



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

ENGLISH HOME LANGUAGE P1

NOVEMBER 2013

MEMORANDUM

MARKS: 70

This memorandum consists of 10 pages.

NOTE:

- This marking memorandum is intended as a guide for markers.
- It is by no means prescriptive or exhaustive.
- Candidates' responses should be considered on merit.
- Answers should be assessed holistically and points awarded where applicable in terms of decisions taken at the standardisation meeting.
- The memorandum will be discussed before the commencement of marking.

INSTRUCTIONS TO MARKERS**Marking the comprehension:**

- Incorrect spelling in one-word answers should not be marked wrong, unless the spelling changes the meaning of the word.
- Because the focus is on understanding, incorrect spelling and language errors in longer responses should not be penalised.
- 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. The mark for the reason/substantiation/motivation/quotation should only be awarded if the TRUE/FALSE or FACT/OPINION part of the question is correct. One cannot award a mark for substantiation or an interpretation (TRUE/FALSE or FACT/OPINION) that was wrong in the first place.
- 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.
- 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.
- Accept dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding to the correct answer AND the answer written out in full.

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

- 1.1 The writer's intention is to inform the reader about the influence/effect of social media on human communication.
- [If two or more sentences are given, mark only the first one.]
[Award only 1 mark if a candidate quotes paragraph 2: 'This is where social media is put in front of judge and jury.'
[Ignore changes in meaning that might be brought about by the use of 'negative' and/or 'positive'.] (2)
- 1.2 The benefit of face-to-face communication is that the tone of voice or facial expression of an individual shows his/her state of mind.
- [Award ½ mark for verbal, ½ mark for non-verbal and 1 mark for clarification.]
[Award 1 mark only if candidate quotes/lifts.] (2)
- 1.3 Technology allows and encourages us to:
- choose the image we want to present
 - be more confident
 - be free in our expressions
 - make confrontation easier
 - be anonymous
- [Credit any TWO of the above answers.]
[Credit direct quotations.] (2)
- 1.4 Although we use more social media platforms/modern technology to communicate with others, we hardly ever engage in genuine social interaction. (2)
- 1.5 People are not engaging with one another face-to-face. The abundance of information does not enhance the quality of conversations.
- [Credit a response that is similar to 1.4] (2)
- 1.6 The use of 'frighteningly' denotes the startling effect that electronic communication has on human relationships and interaction in the workplace. The writer is alarmed by the fact that employees jump to conclusions without considering the finer details that are necessary to make informed decisions.
- [Naming of attitude (1 mark) + discussion (2 marks)]
[Award full marks only if candidate makes reference or alludes to the workplace.] (3)
- 1.7 The single-line paragraph structure draws the reader's attention to the central concept of the passage. Throughout the article, the writer evaluates the use of social media. The writer acts as 'judge and jury' on whether communicating via social media is more beneficial than traditional, authentic, face-to-face or voice-to-voice communication. (3)

- 1.8 The writer involves the reader by asking questions throughout the text. In this way, the writer invites the reader to question his views on the use of social media and to consider alternative viewpoints.

OR

Several pronouns/words are used to create common involvement in the debate/create a sense of mutual identification between the reader and the writer. The pronoun/word 'we' suggests that the reader is a participant in the dialogue.

[Identification (1 mark) + valid comment (2 marks)]

(3)

- 1.9 Yes.
In lines 16–18, the writer maintains that we are connected through the use of electronics but are physically disconnected, negatively affecting interpersonal relationships. In lines 68–71, the writer advises the reader not to neglect face-to-face communication in this electronic age.

[Candidates must make reference to both parts of the question for full marks.]
[Credit any cogent, valid alternative responses.]

(3)

- 1.10 According to the title, technology brings 'joy'; yet the three people are destitute (unemployable) because of their irresponsible use of technology./ The word 'joy' is in stark contrast to the sad expression on the characters' faces.

(2)

- 1.11 Yes.
Irresponsible use of social media has reduced former professionals to beggars. It has broken down all forms of face-to-face communication. This is depicted by the begging bowls, sitting on the pavement outside the office block, the holding of placards and the despondency and dejection on their faces.

OR

No.
[This response is unlikely. However, mark on merit.]

(3)

[Credit mixed, valid responses]

- 1.12 Yes.
In paragraph 8, the writer emphasizes the importance of using social media responsibly. TEXT B depicts the effects of using social media irresponsibly by posting inappropriate personal information.

OR

No.
In TEXT A, the writer claims that social networking enhances interpersonal communication, whereas the figures in TEXT B are not even able to talk to one another, although they have all suffered the same fate.

[Award full marks only if the candidate refers to both Text A and Text B.]
[Credit valid mixed responses]

(3)

TOTAL SECTION A: 30

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

Candidates need to summarise **how graffiti could be considered to be a form of art.**

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 either paragraph-form or point-form.)

FACTS		QUOTATION	
1	Graffiti conveys ideas creatively.	1	'form of communication and art'
2	It is a way of beautifying walls.	2	'enliven it with beautiful murals'
3	Graffiti art can be appealing and cheerful.	3	'beautiful murals that can brighten up your day'
4	Graffiti is a medium through which opinions are expressed imaginatively.	4	'Graffiti is a form of self-expression and creativity.' [Award TWO marks for this quotation.]
5	Graffiti conveys a hidden message.	5	'some people create graffiti with a hidden message or a purpose'/ 'conveyed important information'
6	It is a career opportunity for aspiring artists/way of making money.	6	'actually paid to paint graffiti'
7	It encourages young artists to explore their talent.	7	'It inspired young artists to come out'
8	Graffiti artists are constantly improving this form of self-expression.	8	'But still, graffiti artists strive to improve an art form which is constantly changing.'
9	Like other forms of art, graffiti has evolved. Graffiti has artistic origins.	9	[There is no explicit quotation for this idea.]

