



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

ENGLISH HOME LANGUAGE P1

FEBRUARY/MARCH 2009

MARKS: 70

TIME: 2 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

SECTION A: Comprehension	(30)
SECTION B: Summary	(10)
SECTION C: Language in context	(30)
2. Answer ALL the questions.
3. Start each section on a NEW page and rule off on completion of EACH section.
4. Leave a line after EACH answer.
5. Follow the instructions carefully.
6. Number the answers correctly according to the numbering system used in this question paper.
7. Pay special attention to spelling and sentence construction.
8. Write neatly and legibly.

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

Read the passages below and answer the set questions.

TEXT A

IF WRITING BE THE FOOD OF LOVE ...	
Budding writers can show and tell on a local website	
1. A handful of South African writers and journalists think love is a pursuit worthy of more than one day of enforced consumerism. And so <u>allaboutlove.net</u> , the first romantic fiction site in Africa, was born.	
2. 'Love is a topic on which everyone has powerful opinions and multiple experiences,' say Richard Beynon, a scriptwriter best known for his work on the TV 'soapy' <i>Isidingo</i> , who created the site with published authors and writing lecturer at the University of the Witwatersrand, Jo-Anne Richards, and production designer, Trish Urquhart.	5
3. 'Most of the great stories are love stories. Even if its central focus is not love, nearly every story told in fiction or film has a love interest. Everybody loves love, no matter how cynical they pretend to be. And our intention is to bring a touch of lightness to our lives.'	10
4. The site, which was launched in part on Valentine's Day in 2008, aims to be the first to combine a shop front for fiction, selling short stories, serials and books – but with social networking.	15
5. Already the site is offering free content. There is, for example, an advice column that will offer guidance that is 'tart but not unkind'. The idea is to affirm <u>allaboutlove.net</u> 's refreshingly all-inclusive classification of romantic love.	
6. 'Our definition is wide,' says Beynon. 'We'll host chick-lit, romantic adventure, stories of lost love, found love, conventional romance, and more "literary" works – as long as it has something to do with love.'	20
7. Says Beynon, 'Many assume romantic fiction is only read by the hopelessly unfashionable and out of touch, desperate for tales of helpless heroines swept off their feet by dashing, mildly brutish heroes.' But according to romance writer Daisy Cummins, they are more likely to be 'successful, highly intelligent women in their 20s and 30s.'	25
8. Mills & Boon (which in 2008 celebrated its centenary), the publishers of love stories for women, has traditionally dominated the market but, says Urquhart, 'It is by no means the only imprint, nor does it set the standard.'	
9. Not that <u>allaboutlove.net</u> is by or for literary snobs. 'Our goals are not actually serious or literary,' says Richards. 'There are more than enough groups and sites with these intentions. We plan to attract readers who enjoy all forms of fiction – from	30

	light, frothy romances to more serious literature – because we don't regard conventional romance to be a lesser form of fiction. It all depends on the way it is written.'	35
10.	And that depends on the writers. The site claims to have roped in big names – an already impressive pool of talent. But they're counting on users to generate content for which the writers will retain copyright, and be paid 50 per cent of net royalties.	
11.	Urquhart says, 'The Internet has shown there is enormous untapped talent out there. Although we will have a core of professionally produced material, we are convinced we will attract contributors from around the world. Already we have a steady stream of contributors landing in our in-boxes. And a small store of short films.'	40
12.	For budding writers out there who refuse to rely on Hallmark cards to express their romantic sentiments or those looking to hone their craft, a sister site will offer writing courses in romantic fiction, and romance for film and television.	45
13.	But as Beynon points out, romantics are no good alone. 'We aim to bring people together. The site is meant to be a meeting point for readers, writers, friends and lovers.'	50
14.	Personal ads will eventually be incorporated. Users, encouraged to interact at every turn, won't just read about 'The One' – they might even meet them.	
[Adapted from an article by Robert McKay in <i>The Times</i>]		

