This memorandum consists of 9 pages.
INSTRUCTIONS TO MARKERS

1. Candidates are required to answer ALL the questions.

2. This memorandum serves as a guide to markers. Some responses may require a marker's discretion, while others may be expanded at the national marking guideline discussion.

3. Candidates' responses should be assessed as objectively as possible.

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.

- 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 dialectical variations.

- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full.
SECTION A: COMPREHENSION

QUESTION 1

1.1 Generation Earth✓/World Student Environment ✓/EcoMaties✓/WWFSA✓

NOTE: Accept any TWO of the above answers. (2)

1.2 Negotiations are slow ✓/Negotiations are not seen as urgent enough to act.✓ (1)

1.3 'co-founder'.✓ (1)

1.4 She wanted to win their favour ✓ to ensure support ✓ for the projects of these youth organisations and that would ensure their success.✓

OR

She wants to persuade leaders✓ that the youth will inherit the earth✓ and they must have a say in how it is cared for when it comes to environmental issues.✓ (3)

1.5 These programmes must make learners more aware of saving their environment ✓ and they must spread the message in their communities. ✓ (2)

1.6 The youth are the majority/many✓ and they are passionate/feel strongly about environmental issues. ✓ (2)

1.7 The focus should be on developing countries. ✓ Education on sustainability/Encouraging new ideas should start at a young age. ✓ (2)

1.8 Open-ended. Accept a suitable response which shows that the candidate has understood Pienaar's comment AND can provide substantiation.

NOTE: A candidate can score 1 or 2 marks for an answer that is not well-substantiated. (3)

1.9 Social issues (like poverty) are important and cannot be ignored.✓ We are reliant on one another to survive.✓ Similarly, we are also heavily dependent on a healthy environment for our survival/the environment is dependent on us to survive.✓ (3)

1.10 Young people must show interest (concern) about environmental issues/expand their way of thinking to include the environment✓ and become involved.✓

OR

Young people should become involved in environmental issues✓ and not leave it to adults to ensure a greener earth/not just accept the way in which adults treat the earth as the right way.✓ (2)
1.11 Open-ended. Accept a suitable response which shows that the candidate has understood the passage and how the title leads to it AND is able to provide substantiation.

**NOTE:** A candidate can score 1 or 2 marks for an answer that is not well-substantiated. (3)

**TEXT B**

1.12 B/20 years✓ (1)

1.13 The hand holding the house refers to RDP houses✓ being given away/completed.✓ (2)

1.14 1998/9 ✓ (1)

1.15 The (bar) graph is easier to understand/visualise the number of houses completed.✓ /If words were to be used, there would be too many to describe the total number of houses completed.✓ /The graph is more effective✓ and immediately gives you an idea/picture of the number of houses completed. This would not be the case if words were used.✓

**NOTE:** Accept ANY two of the above answers. (2)

**TOTAL SECTION A:** 30
**SECTION B: SUMMARY**

**QUESTION 2**

The following points form the answer to the question:

<table>
<thead>
<tr>
<th>QUOTATIONS</th>
<th>FACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ’...road traffic injuries are among the three leading causes of death for people between the ages of five and forty-four years in the world.'</td>
<td>1. Road traffic injuries are one of the main causes of death for people between the ages of five to forty-four.</td>
</tr>
<tr>
<td>2. ’...a three-year research project was launched to determine road safety behaviour of primary school learners.'</td>
<td>2. A study was conducted to investigate learners’ road safety behaviour.</td>
</tr>
<tr>
<td>3. 'It was found that children do not use designated areas to walk on and to cross the road.'</td>
<td>3. Results showed that children do not use the roads correctly/safely/children are unsafe pedestrians.</td>
</tr>
<tr>
<td>4. ’The lack of road signs and pavements, shortage of pedestrian crossings and no traffic officers visible contributed to this behaviour among learners.'</td>
<td>4. The shortage of infrastructure and staff lead to unsafe behaviour.</td>
</tr>
<tr>
<td>5. ’The basic idea is that no one needs to die or be seriously injured in road accidents, as these can be prevented.'</td>
<td>5. Road injuries and deaths can be avoided.</td>
</tr>
<tr>
<td>6. ’...the Department of Basic Education has been involved in partnerships with road safety organisations in influencing responsible learner behaviour on the road.'</td>
<td>6. Important stakeholders/The Department of Basic Education and other organisations are promoting road safety.</td>
</tr>
<tr>
<td>7. 'In South Africa, road safety education forms part of the curriculum in Life Orientation and other subjects.'</td>
<td>7. The South African curriculum focuses on road safety.</td>
</tr>
<tr>
<td>8. ’The main aim of road safety education should be to change road behaviour, which implies the need for practical education.'</td>
<td>8. Road safety education must be practical/lead to safer behaviour.</td>
</tr>
</tbody>
</table>
Marking the summary

