



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

ENGLISH HOME LANGUAGE P1

NOVEMBER 2023

MARKS: 70

TIME: 2 hours

This question paper consists of 13 pages.

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**LISTENING INSTEAD OF READING IS NOT CHEATING.**

– Gaby Hinsliff

From audiobooks to podcasts and voice notes, there's a steady generational shift in the way we understand the world.

- 1 Insomniacs¹ do it in the middle of the night. Dog owners do it while trudging around the park. Some people do it in the gym, but lately I have taken to doing it alone in the car, on long journeys north through the dark when I need distraction from everything circling around my head.
- 2 Listening, that is; and perhaps more specifically, listening to things you might once have read instead. The growth of audiobooks, podcasts and even voice notes – those quick self-recorded clips that are steadily taking over from typed messages on WhatsApp – reflects a steady generational shift, away from eyes to ears, as the way we take in the world, and perhaps also in how we understand it. 5 10
- 3 Reading instinctively feels like the higher art, perhaps because bedtime stories used to be strictly for children and oral storytelling is associated with more primitive cultures in the days before the printing press. But is that fair? If the effort involved in sitting down and decoding written words with your actual eyes were to gradually fade away in years to come – just as the old-fashioned cord of a landline phone gave way to the freedom of a mobile in your pocket, and cash yielded to the clinical efficiency of credit cards – what exactly would we have lost? 15
- 4 Reading is still very far from dead. Lockdown rekindled the love of curling up with a good novel, to publishers' delight, with more than a third of people claiming to be reading more to fill their days. But the audiobook market, while still small, also notched up its seventh year of double-digit growth in the 2021 pandemic year. Millennials in particular seem to be all ears; Katie Vanneck-Smith, the former Wall Street Journal president, admitted recently that when its members (who are mostly under 39 years old) were asked what they wanted to read, the consensus was, 'Actually, I listen, I don't read.' But their parents do so too: all the overloaded, frantically multitasking mid-lifers trying to keep up with whatever zeitgeist² they are afraid of missing out on in an information-saturated world, while going for a run or cooking dinner. 20 25 30

- 5 Yet the idea prevails that listening is flighty or unserious. A snooty 55% of respondents to one YouGov survey back in 2016 deemed audiobooks a 'lesser' way of consuming literature, and only 10% thought listening to a book was wholly equal to reading it. The view that listening is cheating prevails, even though nobody thinks it is lazy for a student to sit through lectures, and going to the theatre is not considered intellectually inferior to reading the play at home. One study by Beth Rogowsky, Associate Professor of Education at Bloomsburg University, asking students either to read a non-fiction book or listen to the audio version, found no significant differences in how much of it they absorbed. 35
- 6 There is an intimacy too, a confessional air that suits soul-baring podcast interviews and taboo³-busting discussions about sex or menopause or parenting. And to hear a book read by its author is sometimes easier to understand, by the inflections of their voice, a meaning you would not otherwise have picked up. Voice notes suit the perennially⁴ anxious young in much the same way because they are less intrusive than a phone call, and harder to misunderstand than texts; people can hear when you are being ironic, lessening the risk of accidentally causing offence. 40 45
- 7 What troubles me most about listening, I suppose, is that it is harder to share. You can recommend a podcast to a friend but you cannot leave it on the train seat for the next person when you get off, as I have done all my life with finished newspapers. You cannot give your goddaughter your dog-eared, spine-cracked copy of an audiobook that meant everything to you when you were her age. You will never buy an old audiobook from a second-hand store and find somebody else's faded notes scribbled in the margin, or a long-forgotten postcard used as a bookmark that makes you want to know more about the life of the person who sent it. Paper does not render itself useless in a power cut. 50 55
- 8 All of which makes me think reading will never yield to listening completely; that like vinyl, handwritten love letters and cinema in the age of television, it will live on for pleasure or for romance but also because there are times when nothing else quite fits the bill. But if it turns out I am wrong – well, you did not hear it from me. 60

[Adapted from theguardian.com]

Glossary:

¹insomniacs: those who have an inability to fall asleep easily

²zeitgeist: the prevailing emotional atmosphere of a particular time period

³taboo: something that is forbidden or frowned upon in society

⁴perennially: something which re-occurs annually

AND

TEXT B


**TAKE AN
ADVENTURE
THROUGH
THE AMAZON**¹

Your commute just got a lot more interesting with Audible.com. With thousands of books to choose from, you can listen to your favourite adventure novels whenever you want. So you have plenty of time to let your imagination explore the jungle.