TEXT B

HAPPY VALENTINE'S ... YEAH, RIGHT!		
15.	I no longer celebrate Valentine's Day. If you ask me, it's a day that some clever people invented to make money by finally selling red and white nonsense that nobody usually buys. It's a money-making scheme, and even schools use it for profit.	55
16.	When I was at school we had to dress up in our red and white clothes on February 14. It was all good and well for the first five years or so – but when I turned 13 and was in high school, being forced to dress up was not exactly my idea of fun. I also hated the lousy chocolates people sold to raise funds for charity. What made the whole money-making scheme obvious was the fact that we each had to pay R5 to 'dress up'.	60
17.	The boys would use the day to send their crushes cards, chocolates or teddy bears that were on sale. I don't know which was worse.	
18.	So I have issues with Valentine's Day. I think I'd laugh at anyone who proposed making a big deal of it. I believe that if one has a partner, their love, and whatever else people claim to celebrate on Valentine's Day, should be celebrated daily.	65
[Adapted from an article by Nomfundo Xulu in <i>The Times</i>]		

QUESTIONS: TEXT A

- 1.1 Choose the correct answer from the list below to complete the following sentence. Give a reason for your choice.
- The purpose of the article is to ...
- A analyse.
B categorise.
C criticise.
D inform. (2)
- 1.2 According to the writer, what purpose will allaboutlove.net serve? (2)
- 1.3 Discuss critically the writer's comment about 'love' in paragraph 3. (3)
- 1.4 Explain what you understand by 'chick-lit, romantic adventure' (line 19), as opposed to more 'literary' works (line 20). (2)
- 1.5 Refer to paragraph 9.
- Explain how the site aims to attract a wider readership. (2)
- 1.6 Examine paragraph 10.
- Discuss the benefit of writing for this website. (2)
- 1.7 Why, according to Beynon (paragraph 13), do romantics not function well on their own? (2)
- 1.8 Refer to the sub-title, 'Budding writers can show and tell on a local website'.
- Discuss the image of 'budding writers' in the context of the passage. (3)
- 1.9 Express your opinion on how successful this website will be. (3)

QUESTIONS: TEXT B

- 1.10 Choose the correct answer from the list to complete the sentence below. Give a reason for your choice.
- The overall tone of the article is ...
- A fanciful.
B mocking.
C serious.
D uplifting. (2)

- 1.11 Comment critically on the remarks the writer makes about love in the final paragraph of the article. (3)

QUESTIONS: TEXTS A AND B

- 1.12 Comment on the appropriateness of the title of:

1.12.1 TEXT A: IF WRITING BE THE FOOD OF LOVE (2)

1.12.2 TEXT B: HAPPY VALENTINE'S ... YEAH, RIGHT! (2)

TOTAL SECTION A: 30

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

TEXT C (Page 8) is a report on a survey of how the youth of South Africa functioned as consumers and shoppers in 2008.

Prepare a summary of the report for presentation to a group of manufacturers that specialises in teenage products.

You are required to do the following:

- 2.1 Write down SIX points that convey the main ideas of the passage, using your own words. (3)
- 2.2 Use the points in your answer to QUESTION 2.1 to write a summary in a **single**, fluent paragraph of approximately **90 words**. (7)

NOTE:

- As far as possible, use your own words.
- Do not give your summary a title.
- Indicate your word count at the end of your summary.

TEXT C

The 'Generation Next' survey, conducted among South Africa's urban youth during the first quarter of 2008, is an annual brand-preference study. Over the past three years, this survey has yielded insights into this elusive market segment and has been finding increased industry credibility and popularity. It is the result of collaboration between the *Sunday Times* newspaper, Hdi Youth Marketeers and Monash S.A.

The youth market represents the single largest proportion (53%) of South Africa's population and young consumers often influence the brand purchase decisions of others – their parents, siblings or friends. Thus, urban youths are a significant part of the target market for virtually every product or brand. The survey comprised three phases.

Because the purpose of the survey is to track the evolving consumption behaviour of young South Africans, the researchers identify three target groups – 'tweens' (aged 8 to 13), teens (aged 14 to 18) and young adults (aged 19 to 23) – and analyse preferences and consumption similarities and differences by age, gender and subculture. These figures are then measured statistically and the results show how this group can adjust incredibly fast to whatever is new on the block.

'Many of the trends that we sat up and noticed in our first 'Generation Next' report are today a fact of life,' reports CEO, Geoff Tucker. 'For example, the kids are growing "older", or more mature, at a younger age. What this year's report also shows is that our young adults are adopting a new attitude that respects conservatism within a context of universal values, such as honesty, fairness, openness, truthfulness, empathy and self-control. They also have a tendency to practise tolerance in the context of a desire for unity in the world where wealth versus poverty is the new divider – not politics, race or religion.

