



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2016

ENGLISH HOME LANGUAGE P1

MARKS: 70

TIME: 2 hours



This question paper consists of 11 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

IS A CASHLESS SOCIETY ON THE CARDS?

Steve Perry, executive vice president of Visa Europe, says cash is expensive – a cost on society – and should be replaced by a cashless society.

- | | | |
|---|---|----------|
| 1 | Steve Perry, executive vice president of Visa Europe, has a different take on the folding stuff packed in our wallets that most of us take for granted. “Cash is expensive,” he says. “We need to be using it less.” Expensive? Vintage wines, maybe. Designer clothes, yes. Modern art, almost certainly. But cash? | 5 |
| 2 | “Why do you think supermarkets introduced cashback?” Perry asks rhetorically. He has me stumped there. I tell him I always thought of it as a service for overdrawn students to drive a few more sales through the tills. “No,” he responds politely. “It’s because they want cash out of the system so there is less to manage. Processing a transaction on a card can be cheaper than handling cash.” | 10 |
| 3 | Perry is a leading cheerleader for the cashless society. It’s hardly a surprising role, but it’s an argument he is finding increasingly easy to make. Last month, for example, the Payments Council announced to anguished outrage that in 2018 the cheque would be dead . “There are many more efficient ways of making payments than by paper in the 21 st century, and the time is ripe for the economy as a whole to reap the benefits of its replacement,” Paul Smee, chief executive of the Payment Council, said. | 15 |
| 4 | Perry extends the same argument to cash. Notes and coins are never going to be fully replaced, he accepts. Currency has, after all, been around in some form or another since 3 000 BC. But now that we’re in the electronic age, payments could do with a little catching up, he reckons. Visa has recently published an extensive report on the cost of cash to society. Citing numerous independent papers by consultants and national governments, the payments company constructs a compelling case. | 20
25 |
| 5 | “The European Commission has calculated that the total cost to society of all payment methods including cash, cheques and payment cars equates to 2–3% of GDP,” the report states. “To put this figure into context, it should be remembered that the entire EU agricultural sector equates to 2,1% of GDP, which means we spend more on payment than we produce on food.” The EC estimates that cash accounts for more than two-thirds of the total cost. Because cards are less risky and encourage spending, they are more efficient and better value, Visa argues. Furthermore, card transaction fees are expected to fall, with some countries in Europe such as Denmark already offering free debit card services to retailers. | 30
35 |

