



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2017**

**ENGLISH HOME LANGUAGE P1  
MEMORANDUM**

**MARKS: 70**

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This memorandum consists of 10 pages.

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**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. 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 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****QUESTIONS: TEXT A**

- 1.1 People are influenced to think like those feeding them information through the media. (2)
- 1.2 The quotes are very significant because they explain why and how people are easily manipulated and indoctrinated by what is shown / said to them over and over without critically evaluating it. Gives credibility to the writer's assertions/statements. (2)
- 1.3 They could have learned the art of persuasion and how to address people's basic desires to that they can reel them in and accomplish their brainwashing agenda. (2)
- 1.4 1.4.1 It is a newly formed word by joining "people" and "sheep" to indicate that these people are unthinking and uncritical of what they watch, like sheep. (2)
- 1.4.2 Mocking/Derogatory/Derisive (1)
- 1.5 1.5.1 Beta (1)
- 1.5.2 Alpha (1)
- 1.6 A (1)
- 1.7 We see things repeatedly on TV, without critically thinking about them and so we become indoctrinated to accept certain things that we would not have done previously. (2)
- 1.8 Lacking the literacy necessary for coping with most jobs and many everyday situations. (2)
- 1.9 Yes,  
America is the leader on all terrains of life, and normally events there precede everything that happens in the rest of the world; also South Africa.  
If television watching is that predominant there, it will also be the case in South Africa. (3)

**OR**

- No.  
South African parents are normally more conservative than their American counterparts, and would probably restrict television watching time more than is the case in America. (3)

- 1.10 Teacher discretion:  
Anything including violent behaviour towards peers, on the one hand or  
seclusion and brooding behaviour on the other hand. (1)

### QUESTIONS TEXT B1

- 1.11 The girls are at a vulnerable age (between 3–5) and can be easily  
manipulated and persuaded by images and messages they receive. (2)
- 1.12 The message on the television set is to stop (critical) thinking and just to  
soak up what is given on the screen, so that indoctrination through  
watching television is easily achieved. (2)

### QUESTIONS TEXT B2

- 1.13 The man in the image has a television set situated where his head should  
be. He is holding a puppet on strings (he is a puppet master). The  
message is clear: that the “*television mind*” is controlling the man and  
therefore also the puppet and by making the television think for him the  
man is actually the puppet on strings and the television the puppet master. (3)

### QUESTIONS TEXT A AND B

- 1.14 The images shown in B support the message of TEXT A, because it  
explains that watching television stops critical thinking, and that people  
can be controlled and indoctrinated by what they see on television. The  
images in B clearly show how young children are encouraged to stop  
thinking and that even grown people can be controlled by the television  
master. (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.)

- Summarise the suggestions (one from each paragraph) on simple ways to keep a happy, healthy mind.

	<b>QUOTES</b>		<b>OWN WORDS</b>
1	... so think about your diet and what foods you eat too much of.	A	Eat healthily to keep your mind healthy.
2	When you exercise your body releases endorphins which can greatly improve your mood.	B	Take up some exercise to release mood-enhancing endorphins.
3	Many mental health problems have their roots in trouble with communication ...	C	Maintaining strong relationships are beneficial to keeping good mental health.
4	Taking some time out to dedicate just to yourself will help you cope ...	D	Get a hobby to relieve stress, focus your mind and help you express yourself.
5	Take five minutes every day to list the qualities that make you unique	E	Accept that you are unique and not a copy.
6	Really caring for others can help greatly improve your mental health.	F	Care for others and the feelings would be reciprocated.
7	Just like the rest of your body, your brain needs exercise too in order to stay healthy.	G	Do memory and skill-enhancing exercises to keep your mind healthy.

**PARAGRAPH**

A healthy mind is as crucial as a healthy body. Eating healthy foods can keep your mind healthy and doing exercise can release mood-enhancing endorphins. Maintaining strong relationships is an antidote to mental health problems while keeping communication healthy. Having a hobby relieves stress while helping you to express yourself. Be yourself, as you are a unique being, unlike any other. Caring for others is a first step in also loving yourself. Memory and skill-enhancing exercises will keep your mind healthy and happy.

[88 words]

## Marking the summary

The summary must 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 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:

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

**QUESTION 3: ANALYSING ADVERTISING**

- 3.1
- The font used indicates having fun and adventure.
  - The circling of the letters and placing of flowers and birds and butterflies in the speech bubble creates an informal atmosphere and promises that driving in a Tempest car would be an enjoyable experience.
  - (Learners could also refer to the fact that it seems to be hand-written or spoken and bringing a personal / sincere aspect into it or makes it lively.) (2)
- 3.2
- It is a clever ploy by the advertiser to indicate that driving in a Tempest car is a human right.
  - It is not valid as an argument though, as it does not touch on a basic need of humans. (2)
- 3.3
- The company is listed as a level 2 BBEE (Broad Based Black Economic Empowerment) Company. (1)
- 3.4
- The company is called Tempest Car Hire and a tempest is a storm.
  - The logo is a lightning bolt which often accompanies a storm. (2)
- 3.5
- It is effective in its message because of the sincere and personal aspect to it.
  - Body Copy: The font indicates that travelling in a Tempest Car would be fun and adventurous.
  - Graphic: The lady smiling knowingly validates the idea that clients will enjoy the experience of driving in the company's cars.
  - Slogan and catch phrase: We are imperial – shows that Tempest is a cut above the rest and “*your way to a great day*”, brings across the message that the opposite were to be true if you did not travel in a Tempest Car.

**OR**

- The advertisement is not very effective in bringing across its message.
- The graphic lacks imagination and is too static and dull to attract the reader's attention.
- Although the font used in the body copy is lively the message is not carried across clearly enough.
- The advertisement comes across as being unimaginative and boring.

(3)  
**[10]**

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

- 4.1 The bold font and square letters indicate the onomatopoeia. Exclamation marks and symbols indicate swearing and the loudness of the sounds. (2)
- 4.2 4.2.1 As the airline is a spin-off of minibus taxis, the following typical features are observed:
- Aggressive pilots – pushing in between other planes.
  - Masking tape holding objects in place.
  - Late arrivals and consequent rush to catch up.
  - Hooting and swearing – part of the modus operandi.
  - Passengers have to brave the experience of travelling on this airline. (Any 3 x 1) (3)
- 4.2.2 Bunny chow is typical of local Indian cuisine (and since they are travelling to Durban, this is the lunch served). (1)
- 4.3 4.3.1 Harrowing/Disturbing (1)
- 4.3.2
- Passengers sitting ramrod straight – too scared to move. Wide open eyes (frame 8)
  - Cabin crew bracing themselves for take-off, holding on for dear life (frame 9)
  - Dishevelled hair, downturned mouths, wide, staring eyes (frame 10) (3)
- [10]**

**QUESTION 5: USING LANGUAGE CORRECTLY****TEXT F**

5.1	allusion → illusion	(1)
5.2	themselves → itself	(1)
5.3	an ideal/perfect place/state	(1)
5.4	weather → whether	(1)
5.5	amount	(1)
5.6	The owners' interests.	(1)
5.7	utilisation	(1)
5.8	C/Metaphor	(1)
5.9	We are intentionally being deceived by the media.	(1)
5.10	Sarcastic/Cynical/Bitter	(1)
		<b>[10]</b>

**TOTAL SECTION C: 30**  
**GRAND TOTAL: 70**