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 quotes: award no language mark
  - 1–5 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

NOTE:

• 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.

• Sentence structures must be grammatically correct and given in full sentences/as per instructions.

QUESTION 3: ANALYSING AN ADVERTISEMENT

3.1 Tshwane/City of Tshwane/Pretoria. ✓  

3.2 The picture shows the statue of Nelson Mandela/ Union Buildings/a building which is situated in Tshwane ✓
The smile/outstretched arms of the statue seem(s) to welcome the readers to Tshwane. ✓  

3.3 The climate is suitable for tourists ✓/pleasant to visit throughout the year. ✓
The summers are hot ✓/ the winters are not cold and wet ✓/ cool and dry. ✓  

NOTE: Accept any TWO of the above answers.  

3.4 Tshwane is the home of jazz. ✓ It is described as the country's capital of performing arts (state and other theatres) and visual arts (art galleries). ✓  

3.5 It is one of the biggest shopping centres (in the southern hemisphere).  

3.6 Open-ended. Accept a suitable response which shows that the candidate has understood the slogan AND how it links to the advertisement.  

NOTE: A candidate can score 1 mark for an answer that is not well-substantiated.  

[10]
QUESTION 4: ANALYSING A CARTOON

4.1 The American/US spelling is used for the word 'centers'.✓

4.2 Large/bold print✓ the use of an exclamation and question mark together.✓

4.3 He has been caught out/ he is embarrassed/ashamed.✓ The smart phone has discovered that he goes to pizza parlours very often and would, therefore, not be very serious about fitness.✓

4.4 The cartoonist uses a thought bubble and not a speech bubble.✓

4.5 He is indifferent/bored/knows Jon well ✓/ he realises that Jon is not serious about practising/going to a fitness centre.✓/He is not taking part in the conversation.✓

NOTE: Accept ANY two of the above answers.

4.6 Open-ended.

Accept suitable responses that reflect the candidate's understanding of how this cartoon would/would not appeal to teenagers.

NOTE: Do not award a mark for Yes/No only. A candidate can score 1 mark for an answer that is not well-substantiated.
QUESTION 5: LANGUAGE AND EDITING SKILLS

5.1 TEXT F

5.1.1 (a) practised (1)
(b) it’s/it is (1)
(c) of (1)
(d) in (1)

5.1.2 Commas/brackets (1)

5.1.3 victorious (2)
celebration

5.1.4 verb (2)
adjective

5.1.5 The dancers received a huge applause. (1)

5.1.6 He is proud of the dance form, isn’t he?

OR

He is proud of the dance form, is he not?

NOTE: ONE mark is given for the correct punctuation. (2)

5.1.7 a (1)

5.1.8 modern/trendy (1)

5.2 TEXT G

5.2.1 (a) do not (1)
(b) I don’t/do not get any ✓ respect at home... (1)

5.2.2 C/an incomplete sentence (1)

5.2.3 She said that he ✓ did not/didn’t ✓ deserve respect anywhere.

NOTE: Award ONE mark for each of the underlined changes and ONE mark for removing the comma, removing the exclamation mark, removing the quotation marks and inserting the final full stop as well as the correct use of capital and small letters throughout. (3)

TOTAL SECTION C: 40
GRAND TOTAL: 80