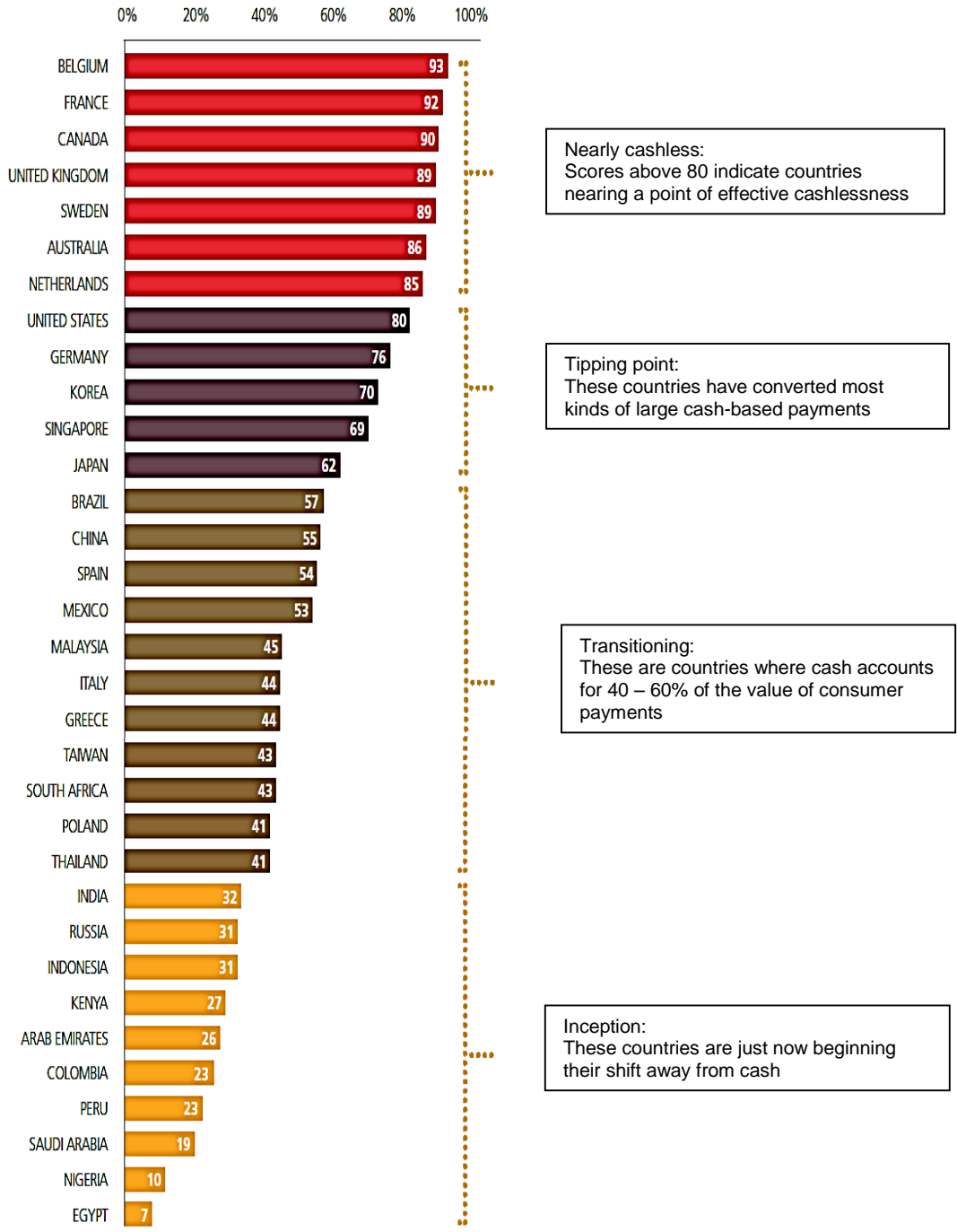
- 6 A few years ago, changing consumer behaviour to such a degree would have been unthinkable. Perry says the internet and “chip and pin” have changed all that. Online retailers have helped the public grow familiar with card purchases, while chip and pin has reduced the incidence of fraud. In the EU, according to the European Central Bank, €1,68 trillion was spent on cards in 2008 and use has been growing for the past five years. Debit card spending this year in the UK is expected to overtake cash spending by value for the first time. 40
- 7 For Visa, the challenge now is the 80% of all transactions that are still made in cash. Visa has been pioneering contactless payments that allow swift purchases by waving the card over a reader and dispensing with a pin – making buying with a card even more effortless than with cash. Visa’s new vision is to insert chips into mobile phones and do away with cards altogether. Anthony Jenkins, chief executive of Barclays’ global retail bank, already has a “onepulse” enabled phone and more prototypes are being trialled at Visa’s innovations suite. 45
50
- 8 Jenkins believes contactless mobile phones are the future and will open the door to fully mobile banking. Soon enough, people will be receiving, making and managing their payments on mobile phones, he reckons. In Africa, six million people are already paying for goods on their mobiles, proving that electronic payment systems can be more reliable and secure than cash. Of course, cash will never be fully replaced. It’s the currency of the black economy for a start, which is one reason why the authorities would like it used less and less. 55

[Source: Adapted from www.telegraph.co.uk]

AND

TEXT B

Graph showing 33 countries' stages of evolution towards going cashless in four categories:



[Source: Adapted from Mastercard: Cashless Journey]

QUESTIONS: TEXT A

- 1.1 Refer to the heading and discuss the clever play on words. (2)
- 1.2 Comment on the writer's use of short phrases at the end of paragraph 1. (2)
- 1.3 Give the reason why there is a cashback transaction available in supermarkets. (2)
- 1.4 Explain why the writer was 'stumped' by Steve Perry's reply. (2)
- 1.5 Refer to "the death of the cheque."
- 1.5.1 What is the implication behind the fact that the cheque would be "dead"? (1)
- 1.5.2 In your own words, explain how the announcement that the cheque would be dead, was received by the public. (2)
- 1.6 Discuss whether the report released by Visa is credible or not with reference to paragraph 4. (2)
- 1.7 Give TWO reasons why retailers would prefer their customers to use cards. (2)
- 1.8 Quote ONE word to show that Visa are the leaders in the field of cashless payments. (1)
- 1.9 Explain in your own words what contactless payments involve. (2)
- 1.10 Do you agree with Jenkins's view that mobile phones should be the preferred way of doing business in the future? Give reasons for your answer. (3)
- 1.11 The tone expressed in paragraph 8 is ...
- A conciliatory.
- B confident.
- C critical.
- D conservative. (1)
- 1.12 Explain why authorities would like to see the end of cash transactions. (2)