[Adapted from [Audible.com](https://www.audible.com)]**GLOSSARY**¹Amazon: a vast jungle in South America**The text in small font reads as follows:**

Your commute just got a lot more interesting with Audible.com. With thousands of books to choose from, you can listen to your favourite adventure novels whenever you want. So you have plenty of time to let your imagination explore the jungle.

- 1.1 Why does the writer use the word 'it' repeatedly in paragraph 1? (1)
- 1.2 Refer to paragraph 2.
Explain why listening to audiobooks is regarded as a 'generational shift'. (2)
- 1.3 What does the writer mean by the expression, 'Reading instinctively feels like the higher art' (line 11)? (2)
- 1.4 Account for the use of the rhetorical question in, 'But is that fair?' (line 13) in the context of paragraph 3. (2)

- 1.5 Discuss the irony evident in paragraph 5. (3)
- 1.6 Refer to paragraph 6, lines 42–47: 'And to hear ... accidentally causing offence.'
- 1.6.1 Identify the tone used in these lines. (1)
- 1.6.2 Comment on the suitability of the tone used. (2)
- 1.7 Critically discuss how the diction in paragraph 7 conveys the writer's attitude towards print media. Provide TWO examples of diction in your response. (3)
- 1.8 Refer to paragraph 8.
- Is the final paragraph an appropriate conclusion to the article? Justify your response. (3)

QUESTIONS: TEXT B

- 1.9 Refer to the verbal text.
- How does Audible.com contribute to a more enjoyable journey? (2)
- 1.10 'So you have plenty of time to let your imagination explore the jungle.'
- Identify how the imaginary jungle is depicted in the visual image. Provide its purpose. (2)
- 1.11 Comment on the effectiveness of the portrayal of the woman in conveying the message of TEXT B. (3)

QUESTION: TEXTS A AND B

- 1.12 Refer to both TEXT A and TEXT B.
- Critically discuss the extent to which TEXT B supports the subheading, 'From audiobooks to ... understand the world' and paragraph 4 of TEXT A. (4)

TOTAL SECTION A: 30

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

TEXT C discusses the benefits of silence. Summarise, in your own words, **how silence helps one to cope with everyday life**.

- NOTE:**
1. Your summary 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**SILENCE IS GOLDEN**

The world around us is often a difficult place in which to cope. Many of us tend to lose focus and find it difficult to remain consistently productive. With all the distractions of our daily lives, it is easy to recognise that we need less noise in order to keep our concentration. A little less noise is good for our well-being.

One of the major reasons why silence has become an important part of everyday life is that it provides one with the ability to focus, because the modern world and its various noises enter one's brain all at once. A silent environment helps one to concentrate optimally. Studies have shown that solitude contributes to the success of the creative process. It is reported that visionary scientists like Albert Einstein and Sir Isaac Newton worked almost exclusively alone for the majority of their lives.

If people's attention is always being drawn away through daily distractions, they will never know how their lives can be improved. Quiet time for self-reflection is important to make a conscious improvement to the daily routines of life. Stress is one of the most difficult aspects of modern life. A period of silence each day allows one the chance to relax, thereby reducing stress levels.

There is a link between the level of noise that children are exposed to, and their performance as students. The more noise children are exposed to, the more difficult they find it to concentrate. Moreover, in the 21st century, the exposure of children to a plethora of electronic devices has resulted in hearing impairment which also affects their achievements as students. In an article in *Inc*, research suggests that remaining silent increases the production of new brain cells. Taking time to daydream may improve productivity tenfold.

In today's fast-paced world, almost everyone has a short fuse for frustration. Learning to relish silence cultivates calm and peace. When silence is practised regularly, tolerance levels improve. People will have more patience with daily irritations, like traffic jams and long lines at the store, if they learn to savour silent moments.