Graffiti conveys ideas creatively and is also a way of beautifying walls. In addition, this art form can be appealing and cheerful. It is a medium through which opinions are expressed imaginatively. In addition, when artists are employed to create graffiti, it can be regarded as a career opportunity. Furthermore, like other forms of art, graffiti has evolved. This genre has encouraged young artists to explore their talent, while constantly improving this form of self-expression.

(75 words)

Marking the summary:

The summary should 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 candidates have used their own words:**
 - 1–3 points correct: award 1 mark
 - 4–5 points correct: award 2 marks
 - 6–7 points correct: award 3 marks

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 a maximum of 5 words above the stipulated upper limit and ignore the rest of the summary.
 - Summaries that are short but contain all the required main points **should not** be penalised.

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3: ANALYSING ADVERTISING**

- 3.1 The (famous) rugby player endorses the 'Arrive Alive' campaign. His association with the product (in this case, road safety) adds to its prestige (1). His relaxed posture reflects his confidence in the campaign (1).

[Choice : (1 mark) + portrayal (1 mark)]

OR

[Award 2 marks for any ONE well-developed concept.]

(2)

- 3.2 The question challenges the reader and elicits an emotional response. It convinces the reader to be aware of the alarming number of people who lose their lives on our roads. / The reader is prompted to drive more safely because he/she might become part of the statistic. / The use of 'should' implies that something could be done about the situation. (Candidates may refer to the inclusion of the emotive word 'crashes' and the statistic.)

[Award 2 marks for a discussion of any ONE point.]

(2)

- 3.3
- 'drop the ball' (½)
 - 'game plan' (½)
 - 'run-up' (½)
 - 'rally' (½)
- 'Drop the ball' suggests that South Africans tend to adopt careless attitudes toward the laws of the road, even though these have disastrous effects.
 - Habana appeals for a 'game plan' (strategy for winning) by endorsing responsible driving.
 - 'Run-up' serves as a preparation for making our roads safer.
 - 'Rally' effectively depicts the power of collective energy in promoting the 'Arrive Alive' campaign.

[Award ½ each for ANY TWO examples + 2 marks for a discussion of the effectiveness of both.]

(3)

- 3.4 The tone is emphatic/forceful/assertive/confident (1). The capital letters show the urgency of the message. 'THERE ARE NO ACCIDENTS' strongly asserts that people are responsible for accidents; there are no chance events. The slogan also reinforces the final sentence of the text: 'Here's the game plan: Buckle up, Don't speed and never ever drive drunk.'

[Award full marks only for a CRITICAL discussion.]

(3)

[10]

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

4.1 Both print and electronic media focus on the same issue, rhino poaching. This emphasises how current/relevant/important the topic is. (2)

4.2 Her tight mouth / hooded eyes / stern expression help(s) convey her authoritative/condescending/impatient/annoyed/patronising manner as she insists on reality and corrects a child's ignorance. (2)

4.3 Frame 2: Thandi looks at the TV and is portrayed as an enthralled viewer.
Frame 3: Thandi turns around to look at the old lady/hands on hips/standing upright; shows determination to become part of the solution to the problem.
Frame 4: Thandi is dumbfounded / shows disbelief at the old woman's comments/realisation that her age disqualifies her from protecting the rhinos.

[Candidate may focus on either two or three of frames 2, 3 or 4.]

[As candidates cannot discuss frame 4 without understanding frame 3, the focus must be on 'protecting the rhinos' to earn full marks.]

[Mark globally.] (3)

4.4 The absence of dialogue in this frame is indicative of the stunned silence when the characters grasp how close extinction is. The characters stare directly at the reader. Their eyes are wide-open and their lips are tightly closed. These details all suggest shock/disturbance at the concept in the previous frame. The notion that the rhino might become extinct is 'the important point being made'. This idea leaves them speechless.

[Mark globally.] (3)
[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 There is nothing like discovering exactly how ancient one appears to the youth of today.

[Accept any suitable auxiliary verb + appear, e.g. can appear.]
[No part-mark allocation.]

(1)

- 5.2 apparently/appearingly

[Spelling must be correct. No ½ marks to be awarded.]

(1)

- 5.3 Their (½) – his/her (1).

OR

There is no pronoun in the given sentence.

OR

All teenagers/Teenagers/They have...

(1)

- 5.4 Peers and adults with exacting systems of etiquette have always been policed by the typical teenager.

OR

Peers and adults have always been policed.

(1)

- 5.5 5.5.1. Parenthesis/It indicates that additional information is included.

(1)

5.5.2. Dashes/Brackets

(1)

- 5.6 When teenagers wear those outsize, fire-engine red headphones, parents are warned that their teenagers are off-limits for the next ten minutes.

OR

Parents are warned that their teenagers are off-limits for the next ten minutes, when they (the teenagers)/the latter wear those outsize, fire-engine red headphones.

[Credit any valid, alternative response that shows the correct link between the subject and the verb.]

[Ignore omission of commas.]

(1)

- 5.7 Amount (½) – number (1)

(1)

- 5.8 Independent

[Ignore spelling.]

(1)

- 5.9 They could earn money, which they can spend at fashion shows, by mowing the lawn or washing the dog.

[Ignore omission of commas.]

OR

By mowing the lawn or washing the dog, they could earn money which they can spend at fashion shows.

[Ignore omission of comma.]

(1)
[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70