Young people today are undoubtedly more materialistic. However, there is also less time for them to enjoy their gains as the shelf life of much that is 'trendy' does not last long.

[Adapted from a series of articles in *Sunday Times*]

TOTAL SECTION B: 10

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

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

3.1 TEXT D: ProNutro

BOKOMO ProNutro
ALL-IN-ONE ORIGINAL CEREAL
WITH NUTRO-CUTICALS

"Boost up your day."

Keep within reach of children.

With every bowl of **ProNutro**, not only are you providing your family with complete mental and physical nourishment, you're also helping to boost their bodies' defences against disease. That's because **ProNutro** contains Nutraceuticals – natural food components that provide human body cells with protection, passing this information on to new cells as they grow. So now, more than ever, a breakfast of **ProNutro** is the most important meal of the day.

APPROVED AS PART OF THE HEART FOUNDATION EATING PLAN

ProNutro
WITH NUTRO-CUTICALS

South Africa's most nutritious breakfast cereal.

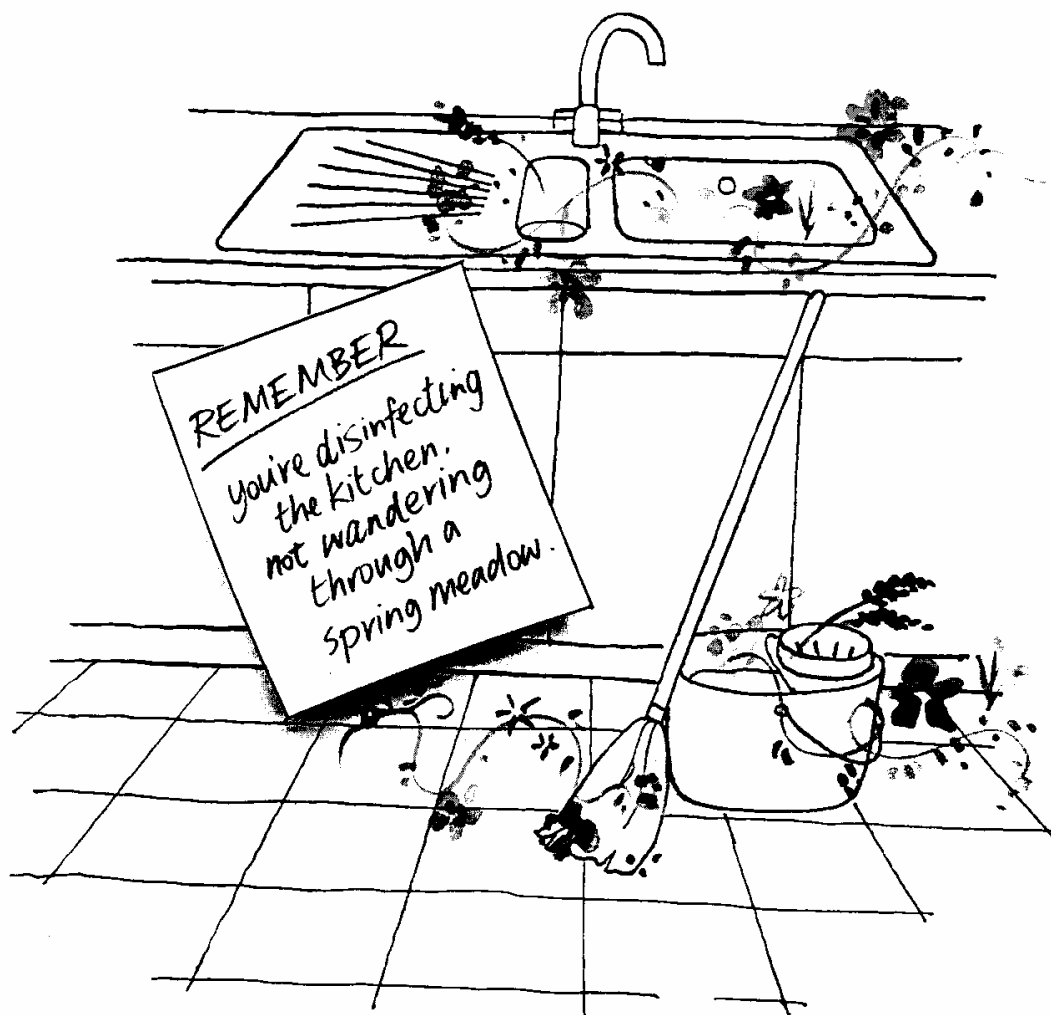
The text at the bottom of the advertisement reads as follows:

With every bowl of ProNutro, not only are you providing your family with complete mental and physical nourishment, you're also helping their bodies' defences against disease. That's because ProNutro contains Nutraceuticals – natural food components that provide human body cells with protection, passing this information on to new cells as they grow. So now, more than ever, a breakfast of ProNutro is the most important meal of the day.