[Adapted from whisperroom.com]

TOTAL SECTION B: 10

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**QUESTION 3: ANALYSING ADVERTISING**

Study the advertisement (TEXT D) below and answer the set questions.

TEXT D

**LEVI'S 505™ JEANS.
NO ORDINARY
FLIGHT OF FASHION.**

Call them fashion classic
if you like.

Just simple, honest 100%
cotton jeans that never wear out
their welcome.

Never? No, never!

Even that comfortable fit
grows friendlier with every
wearing.

Pre-shrunk, zipper fly,
Levi's 505s. Timeless.
Dependable. Uncomplicated.

Sometimes, don't you
wish everything was a little
more like that?

Available in Petites,
Juniors, Misses and Women's
sizes.

505™
Levi's

LEVI STRAUSS & CO.
SAN FRANCISCO CAL.
ORIGINAL RIVETED
QUALITY CLOTHING
TRADE MARK XX

[Adapted from [pinterest.com](https://www.pinterest.com)]

The text in small font reads as follows:

LEVI'S 505™ JEANS.
NO ORDINARY
FLIGHT OF FASHION.
 Call them fashion classic
 if you like.
 Just simple, honest 100%
 cotton jeans that never wear out
 their welcome.
 Never? No, never!
 Even that comfortable fit
 grows friendlier with every
 wearing.
 Pre-shrunk, zipper fly,
 Levi's 505s. Timeless.
 Dependable. Uncomplicated.
 Sometimes, don't you
 wish everything was a little
 more like that?
 Available in Petites,
 Juniors, Misses and Women's
 sizes.

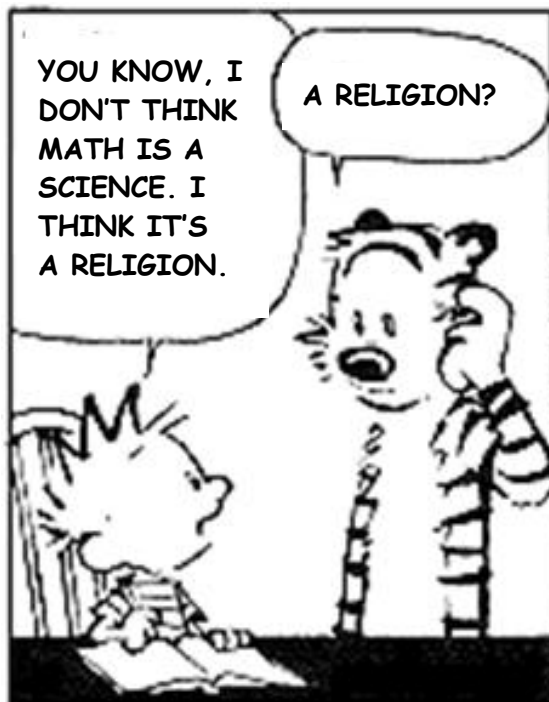
QUESTIONS: TEXT D

- 3.1 How does the image of the birds link with the phrase, 'NO ORDINARY FLIGHT'? (1)
- 3.2 Account for the use of the phrase, 'fashion classic'. (2)
- 3.3 Explain the persuasive appeal of ONE stylistic technique used by the advertiser in the written text. (2)
- 3.4 Comment on how the depiction of the woman reinforces the message of the advertisement. (3)
- 3.5 'Just simple, honest 100% cotton jeans that never wear out their welcome.'
- The word 'welcome' has been used as a noun in the above sentence.
- Use the word 'welcome' as a verb in a sentence of your choice. (1)
- 3.6 Account for the use of the apostrophe in 'LEVI'S', in the logo of the advertisement. (1)

