



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

ENGLISH HOME LANGUAGE P1

FEBRUARY/MARCH 2010

MEMORANDUM

MARKS: 70

This memorandum consists of 8 pages.

INSTRUCTIONS FOR MARKERS

1. This marking memorandum is intended as a guide for markers.
2. It is by no means prescriptive, exhaustive or complete.
3. The chief marker will discuss the memorandum with the markers before the commencement of marking at the marking centre.
4. Candidates' responses should be considered on merit.
5. Whenever appropriate, marks should be awarded on a holistic basis.

Marking the comprehension:

- Incorrect spelling in one-word answers should be marked wrong.
- Incorrect spelling and language errors in longer responses should not be penalised because the focus is on understanding.
- 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.
- For TRUE/FALSE or FACT/OPINION questions, the mark should be split, i.e. award 1 mark for TRUE/FALSE or FACT/OPINION and a mark for the reason/substantiation/ motivation/quotation.
- For questions which require quotations from the text, **do not** penalise candidates for omitting the quotation marks.
- 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.
- If a candidate uses words from another 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.
- Accept dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND the answer written out in full.

SECTION A: COMPREHENSION**QUESTION 1****TEXTS A, B and C****TEXT A**

- 1.1 He predicted that every move of all of the citizens would be monitored by those in authority. (2)
- 1.2
- cellphones – records are kept of all numbers that we have called and messages that we have sent
 - computers can be traced in cyberspace as they offer up details about their operating systems and capabilities
 - we give out personal information that can be traced
 - Internet usage causes ‘cookies’, which identify us, to be dropped onto the web
- (Any three.) (3)
- 1.3 B – keep a record of your preferences. (1)
- 1.4 The extent to which all citizens are monitored: from our physical movements being monitored by surveillance cameras to our cellphone and computer usage.
(Allow for personal response. The answer must be substantiated from the text OR present possible negative responses). (3)
- 1.5 In South Africa there are many regulations to protect e-mail privacy. While in America, the NSA can monitor e-mails freely without alerting the writer or the recipient, and does not have to obtain a warrant to do so. (2)
- 1.6
- Be informed of the dangers lurking in seemingly innocent activities.
 - Know that computer chips/cookies can be placed in many of our gadgets, and that they can be used to track our movements in cyberspace.
 - Never give out your personal details to unknown sources asking for them.
 - Use anti-virus software on our computers.
 - Beware of promises that seem too good to be true.
- (Any two. Accept any other relevant response.) (2)
- 1.7 Yes. It is appropriate as the article focuses on how our lives are monitored electronically (1) by people in power (1). The punctuation has been cleverly used. The author has added ‘digital’ into an otherwise familiar expression. This is appropriate for the content of the article.
Credit candidates who see the allusion to Orwell’s novel.
OR

No. Candidates might feel that the title is too flippant for so serious a matter. They could argue that the title uses an image, whereas a more down-to-earth heading would be more appropriate. Consider other answers. (3)

TEXT B

1.8 Knott-Craig wanted to encourage his staff to adopt a positive attitude at a time when people were pessimistic about business and finance. (2)

1.9 He wants to get the reader's attention in an abrupt, dramatic way (1).
He wants to emphasise that the financial situation will improve and people will get relief from financial worries (1).
Consider other relevant responses. (2)

1.10 Anti-apartheid forces could have been mobilised more effectively. More people would have become aware of the situation. (2)

TEXTS A AND B

1.11 Text A is more formal – does not use contractions. Although it uses direct speech, this is incorporated for purposes of accuracy of quoting.

Text B is more colloquial – uses contractions. It is addressed to 'guys' and is concluded with 'cheers'. The article refers to 'you' and 'we' – it feels like a conversation between friends.

(Assess according to candidate's response with appropriate illustration.)

(2 + 2) (4)

TEXT C

1.12 Uninformed users accept all information on the internet as accurate and true. (2)

1.13 Learning has moved to the internet to such an extent that the learner in the cartoon firmly believes that the information he has taken off the web must be the truth – there can be no other. Rather than refer to other sources (such as books), the electronic medium has become the most important – and possibly only – source to consult. (2)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2****TEXT D**

Use the following main points that the candidate should include in the summary as a **guideline**. Any 7 of these points will be correct. These points must be written in **paragraph** form.

Markers should use their discretion as to how candidates express their versions of these ideas.

