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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

ENGLISH HOME LANGUAGE P1

FEBRUARY/MARCH 2016

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.
- The memorandum will be discussed before the commencement of marking.
- No ½ marks may be awarded.

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 questions. 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 dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND the answer written out in full.

SECTION A: COMPREHENSION**QUESTION 1: READING FOR MEANING AND UNDERSTANDING**

- 1.1 The film industry has failed to address the issue of the criminality of piracy.
[Award no more than 1 mark if the candidate lifts from the text.] (2)
- 1.2 Transgressors commit piracy without thinking of the harmful consequences that their actions have on those who work in the film industry. (2)
- 1.3 Studios are short of money (1) and therefore hesitant to take chances. (1) (2)
- 1.4 The writer casts doubt on the general respectability of people who commit online piracy. They have a veneer of respectability while they are in fact breaking the law. (2)
- 1.5 The words 'not without clout', 'threat' and 'hard legal measures' suggest a robust approach to addressing piracy. However, 'raising awareness of the consequences of piracy' is less emotive and anti-climactic after the initial hard-line approach.
[No marks for mere identification of diction.] (3)
- 1.6 YES
People who are disgruntled with Hollywood ought not to be interested in downloading films at all. Their behaviour indicates that the films are worthy of being downloaded, thus contradicting their excuse for not supporting the film industry legally.
OR
NO
[Credit cogent 'No' responses.] (3)
- 1.7 The phrase 'steal a lead' is effective since it relates to the theft inherent in film piracy. The stealthy nature of robbers is suggested by 'steal'. The well-known idiom indicates that film pirates have the upper hand. (3)

1.8 AGREE

The writer has shown that film piracy cannot be curbed. Large film studios could follow the lead of independent studios by harnessing the Internet as a distribution tool/marketing mechanism. The writer has provided several examples of the benefits of allowing legal downloading of films.

OR

DISAGREE

The arguments against piracy raised earlier in the passage have not been addressed. Because illegal downloading is free and difficult to prosecute, it will continue harming the film industry financially.

[Credit an answer based on the moral perspective.] (3)

1.9 The boy's body language (hands behind his head/leaning backwards) displays a sense of achievement and self-satisfaction in downloading content from the Internet. (2)

1.10 The mother represents the general public/she is the mechanism used by the cartoonist to convey the information about the hidden cost factor. (2)

1.11 The boy's response is ironic. In the first two frames he condones his criminal activity. In the final frame he is outraged by the service provider's audacity in charging him for something he has perceived to be free. The cartoonist has effectively satirized the lack of conscience displayed by those who support and commit piracy.

[Award 3 marks only if the candidate makes reference to tone.] (3)

1.12 YES

As the writer has explained, piracy flourishes through the anonymity of the user and the illegal act of downloading material. The boy represents the large number of people guilty of piracy referred to in Text A.

[Credit reference to the mob-mentality.]

OR

NO

Paragraph 5 maintains that piracy has no cost implications and undermines capitalism. However, in TEXT B, the service provider is a beneficiary of the act of piracy as there are monetary gains. The producers of both the music and the film industry do not benefit financially from piracy.

[Award marks for relevant alternative responses.]

[Award full marks only if the candidate has referred to both Texts A and B.] (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2: SUMMARISING IN YOUR OWN WORDS**

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.
(Sentences and/or sentence fragments must be coherent.)

	QUOTATIONS		OWN WORDS/POINTS
1	'a healing tool that can be used to identify and correct imbalances in our lives'	1	Colour has healing properties.
2	'effect of colour on our bodies has a scientific foundation'	2	The positive effects of colour on our lives are supported by scientific research.
3	'colour evokes or triggers certain memories and feelings (good and bad) associated with people, places and past events'	3	Colour allows us to recall past experiences and emotions.
4	'help us see ourselves, our lives, our talents and challenges and the world at large in a different light'	4	It enables us to view our lives from an alternative perspective.
5	'use these observations to help assess our mental and emotional health.'	5	Colour allows us to understand our psychological well-being.
6	'The root cause of an issue or illness could be diagnosed by colour'	6	The origin of an ailment can be assessed by colour.
7	'Various methods of colour healing are used in treatment./ Therefore we can make colour and its healing effects part of our everyday lives.'	7	The therapeutic qualities of colour should be embraced in curing ailments and diseases.
8	'colour is an enjoyable and accessible way of getting to know ourselves on a deeper level'/ 'our relationships and quality of life improve, and we become happier'	8	It adds definition to our personality traits and deepest desires;/we can find happiness in building better relationships and improving our lives.

PARAGRAPH-FORM

NOTE: What follows is merely an example. It is not prescriptive and must be used very carefully.

Colour has healing and therapeutic properties and the origins of an ailment can be assessed. Its positive effects on our lives are supported by scientific research. Furthermore, colour allows us to recall past experiences and emotions and it enables us to view our lives from an alternative perspective. Moreover, colour allows us to understand our psychological well-being and it adds definition to our personality traits and deepest desires. Therefore we can find happiness in building better relationships and improving our lives.

(81 words)

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 quotations: award no language mark
 - 1–5 quotations: 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:**

- **No ½ marks may be awarded.**
- 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 to the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

3.1 The company is unique/superior to all other investment companies. (2)

3.2 The salmon covers extraordinary distances to achieve its goals. Similarly, Allan Gray is willing to go to extreme lengths to ensure financial success for its clients. (2)

3.3 The advertiser uses these pronouns to create collegiality and friendship. This promotes a sense of assurance and financial security. Allan Gray initiates a partnership with its investors through developing a relationship based on trust. (3)

3.4 YES

The curved shape of the fish shows the dynamic nature of the company. The text-book image reveals the analytical approach of Allan Gray. The skeleton suggests how streamlined are the organisational skills of the company.

[Credit reference to the transparency and Roman numerals.]

OR

NO

[Award marks for cogent negative responses.]

(3)
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 Initially, the boy anticipates the entertainment offered by a parental quarrel but he is disappointed when he is sent away. (2)
- 4.2 The cartoonist uses irony to highlight the double standards practised by parents. The parents listen to the children's arguments, while they (the parents) expect privacy when they discuss sensitive issues.
[Award 3 marks only if candidate refers to irony.] (3)
- 4.3 The lines around his eyes and straight mouth reveal an attitude of defeat/resignation. His interjection shows his frustration. (2)
- 4.4 In frame 4, the **bold font** portrays the girl's intimidating nature. In frame 4, the cartoonist uses a **larger font** to show the girl's bombastic attitude. Her **body language** (outstretched hands, wide open mouth, indignant expression) shows that she is a domineering character.
[Award 3 marks for any two points fully discussed.] (3)
- [10]**

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 Afro-pessimism (1)
- 5.2 The latest changes in lifestyles, politics and technology are tracked (by her). (1)
- 5.3 The dash indicates that a development/an explanation follows. (1)
- [Accept valid alternative responses.]
- 5.4 trend (1)
- 5.5 ornamentally (1)
- 5.6 perspective (1)
- 5.7 **'have** recognised' (1)
- 5.8 Candidates must omit either **new** or **innovative**. (1)
- 5.9 This trend, which appeals to all countries, **has** .../
have – has (1)
- 5.10 B – a complex sentence (1)
- [10]**

TOTAL SECTION C: 30
GRAND TOTAL: 70