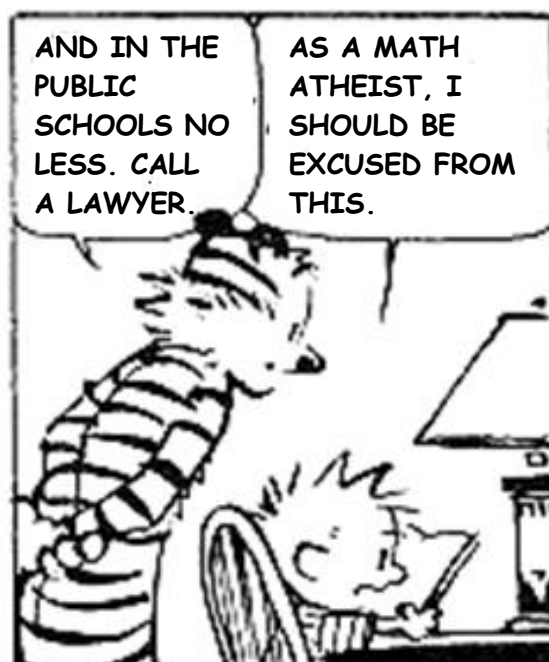
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study the cartoon (TEXT E) below and answer the set questions.

TEXT E**CALVIN AND HOBBS****FRAME 1****FRAME 2**

YEAH. ALL THESE EQUATIONS ARE LIKE MIRACLES. YOU TAKE TWO NUMBERS AND WHEN YOU ADD THEM, THEY MAGICALLY BECOME ONE NEW NUMBER! NO ONE CAN SAY HOW IT HAPPENS. YOU EITHER BELIEVE IT OR YOU DON'T.

**FRAME 3****FRAME 4**

[Source: mashupmaths.com]

CHARACTERS:

Young boy: Calvin

Tiger: Hobbes

QUESTIONS: TEXT E

4.1 Refer to FRAME 1.

Provide ONE indicator reflecting Hobbes's confusion. (1)

4.2 How would Hobbes's tone change if 'A RELIGION?' were to be written in a jagged speech bubble? (1)

4.3 Refer to FRAMES 1 and 3.

With close reference to the verbal cues in these frames, discuss the change in Calvin's viewpoint. (3)

4.4 Critically discuss how humour is created in the final frame. (3)

4.5 Provide the suffix required for the adjectival form of 'RELIGION' (FRAME 1). (1)

4.6 Give a suitable synonym for 'LAWYER' (FRAME 4). (1)
[10]

QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT F**HOW AFRICA IS GIVING FAST-FOOD A NEW SPIN**

- | | | |
|---|--|--------------|
| 1 | When Ebele Enunwa stopped for a bite to eat at his local fast-food restaurant, the queue of people snaked all the way to the car park. The young investment banker decided to start his own fast-food eatery. In 2004 he opened Kilimanjaro, a chain of fast-food restaurants, which today has twenty outlets across Nigeria. The company is one of a growing number of fast-food restaurants to sprout across Africa recently. | 5 |
| 2 | 'Kenya and Nigeria offers the desirable ingredients of an expanding middle-class, and a strong private sector backbone,' says Elias Schulze, managing partner at Africa Group. | |
| 3 | Some international chains have tailored their products to local tastes. Popular local ingredients have been added. In Nigeria, Domino's sells pizza topped with Jollof rice, a West African staple. KFC in Kenya offers a product based on ugali, a popular maize-based porridge. Apart from their profound knowledge of local, home-grown tastes, their chains are also adapt at managing a business in challenging circumstances, such as when electricity is in short supply. | 10

15 |
| 4 | 'The other main obstacles include challenging and underdeveloped supply chains, weak logistics networks, sensitive local partnerships and an unhelpful regulatory environment,' said Schulze. He added that ultimately it was a gamble on the future. | |

[Adapted from edition.cnn.com]

QUESTIONS: TEXT F

- 5.1 Refer to the title.
Replace the word 'spin' with a formal English word. (1)
- 5.2 Provide the homophone of 'queue' (line 2). (1)
- 5.3 Replace the commas in lines 3 and 4 with suitable alternative punctuation marks. (1)
- 5.4 Correct the concord error in paragraph 2. (1)
- 5.5 'Some international chains have tailored their products to local tastes.' (line 10)
Rewrite the above sentence in the passive voice. (1)

- 5.6 Provide an antonym for the word 'profound' in the context of line 13. (1)
- 5.7 Refer to paragraph 3.
- 5.7.1 Remove the redundancy. (1)
- 5.7.2 Correct the malapropism. (1)
- 5.8 'He added that ultimately it was a gamble on the future' (line 18).
Rewrite the above sentence in direct speech. (2)
[10]
- TOTAL SECTION C: 30**
GRAND TOTAL: 70



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GRADE 12

ENGLISH HOME LANGUAGE P1

NOVEMBER 2023

MARKING GUIDELINES

MARKS: 70

These marking guidelines consist of 9 pages.