QUESTIONS: TEXT D

- 3.1.1 Explain how the illustration attracts the reader's attention. (2)
- 3.1.2 How does the advertiser justify the claim that 'ProNutro is the most important meal of the day'? (2)
- 3.1.3 Refer to the instruction '**Keep within reach of children**'.
Comment on the appropriateness of this instruction in promoting the product. (2)

3.2 TEXT E: Zoflora



Smells so fresh you might just forget you're killing germs.



One little bottle of Zoflora Concentrated disinfectant works all around the home. From toilets to floors, bins to baths, it makes household nasties a thing of the past. Just a few drops kill bacteria, neutralise odours and fill the air with a floral fragrance that's tough on germs, kind on your nose.

For more information visit www.zoflora.co.uk



Nice smells for nasty jobs

Use disinfectants safely. Always read the label and product information before use.

The text at the bottom of the advertisement reads as follows:

One little bottle of Zoflora concentrated disinfectant works all around the home. From toilets to floors, bins to baths, it makes household nasties a thing of the past. Just a few drops kill bacteria, neutralise odours and fill the air with a floral fragrance that's tough on germs, kind on your nose. For more information visit www.zoflora.co.uk

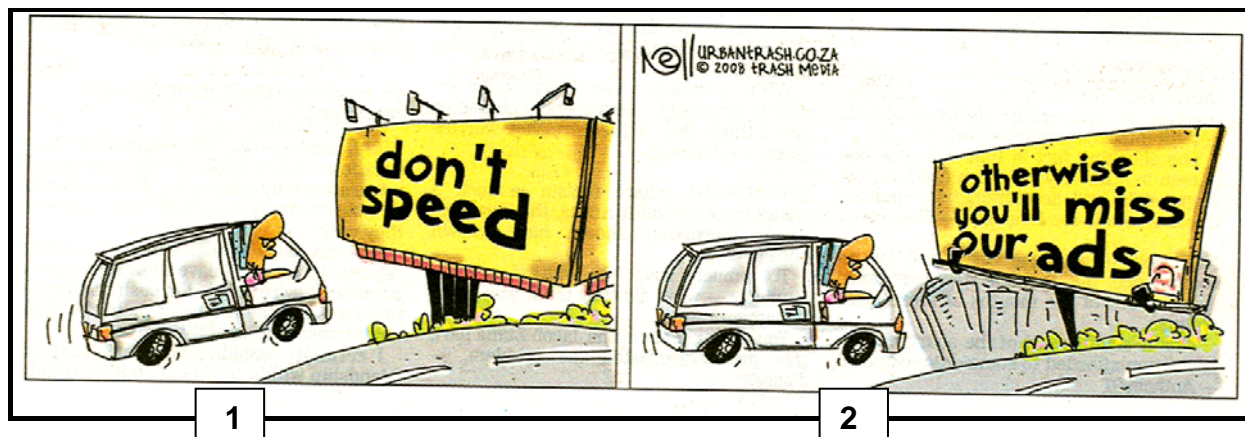
QUESTIONS: TEXT E

- 3.2.1 Discuss the importance of the illustration and the reminder ('REMEMBER ... meadow'), attached to the kitchen sink, in promoting the product. (2)
- 3.2.2 Comment on how the font (type and size of print) used in the advertisement helps to influence the reader. (2)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study the texts below and then answer the set questions.