- One of the solutions for creating a positive future for the youth of South Africa lies in rebuilding the education system.
- This means that every child must live close to a school.
- All children must attend school without worrying about payment of fees.
- All children must have access to good nutrition from Grade 1.
- Teachers must be present at school and must teach every day.
- Male teachers must become more visible role models to young boys.
- Children need to learn the basics of reading, writing and calculating rather than a complex curriculum that is out of place in the third world.
- The curriculum must include sports, arts and culture.
- Schools must provide a strong counselling and career advisory service to assist the youth to plan for their future.
- Parents or guardians need to be intimately involved in the educational lives of their children.

Marking the summary:

- Candidates must present the summary in the required format. Summaries presented in the incorrect format **will not be assessed**.
- Award marks only for those points that are presented in **full sentences**.
- Planning/drafts must be clearly indicated. If not, mark the first summary presented.
- Candidates **must** indicate the word count **correctly**.
- *Award marks as follows:*
 - 7 marks for 7 points
 - 3 marks for language

Penalties:

- For summaries that are **too long**, read only up to **5 words** beyond the required length and **ignore the rest of the answer**.
- Summaries that are short but contain all the required main points **should not** be penalised.
- Language errors (grammar, spelling, punctuation): deduct from the 3 marks for language as follows:
 - 0-4 errors – no penalty
 - 5-10 errors – subtract 1 mark
 - 11-15 errors – subtract 2 marks
 - 16 errors or more – subtract 3 marks.
- For direct quotations of **whole sentences**, penalise as follows from the total mark awarded for the points and language usage:
 - 1- 3 whole sentences quoted: no penalty
 - 4-5 whole sentences quoted: deduct 1 mark
 - 6-7 whole sentences quoted: deduct 2 marks
- Subtract 1 mark from the total marks awarded for the points and language usage for not indicating the word count or for an incorrect word count.

NOTE: Abbreviations should not be used but should they appear in the summary, they must be counted as the number of words that they represent.

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3 – ANALYSING ADVERTISING****TEXT E: COKE**

- 3.1 The joyful/happy expression on the boy's face.
His jumping over the Coke sign energetically.
(Mark holistically. Allocate 2 marks for 2 ideas.) (2)
- 3.2 The idea that anywhere, anytime one can drink Coke.
The rhyme is appealing.
The outright claim that Coke is better than anything else.
Fifty million is an impressively big number.
(Any two of the above. Also consider candidate's responses.) (2)
- 3.3 The text builds up to a climax as it increases in size, culminating in the word 'Coke'. It also emphasises the focus on the advertised product which is COKE.
(Consider other appropriate responses.) (2)

TEXT F: COKE

- 3.4 Coke is a universal drink – all people, no matter what language they speak, will drink Coke.
Some of the words are slang – this could make Coke seem to be the ‘in thing’ to drink.
(Award 2 marks for a discussion of any ONE response. Also consider other appropriate responses.) (2)
- 3.5 It is not clear what kind of an animal it is, but it is cute and appealing.
(Allow for personal response). (2)

TEXTS E AND F

- 3.6 Allow for a well argued, personal response.
Take into consideration components of advertisements, e.g. fonts, illustrations, use of language, etc. (3)
[13]

QUESTION 4 – UNDERSTANDING OTHER ASPECTS OF THE MEDIA**TEXT G: CARTOON**

- 4.1 The grandmother is placed between the other two characters.
The other two characters are both looking at her. (2)
- 4.2 To create the illusion of movement of the taxi.
Enables the overlap of the speech bubble from frame 1.
To add variety to the pattern of the strip.
Set in the outdoors, gives a sense of movement and freedom,
(Any one point). (2)
- 4.3 She is flustered/anxious/worried/confused.
(Any one. Also accept others of similar meaning). (1)
- 4.4
 - All phones have memory cards. They are not features that are added for elderly people who need help with their memories.
 - She appears not to understand this and thinks that her phone is special.
 - The cartoon may be poking fun of older people and their knowledge of technology.
 (2)
[7]

QUESTION 5 – TEXTUAL EDITING**TEXT H**

- 5.1 Apostrophe of possession/possessive case. (1)
- 5.2 A - compound (1)
- 5.3 The individual letters come from the words South African Football Association, and **are pronounced as a word.** (1)
- 5.4 Desiree Ellis reported that it **was** a great start and **she believed** (that) **they could** go from strength to strength from **there.** (Half a mark for every word bolded.) (3)
- 5.5 would have (1)
- 5.6 Only 28 international matches were played by us. (1)
- 5.7 D - urban (1)
- 5.8 Stability (1)

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