (1) (2)
- 3.2.2 The font resembles handwriting. The message becomes more personal. (2)

OR

The script is light and airy, suggesting a kitchen that is fresh and clean. (2) (2)
[10]

QUESTION 4**4.1 TEXT F: Cartoon**

4.1.1 Frame 1 appears to be a warning about speeding. Frame 2 refers to commercial gain/advertising. It comes as a surprise because we expect something more about road safety to follow. (2)

4.1.2 The cartoon draws attention to the essential pattern of commercial enterprise: the city is the hub of business where advertising is necessary. It is usual for consumers from rural areas to shop in towns and cities. (2)

4.1.3 There are lines behind and below the taxi to indicate speed. (1)
The wheels are also not touching the road. (1) (2)

4.2 TEXT G: Book Cover

4.2.1 The title refers to a time when Mandela was not so universally known. Today he is world famous. (2)

4.2.2 Readers will be further interested because the book looks at a time before Mandela was released. It gives the reader an idea of the younger man and the political situation at that time. The sentence refers to an historical context: before Mandela was MANDELA, the important person. (2)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 Adjective. (1)
- 5.2 Proper noun/name of a state in USA/place name. (1)
- 5.3 Trudging. No mark for identification only. (1)
- 5.4 ... has ... (replaces 'have') (1)
- 5.5 saw/soar (1)
- 5.6 A = Colloquialism (1)
- 5.7 The lead guide said that there was the scenario./The lead guide said that that was the scenario. (1)
(Award ½ mark for each underlined change.)
- 5.8 Semi-colon/dash (or the actual punctuation mark ; -). (1)
- 5.9 This is unacceptable/This is disgusting/This is terrible. (1)
(Accept other answers that are also correct.)
- 5.10 Name of a magazine/publication/title. (1)

[10]**TOTAL SECTION C: 30****GRAND TOTAL: 70**