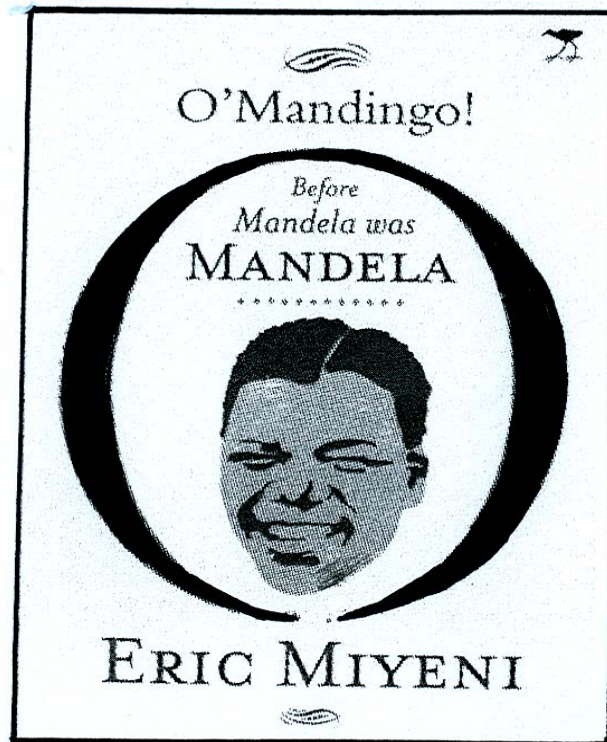
4.1 TEXT F: CARTOON

[From: *The Times*]

QUESTIONS: TEXT F

- 4.1.1 Refer to frames 1 and 2.
Why, do you think, does the billboard in frame 2 come as a surprise? (2)
- 4.1.2 Explain why the setting moves from the country in frame 1 to the city in frame 2. (2)
- 4.1.3 Show how the cartoonist has illustrated the speed of the taxi in both frames. (2)

4.2 TEXT G: BOOK COVER



This book was written prior to Mandela's release from prison and chronicles one of the most important times in South Africa's history.

[Adapted from: *The Citizen*]

QUESTIONS: TEXT G

- 4.2.1 Explain the meaning of the title: *Before Mandela was MANDELA*. (2)
- 4.2.2 Explain how the sentence below the cover adds to the reader's interest in the book. (2)
- [10]

QUESTION 5: USING LANGUAGE CORRECTLY

Read the text below (which contains some deliberate errors) and answer the set questions.

TEXT H

<p>How hard is it to last 72 hours in the wild without food, water or shelter? We were about to find out.</p>	
<p>Night is falling, and we're lost. Somewhere in the canyon lands of southern Utah (USA), I'm truging across a seemingly endless sagebush plain, and the twilight gloom is thick.</p>	
<p>My group of 14 hikers have been on the trail for five hours, and our delight at the majesty of red rock landscape has long since given way to grumbling about hunger and sore feet. As the first stars start to twinkle, the question arises, 'Okay, now what?'</p>	5
<p>We stop. 'Here's the scenario,' says our lead guide. 'You've been driven out to the canyon for a day's hike, got lost and now you can't find your car. Decide what to do.'</p>	10
<p>Hmm. We have no water, no torches, no food, no shelter, no way to make a fire, and few extra clothes. And now it's pitch dark. Reluctantly, we realise that the only thing to do is lie down where we're standing and try to sleep. The ground is hard and the night is cold. I shut my eyes, then open them. It's getting colder. My stomach twists in hunger. From out the blackness comes a voice of reason in the wilderness. It says, 'This sucks!'</p>	15
[Adapted from an article by Jeff Wise in <i>Popular Mechanics</i>]	

QUESTIONS: TEXT H

- 5.1 What part of speech is 'canyon' (line 1)? (1)
- 5.2 Why is 'Utah' (line 1) written with a capital letter? (1)
- 5.3 Correct the spelling error in the first paragraph (lines 1 – 3). (1)
- 5.4 Correct the error of concord in line 4. (1)
- 5.5 Provide a homophone for 'sore' (line 6). (1)
- 5.6 Which of the following devices best describes the word 'Okay' (line 6)? (1)
- A Colloquialism
B Euphemism
C Jargon
D Slang

- 5.7 Rewrite the lead guide's words: 'Here's the scenario' (line 8) in indirect speech.
Begin with: The lead guide said ... (1)
- 5.8 'The ground is hard and the night is cold' (lines 13 – 14).
Replace the conjunction 'and' with a suitable punctuation mark, other than a full stop. (1)
- 5.9 Explain what the expression, 'This sucks!' (line 16) means. (1)
- 5.10 Why is *Popular Mechanics* written in italics? (1)
- [10]**

TOTAL SECTION C: 30

GRAND TOTAL: 70