NOTE:

- These marking guidelines are 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 marking guidelines will be discussed before the commencement of marking.

INSTRUCTIONS TO MARKERS**Marking the comprehension:**

- Because the focus is on understanding, incorrect spelling and language errors in longer responses should not be penalised unless such errors change the meaning/understanding. (Errors must still be indicated.)
- 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.
- 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.
- No marks should be awarded for TRUE/FALSE or FACT/OPINION. The reason/substantiation/motivation is what should be considered.
- 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.
- Accept dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding to the correct answer AND/OR the answer written out in full.

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

- 1.1 The writer wants to create emphasis/curiosity/pique the reader's interest/create suspense/engage the reader. (1)
- 1.2 The previous generation processed information through **reading**, whereas the current generation prefers **listening** to information.
[Award 2 marks only if the change is evident.] (2)
- 1.3 The writer means reading is automatically/generally/naturally (1) regarded as being superior/intelligent/sophisticated (1). (2)
- 1.4 The rhetorical question invites the reader to think about the argument./The rhetorical question prepares the reader for the counter-argument. (2)
- 1.5 Listening to audiobooks is seen as lacking commitment in some quarters. Very few acknowledge that it is the ideal way of 'reading' literature. However, people attending lectures/theatre-goers are not judged in a similar way./The writer highlights her argument that listening is undervalued; yet research shows that students absorb the same amount of information whether they read or listen to the same text.
[Award 3 marks only if irony is discussed.] (3)
- 1.6.1 The writer uses a persuasive/assertive/matter-of-fact/conversational tone. (1)
- 1.6.2 The writer's tone highlights the benefits of listening in that it eliminates misinterpretations, thereby leading to greater clarity./The pronoun, 'you' addresses the reader directly thereby reinforcing the writer's view of the benefits of listening.
[Credit valid alternative responses.]
[Award 2 marks only if a comment is made.] (2)
- 1.7 The writer is sentimental and uses compound adjectives ('dog-eared', 'spine-cracked') to qualify the longevity of books/newspapers. The references to 'faded notes scribbled in the margin' and 'a long-forgotten postcard used as a bookmark' convey the writer's nostalgia. The writer thus emphasises the value of print media, which she believes cannot be replaced by audiobooks. The ephemeral nature of audiobooks is highlighted.
[Award 3 marks only if TWO examples of diction and the attitude have been critically discussed.] (3)
- 1.8 YES

The author asserts the belief that reading will never be entirely replaced by listening as books/print media have an authentic and purposeful quality. However, the final sentence humorously offers the reader an opportunity to differ from the writer's opinion ('But if it turns out that I am wrong –'). The conclusion supports the writer's balanced views presented throughout the article that both listening and reading have value in different contexts.

[A NO answer is unlikely; however, credit valid responses on their merits.]
[Award 3 marks for TWO ideas well-discussed.] (3)

- 1.9 The driver has the ability to listen to her favourite books/use her imagination, while driving.
[Award only 1 mark for 'lifting'.] (2)
- 1.10 The graphic images depict the exploration of a jungle/ by a jaguar/wild cat at the window of her car/an explorer's hat superimposed on her head/anaconda around her shoulders/plants on the steering wheel (1). These images illustrate her thought processes/the content of the audiobook (1). (2)
- 1.11 The woman's calm/engrossed demeanour reveals that listening to an audiobook enhances her journey. Her ability to focus on both the story and driving is evident. The portrayal of the woman conveys the message that Audible.com can change a dreary commute into a flight of fantasy.
OR
The woman's expressionless face does not reveal her being entertained/enthralled by the audiobook. She appears to be more focused on her driving than on enjoying the experience.
[Credit mixed responses.] (3)
- 1.12 In TEXT B, the woman represents the millennials, who are easily able to multi-task by listening to an audiobook while driving. This supports the reference to the 'generational shift' in the subheading – showing a preference for listening, and the statement in paragraph 4, '[they] seem to be all ears'.

