



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

ENGLISH HOME LANGUAGE P1

EXEMPLAR 2008

MEMORANDUM

MARKS: 70

TIME: 2 hours

This memorandum consists of 7 pages.

- **THIS MARKING MEMORANDUM IS INTENDED AS A GUIDE FOR MARKERS.**
- **IT IS BY NO MEANS PRESCRIPTIVE, EXHAUSTIVE OR COMPLETE.**
- **THE CHIEF MARKER WILL DISCUSS THE MEMORANDUM WITH THE MARKERS BEFORE THE COMMENCEMENT OF MARKING AT THE MARKING CENTRE.**
- **CANDIDATES' RESPONSES SHOULD BE CONSIDERED ON THEIR MERITS.**

SECTION A

COMPREHENSION

TEXT A

- 1.1 Literary gurus predicted ten years ago that the paperback would become obsolete. Their prediction has not come true. (2)
- 1.2 It does not look as good and forces consumers to use software with limitations. (2)
- 1.3 The 'dinosaur' image has wide appeal as it forms a contrast to the futuristic subject of the passage. Just as the dinosaur has become extinct, so, too, the conventional book is on its way out. In this way, the old fashioned book could be considered a dinosaur. (3)
- 1.4 The candidate should focus on the phrase, 'beautiful feel and design'. Publishers will have to concentrate on getting their books to look even more appealing than their competitors' e-books in order to retain the market. (2)
- 1.5.1 D (conversational and informative) (2)
- 1.5.2 The style is appropriate because it enable the reader to connect easily with the subject of the passage. It does not make heavy intellectual demands which the target audience may find intimidating. It imparts information in a relaxed and informal way. (3)

TEXT B

- 1.6 The candidate should convey the sense of the joy one gets out of reading an old well-loved story that has been read by many others – that these other readers, in themselves, form a story of their own. (3)
- 1.7 The mood is created through the diction, e.g. 'homely' / 'dog-eared pages and coffee-cup, stained dustcovers' and the lengthy sentences. The setting in a comfortable room, filled with treasures that have sentimental value, is successful in conveying a sense of warmth and love of books. (3)

- 1.8 Do not confine yourself to looking for expensive or elaborately covered books, as some of the gems in literature look old and worn. The writer also uses the image of a rough diamond to describe these books of value, which conjures a picture of something ugly on the outside but which has beauty on the inside. (3)
- 1.9 The title of TEXT A addresses the question posed by the article – would you prefer reading a hard copy or an electronic work of a favourite author. Thus it is appropriate. The spelling of the word R-E-A-D is cryptic, but lends a funky touch to the title.
TEXT B is more appropriate – although it is not as eye-catching as the title of TEXT A, it encapsulates the spirit and tone of the passage. 2+2 (4)
- 1.10 TEXT A – The writer’s attitude towards books is ambivalent. It is not certain whether this author is for or against the advent of the e-book. Overall, he seems to favour the paperback, and is for reading in whichever form.
TEXT B – In contrast the attitude of the second writer is overwhelmingly positive. She loves books and is all for spending money on them, collecting them as a hobby and treasuring them as objects of sentiment. Her heart is in books. This contrasts with the author of TEXT A who tends more to the value the economics and future technology surrounding books. (4)

[30]

SECTION B **SUMMARY**

- 2.1 Use the following main points that the candidate should include in the summary as a **guideline**:
1. There are criteria for including new words in both traditional and website dictionaries.
 2. Inclusion of the word depends on how common the word is.
 3. Inclusion depends on how evenly distributed the word is.
 4. Inclusion depends on how long the word has been in use.
 5. Website dictionaries are more flexible in the application of these criteria.
 6. Inclusion of a word involves an element of hunch and intuition.

(Award ½ mark per point.)

(3)

2.2 Use the holistic marking grid below to assess the written paragraph.

Category	Mark	Descriptors
Outstanding	7	Flawless. Concise. Logically presented. Excellent understanding of context requirements of question. Has all the salient points.
Meritorious	6	Has all the above points, but with minimal errors.
Substantial	5	Reads well. Concise to a large extent. Has most of the above points. Some irrelevant information.
Average	4	At least 50% of the main points. Cannot be placed in the 'good category'. Irrelevant information tends to spoil.
Moderate	3	Lacks flow. Much irrelevant information. Just about manages a pass mark.
Elementary	2	Lacks coherence. Not logically presented. Rambling. Lacks number of main points. Has at least one main point.
Not achieved	1	No understanding of summarising. No salient points.

