



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2014

**ENGLISH HOME LANGUAGE P1
MEMORANDUM**

MARKS: 70

This memorandum consists of 9 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 should 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 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/quotation. The mark for the reason/substantiation/motivation is what should be considered.
- 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.
- 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 1.1.1 Joel Stein / the man she is criticising. (1)
- 1.1.2 “man” and “explained” are melded to form new word – the explanation is given by a man (2)
- 1.2 1.2.1 B/taunts (1)
- 1.2.2 “Offline” – not just electronic, but in print media too and “troll”- someone who likes to cause trouble/get a reaction in the public domain. She makes this accusation because she feels he is abusing his position as a well-known writer to cause controversy. (2)
- 1.2.3 “Riles up readers” OR “smearing an entire generation” OR “his own half-baked shock-bait”. (NOT “half-baked shock-bait” because only two words.) (1)
- 1.2.4 He has a vast audience, great credibility ratings, is well-established as a writer, his opinions are often regarded as facts ... (Any THREE ideas) (3)
- 1.3 She feels they are not to be trusted – “cherry-picked” implies he has selected only those which back up his statements, “hand-waving generalisations” implies glib sweeping statements and his unfair balance of sources suggests obvious bias – “twenty people over 32 and only two under 30” (Any TWO ideas)
(Allow for quotations to justify answers but do not give full marks for quotations only.) (2)
- 1.4 They are too young to have any idea about future careers yet and not realistic in their career decisions. (2)
- 1.5 1.5.1 As a Millennial herself, she feels offended/she is determined to disprove his comments and not be labelled herself. She is also keen to display her evidence. (2)
- 1.5.2 They are far too keen to share/show off/brag about themselves and their lives and this is seen as “obnoxious”- nauseating/irritating/lacking in sensitivity. (2)
- 1.6 She says they are not lazy, but hard-working – 60-hour weeks/they often work more than one job/even prepared to volunteer or take on unpaid work.
(Any TWO points.) (2)
- 1.7 “ghetto-fabulous” – ghettos are set up for poor to co-exist and fabulous implies fabled, great, sparkling so obvious contradiction. (2)

- 1.8 While we keep unifying people no matter their age, let us ignore instigators/controversy seekers/stirrers such as Joel Stein. (2)
- 1.9 1.9.1 NO – the graphic would far better suit the original article of Joel Stein. It highlights narcissism – the man’s T-shirt says MYspace; he is playing with his I-pod and reading an I-book (note the first person pronouns). He is also self-absorbed. The lady is absorbed in reading about so-called celebrities. She is not caring about ordinary people whom she could help. (3)
- 1.9.2 Own discretion here – allow for well-substantiated personal opinion.
YES – lots of Millennials are self-obsessed and self-absorbed and focus too much on celebrities.
NO – this is a huge generalisation as many Millennials are altruistic and kind, caring individuals. (Credit mixed responses too.) (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

Candidates need to write in full sentences and in the form of instructions.
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.)

	Quotations		Own words/Points
1	“There is a strong link between rumination and depression.”	A	Do not waste energy brooding on past mistakes/what has gone wrong.
2	“You need to continually bring your attention away from your rumination.”	B	Focus on the present/Be aware of what is currently happening.
3	“”There’s a good chance that it will have no effect on your level of happiness in a week’s time.”	C	Remember that what feels bad right now will not affect your future happiness.
4	“Having good social networks is hugely protective against being overwhelmed by emotional problems.”	D	Maintain good social networks to protect you when emotional problems arise.
5	“Getting involved with football, friends and family, even politics, could help to keep you in a good emotional state.”	E	Get involved in life to maintain a good emotional state.
6	“being involved with people online or over the phone is very helpful.”	F	Keep involved with others online or telephonically.
7	“Social networks don’t necessarily require you to see friends or acquaintances every day.”	G	Keep in touch with friends or acquaintances, even if not every day.
8	“Exercise is extraordinarily beneficial for mental and physical health.”	H	Remember to exercise regularly.

PARAGRAPH

You should not waste energy on brooding over past mistakes or whatever has gone wrong. Remember that whatever feels bad now will not affect your happiness in a week’s time. Make sure that you maintain good social networks so that you have help when emotional problems arise. Get involved in life as this will help your emotional state. You can even keep in touch online or telephonically. It is not necessary to keep in touch every day. Remember that exercise is also very important in maintaining mental health.

(88 words)

Marking the summary

The summary must be marked as follows:

- **Mark allocation:**
 1. 7 marks for 7 points (1 mark per point)
 2. 3 marks for language
 3. Total marks = 10

- **Distribution of language marks when candidate has not quoted verbatim words:**
 - 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 words:**
 - 6–7 quotes: award no language mark
 - 1–5 points quotes: award 1 language mark

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 IN CONTEXT**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 with the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

- 3.1 One would not expect a property agent to advertise smaller spaces. Properties and/or housing are usually advertised not simply concept of “space”. (2)
- 3.2 Bird looks happy to be caged as it is flying of its own volition into the open cage. Cage is old-fashioned and welcoming – providing welcome housing/accommodation/protection for the bird. This implies that clients will welcome their new accommodation, no matter the size. (3)
- 3.3 The use of the pronoun “we” adds a personal touch. They wish to appear friendly, approachable and understanding. They are not just there to collect rentals, but to be accommodating friends. (2)
- 3.4 YES – modern approach. Innovative advertisement. Not typical, but makes sense as it appeals to all – clients change housing needs according to changes in lifestyle/family size – therefore, need to REDEFINE needs. NO – advertisement is too vague – name is too vague and not linked to property. Most people would not realise what is being advertised. What is being redefined?
(Credit mixed responses too.) (3)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA**TEXT E: TIME MAGAZINE COVER**

- 4.1 Possibly clever because most readers will be aware of original so the effect is doubled/It stresses the fact that now is the time to worry and do something about the situation – we need a solution. Fear might imply being too scared to do anything, whereas worry hints at possible action. (2)
- 4.2 There is only one solitary bear. It is alone on a small piece of ice. It has nowhere to go. The last light/fading light is centred on the bear. There is darkness (doom) around the bear. (Any THREE valid comments.) (3)
- 4.3 He has used the imperative moods/commands – “Be worried...” He has made a direct appeal to the reader by saying, “You” and “your kids” and “their kids” thus showing that the problem affects all generations. The word “kids” is colloquial and impacts on the reader. He makes the problem ours. Mentioning the threat to our health is also effective. (Any THREE good points.) (3)
- 4.4 Block capitals are often interpreted as shouting so this shows the words are to be taken seriously/seen as bold and invasive/shows sense of urgency. (Any TWO good points.) (2)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 To change people's minds drastically/ drastically to change people's minds. (1)
- 5.2 **Effect** (1)
- 5.3 That (1)
- 5.4 ... and politicians who stare directly ... (1)
- 5.5 With "I", the sentence means that they focus more on the issues that I do.
With "me", the sentence means that they focus more on the issues than they focus on me. (2)
- 5.6 They signify a quotation / someone else's words. (1)
- 5.7 Real – really. (1)
- 5.8 "Few" implies that there are not many – (negative connotation) whereas
"a few" implies that there are some – (more positive connotation). (2)
- [10]**

TOTAL SECTION C: 30
GRAND TOTAL: 70