QUESTIONS: TEXT B

- 1.13 With reference to the graph, critically discuss South Africa's position on the road to a cashless society. (3)

QUESTION: TEXT A AND B

- 1.14 Does the information found in the graph in TEXT B support the message of the article in TEXT A? Give reasons for your answer. (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS.

TEXT C addresses **tips for improving your memory**. SUMMARISE these tips in your OWN WORDS.

- 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. (10)

TEXT C

TIPS FOR IMPROVING YOUR MEMORY	
1	Regardless of age, we are being inundated daily with thousands of facts and opinions from many sources. Sometimes it's hard to recall every single little detail, so here are some sure-fire ways to turn up the memory muscle.
2	You will rarely lose your keys or sunglasses if you put them in the same place every time. The same applies to important information. If you create specific mail and desktop folders for critical documents, you will know where to go first. Getting a routine going will help you to remember things better every time. 5
3	Lots of foods improve your memory because they are filled with special antioxidants and vitamins. Try adding more green tea, blue berries, salmon, cabbage, broccoli, cauliflower, dark chocolate and turmeric to your daily intake. 10
4	Your brain needs downtime to stay sharp. If you don't get enough sleep, you'll tax your memory and start forgetting things. Stay rested so you can keep your mind alert.
5	Everyone likes zoning out on mindless videos and light fiction, but actually challenging your brain makes you sharper and more effective at remembering. Mental challenges like studying complex concepts make simple tasks like remembering names at a party seem like a piece of cake. 15
6	When you are being introduced to new information, be aware of the surroundings and possible details you can associate with the specific information. 20
7	The keyboard on your smartphone or tablet can help you take note and keep records, but the pen is mightier than the board when it comes to encoding the brain. The actual act of physical writing something down helps to register text in your mind where your mind can recover it later.
8	Making up poems, songs and mnemonics to lock important facts in your memory can be very powerful tools. I still use the 30 days has September poem from childhood to figure out the number of days in each month. 25
<small>[Source: Adapted from www.inc.com/kevin-daum/]</small>	

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

QUESTION 3: ANALYSING ADVERTISING

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



[Source: digitalsynopsis.com]

The text in small font reads as follows:

One child is holding something that's been banned in AMERICA to protect them. Guess which one.

We won't sell kinder chocolate-eggs in the interest of child safety. Why not assault weapons?

MOMSDEMANDACTION.ORG

QUESTIONS: TEXT D

- 3.1 What is the logical conclusion one would come to after reading the question: "Guess which one"? (1)
- 3.2 What irony is evident in the advertisement? (2)
- 3.3 Give the reason that kinder chocolate-eggs are not sold in America. (2)
- 3.4 Discuss how the expression on the children's faces and their body language enhance the overall message of the advert. (3)
- 3.5 Identify and suggest why the particular setting has been chosen for the advert. (2)