In paragraph 4 of TEXT A, the writer references a survey conducted by the Wall Street Journal president, which concluded that younger people preferred listening to reading. However, this phenomenon is not restricted to the younger generation. The statement, 'frantically multitasking mid-lifers ... going for a run or cooking dinner' (paragraph 4, lines 27–30) is echoed in the message of TEXT B, which shows the woman listening to an audiobook/multi-tasking while driving.

The subheading and paragraph 4 of TEXT A, as well as TEXT B, show that while reading is not 'dead', there is a shift in the market to listening to audiobooks.

[Award 4 marks only if the **subheading** and **paragraph 4** of TEXT A, and **TEXT B** are critically discussed.] (4)
- TOTAL SECTION A: 30**

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

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 paragraph-form.

(Sentences and/or sentence fragments must be coherent.)

NO.	QUOTATIONS	NO.	POINTS
1	'we need less noise in order to keep our concentration.'/'A silent environment helps one to concentrate optimally.'	1	A quiet environment assists with concentration.
2	'A little less noise is good for our well-being.'	2	Less noise is beneficial to our overall health.
3	'it provides one with the ability to focus'	3	Silence enhances one's focus.
4	'Studies have shown that solitude contributes to the success of the creative process.'	4	Being on one's own stimulates one's creativity.
5	'Quiet time for self-reflection is important to make a conscious improvement to the daily routines of life.'	5	Solitude provides the opportunity to introspect on ways to improve our daily living.
6	'A period of silence each day allows one the chance to relax, thereby reducing stress levels.'	6	Silence reduces stress, affording one relaxation.
7	'research suggests that remaining silent increases the production of new brain cells.'	7	Maintaining silence boosts the formation of brain cells.
8	'Taking time to daydream may improve productivity tenfold.'	8	Daydreaming is linked to optimal productivity.
9	'Learning to relish silence cultivates calm and peace.'	9	Tranquillity is achieved when one learns to enjoy silence.
10	'When silence is practised regularly, tolerance levels improve.'	10	Practising silence consistently allows one to become more tolerant.
11	'People will have more patience with daily irritations, like traffic jams and long lines at the store, if they learn to savour silent moments.'	11	People who have a habit of embracing silent moments, become less impatient in daily life.

PARAGRAPH-FORM

NOTE: What follows is merely an example. It is not prescriptive and must be used very carefully.

Silence assists with concentration, enhances focus and is beneficial to our overall health. Being on one's own stimulates one's creativity. Solitude provides the opportunity to introspect on ways to improve our daily living. Moreover, it reduces stress, affording one the opportunity to relax. Whereas maintaining silence boosts the formation of brain cells, daydreaming is linked to optimal productivity. Tranquillity is achieved when one learns to enjoy silence. When silence is embraced consistently, it helps one cope with everyday life, by promoting tolerance and decreasing impatience.

Marking the summary:

Marking is on the basis of the inclusion of valid material and the exclusion of invalid material.

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 candidate has not quoted verbatim:**
 - 1–3 points correct: award 1 mark
 - 4–5 points correct: award 2 marks
 - 6–7 points correct: award 3 marks
- **Distribution of language marks when candidate has quoted verbatim:**
 - 6–7 quotations: award no language mark
 - 4–5 quotations: award 1 language mark
 - 2–3 quotations: award 2 language marks

NOTE:

- **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 the last sentence above the stipulated upper limit and ignore the rest of the summary.