Penalties:

½ mark for omission of, or incorrect, word count.

½ mark for every multiple of 5 words below or beyond 100.

<u>Word count</u>	<u>Penalty</u>
101 – 105	0
106 – 110	- ½
111 – 115	- 1
116 – 120	- 1 ½
121 – 125	- 2
126 – 130	- 2 ½
131 – 135	- 3
136 – 140	- 3 ½
141 – 145	- 4
146 – 150	- 4 ½
151 – 155	- 5
156 – 160	- 5 ½
161 – 165	- 6
166 – 170	- 6 ½
171 – 175	- 7

3 + 7 = [10]

SECTION C**LANGUAGE IN CONTEXT****QUESTION 3 - Analysing Advertising****3.1 TEXT A: MANDELA**

3.1.1 This is not another biography. Instead, it presents the ex-president from the viewpoint of 60 leading figures (Bill Clinton, etc.), contained in original interviews. (1 mark)

Candidates could also note that this 'authorised portrait' has been put together by 5 award-winning writers and researchers. (1 mark)

The book also includes the most complete collection of pictures ('images') ever assembled of Nelson Mandela. (1 mark)

Any two of the above = full marks (2)

3.1.2 The candidate must show an awareness of what is meant by 'limited edition' – the fact that there are only a certain number of copies printed. The book thus is exclusive. Obtaining (purchasing) a copy means that the owner has something rare. The selling strategy stresses this unique opportunity to own not just another book but a *rare* book, and readers should rush out and buy a copy before the books sell out. (2)

3.1.3 Answers could include: the fact that the photograph represents the ex-president as a younger man; he appears serious / pensive / sombre / solemn / stern / ruminating / philosophical; he is looking directly at the camera (reader / viewer), almost in a challenging way / a survivor of much suffering. This will encourage the reader to read the biography.

Any two of the above. (2)

3.2 Classic FM

3.2.1 Any of the following: the depiction of a great 'classical' statue (David) in a modern setting; the portable radio; the beads; the skirt; the lines showing the movement of the skirt. Statue holding a radio / dancing. Ancient statue and modern radio. The overall design is intended to appear funky to attract the target audience. (2)

3.2.2 Allow for personal opinions. The use of colloquial language sets out to attract a less serious listener, even a younger audience. Again there is the contrast between the 'classical' and the contemporary. The text complements the image of David as a 'now' ('hot') person encouraging younger listeners to engage with classical music. (2)

[10]

QUESTION 4 - Understanding other aspects of the media**4.1 Text A: Opinion and Analysis**

4.1.1 The world: is the object of concern / is the central theme of the cartoon / embodies the message of the cartoon / reflects the state of the world (2)
contrasting with the lack of concern of the man with the briefcase.

4.1.2 Any TWO of the 3 groups / individuals:
• woman in sunglasses who may not even have seen the sign / is blissfully unaware
• mother and child similarly concerned about family / mundane issues rather than the larger order of things.
• men with briefcases who are materialistic at the expense of the environment / pass a caustic remark that shows no regard for issues presented (3)

4.2 Text B: Cartoon

4.2.1 The smile, holding the card close to her heart, the upright walk and the loud sigh all give a clear indication of the happiness the girl is feeling about owning a library card. (2)

4.3 Text C: Cartoon

4.3.1 The mother's 'uncanny abilities' in frame 1 refers to her knowledge of what Marylou is thinking and doing without her being there. In frame 2 Marylou makes a grammatical error. In frame 3 Marylou's mother corrects her grammar. Herein lies the climax which registers on Marylou's face as she has not picked up the receiver in frame 2 when she made the error. (3)

[10]

QUESTION 5: TEXTUAL EDITING

- 5.1 Editor's (1)
- 5.2 It announces that information will follow. (1)
- 5.3 while (1)
- 5.4 date = fruit / an outing with a person / persons (1)
- 5.5 *Don Quixote* is the title of a book (1)
- 5.6 is (1)
- 5.7 'Our commitment' (1)
- 5.8 If the candidate deletes the inverted commas = ½
The message states that **I / we** = ½
must = ½
get involved and join in **their** = ½
celebration of books and literacy. (2)
- 5.9 Contraction of the words 'It is' (1)

[10]**[30]**