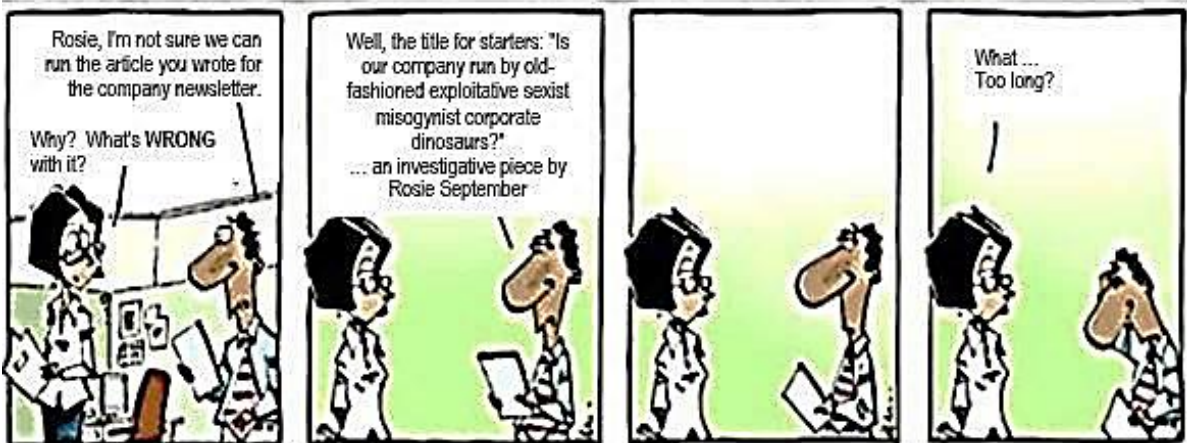
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E and answer the questions set.

TEXT E: CARTOON

THE BOTTOM LINE by Stephen Francis & Rico



[Source: Facebook]

- 4.1 What tone of voice is indicated by the bold printed word **wrong**? (1)
- 4.2 Explain why Rosie's expression is deadpan in frames 2–4. (2)
- 4.3 Discuss what the man's body language suggests by referring to the visual in frame 4. (2)
- 4.4 Humour in the cartoon is created by ...
 - A anti-climax.
 - B satire.
 - C pun.
 - D irony. (1)
- 4.5 Rosie's title for her article indicates a few stereotypical views held about corporate environments. Name them using your OWN WORDS. (4)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT F**YOU TALK TOO MUCH**

- | | | |
|---|---|----|
| 1 | WE HAD A COUPLE over for dinner the other night – friends of friends – and at first, the woman seemed charming. Then she seemed to be sort of monopolising the conversation. Then we realised she NEVER SHUT UP! And then we noticed her husbands head cocked at a weird angle. He'd fallen asleep at the dinner table. Lucky guy. | 5 |
| 2 | What's shocking is not that some people talk too much. What's shocking is that they don't seem to pick up on even the most obvious cues – a passed-out spouse, for instance. | |
| 3 | It turns out there are two basic types of over-talkers. The first actually work at being entertaining because they feed off our appreciation. Whether they succeed is up to the listener. The second group are made up of those who fear that if you stop listening, they stop living. It's a problem psychologists prescribe to everything from loneliness to insecurity to arrogance. | 10 |
| 4 | University of Texas of professor of psychology Art Markman, author of the book <i>Smart Change</i> , says nonstop talkers "need social interaction to survive, so they're just looking to plug into somebody and don't care who it is. They smell social interaction and go into a feeding frenzy." | 15 |
| 5 | One neighbour of ours is such an extreme yakaholic, everyone in the area dives inside when they see her coming, lest she catches their eye and starts saying, "Our grandson was just given a promotion, and you know how you can get a promotion at his job? The only way you can get a promotion is ..." | 20 |
| 6 | This is not chitchat, this is an act of aggression. Talkers mug listeners – they steal their time. | |

[Source: *Reader's Digest*, October 2015]

- | | | |
|-------|---|-----|
| 5.1 | What is the function of the dashes in paragraph 1? | (1) |
| 5.2 | Rewrite sentence 2, removing the colloquial redundancy. | (1) |
| 5.3 | What tone is conveyed by "NEVER SHUT UP!" (Line 3) | (1) |
| 5.4 | Correct the following: | |
| 5.4.1 | Punctuation error in paragraph 1. | (1) |
| 5.4.2 | Concord error in paragraph 3. | (1) |
| 5.4.3 | Malapropism in paragraph 3. | (1) |

- 5.5 “They smell social interaction and go into a feeding frenzy.”
- 5.5.1 Rewrite the sentence in reported speech, starting with:
Art Markman said ... (1)
- 5.6 Quote an example of neologism from paragraph 5. (1)
- 5.7 Name the error of style found in paragraph 6. (1)
- 5.8 The register in which the article is written, is ...
- A colloquial.
B jargon.
C slang.
D formal. (1)
- [10]**

TOTAL SECTION C: 30
GRAND TOTAL: 70