TOTAL SECTION B: 10

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**Marking SECTION C:**

- Spelling:
 - One-word answers must be marked correct even if the spelling is incorrect, unless the error changes the meaning of the word.
 - In full-sentence answers, incorrect spelling should be penalised if the error is in the language structure being tested.
 - Where an abbreviation is tested, the answer must be punctuated correctly.
- Sentence structures must be grammatically correct and given in full sentences/as per instruction.
- For multiple-choice questions, accept BOTH the letter corresponding to the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

3.1 The flock of birds is flying in an unusual formation/the shape of the word, 'LEVI'S'. (1)

3.2 The term 'classic' refers to something that is traditional, while 'fashion' refers to something current./The phrase, 'fashion classic' indicates that the brand has remained popular over time with long-lasting appeal. (2)

- 3.3
- The use of **emotive diction** ('simple', 'honest', 'Timeless', 'Dependable', 'Uncomplicated') persuades the reader of the value of the product.
 - The use of the **rhetorical question** ('Sometimes, don't you wish everything was a little more like that?') shifts one's focus to the appealing, timeless quality of the jeans.
 - The **personification** of the brand ('honest', 'grows friendlier', 'Dependable' 'Uncomplicated') highlights its familiar and trustworthy qualities.
 - The use of **single words** ('Timeless. Dependable. Uncomplicated.') emphasises the quality of the jeans.
 - The **idiomatic/alliterative expressions/repetition/use of negatives**, ('NO ORDINARY FLIGHT OF FASHION./ 'never wear out their welcome'/ 'Never? No, never!') imply that the jeans are dependable/trustworthy/loyal/extraordinary, which creates a sense of reassurance.
 - The use of the **personal pronoun** ('you') engages the reader to think about the value of the brand.

[Award 1 mark for the identification of the technique and 1 mark for the explanation.] (2)

- 3.4 The woman is standing casually/in a relaxed position. The comfortable fit of the jeans is emphasised by her outstretched body./She has her shirt tucked into her jeans, which focuses on the label and the fit./The woman has her back to the reader emphasising the universal appeal of the jeans.
The way in which the woman is depicted reinforces her relaxed, comfortable state and links to the advertiser's message that Levi's Jeans are timeless and comfortable.

[Award 3 marks only if a comment is made.] (3)

- 3.5 Accept any sentence in which the word 'welcome' is used as a **verb**.

[Credit any form of the verb 'welcome'.] (1)

- 3.6 The apostrophe indicates possession. (1)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 Hobbes is scratching his head./There is a question mark in the speech bubble. (1)
- 4.2 It would indicate that he is shocked/flabbergasted/surprised by Calvin's suggestion. (1)
- 4.3 In Frame 1, Calvin tentatively proposes his theory to Hobbes that Math is a religion ('I THINK IT'S A RELIGION.')
- In Frame 3, Calvin is convinced by his own argument. He asserts/concludes his argument with an affirmative 'IT'S A RELIGION!', further emphasised by the exclamation mark.
- [Award 3 marks only if the change is discussed.] (3)
- 4.4 Hobbes is being sarcastic when he says, 'CALL A LAWYER.' Calvin's real reason for the dramatic argument becomes apparent – he simply does not want to study Math./Hobbes reminds Calvin of the legal responsibilities of public schools to ensure learners' religious freedom. Calvin believes that the same rights that are assigned to people who reject religious practices should be afforded to him in order to reject Math.
- Calvin's over-simplified arguments, corroborated by Hobbes, culminate in a humorous conclusion.
- [Award 3 marks only if the candidate provides a critical discussion.] (3)
- 4.5 -ious/-ous/religious (1)
- 4.6 attorney/solicitor/legal practitioner/barrister/advocate/prosecutor (1)
- [10]**

QUESTION 5: USING LANGUAGE CORRECTLY

5.1	look/appeal/flavour/outlook	
	[Accept valid, formal synonyms in context.]	(1)
5.2	Cue	
	[Spelling has to be correct.]	(1)
5.3	dashes/brackets	(1)
5.4	offers – offer	(1)
5.5	Their products have been tailored to local tastes by some international chains.	(1)
5.6	superficial/shallow/basic/minimal/limited/insufficient	
	[Accept valid alternative responses.]	(1)
5.7.1	local/home-grown	
	[Accept only ONE of the words above.]	(1)
5.7.2	adapt – adept	
	[Spelling has to be correct.]	(1)
5.8	He added, ' U ltimately it is a gamble on the future.'	
	[Award 1 mark for the correct use of punctuation and 1 mark for the correct tense.]	
	[Credit valid alternative responses.]	(2)
		[10]
TOTAL SECTION C:		30
GRAND TOTAL:		70