

EMOTIVE LANG

The advertisement features a black and white illustration of a ProNutro cereal box on a kitchen shelf. The box is labeled 'PRONUTRO ALL-IN-ONE ORIGINAL WITH NUTRO CERIAL' and 'BOKOMO'. A bowl of cereal is shown in front of it. A speech bubble from a character on the box says 'Boost by year day'. Below the shelf, a kitchen cabinet door is visible with the instruction 'Keep within reach of children.' written on it. At the bottom left, there is a small logo for 'APPROVED AS PART OF THE HEART FOUNDATION EATING PLAN'. At the bottom right, the ProNutro logo is displayed with the tagline 'WITH NUTRO CERIAL'. Below the logo, the text reads 'South Africa's most nutritious breakfast cereal.'

With every bowl of ProNutro, not only are you providing your family with complete mental and physical nourishment, you're also helping to boost their bodies' defences against disease. That's because ProNutro contains Nutraceuticals - natural food components that provide human body cells with protection, passing this information on to new cells as they grow. So now, more than ever, a breakfast of ProNutro is the most important meal of the day.

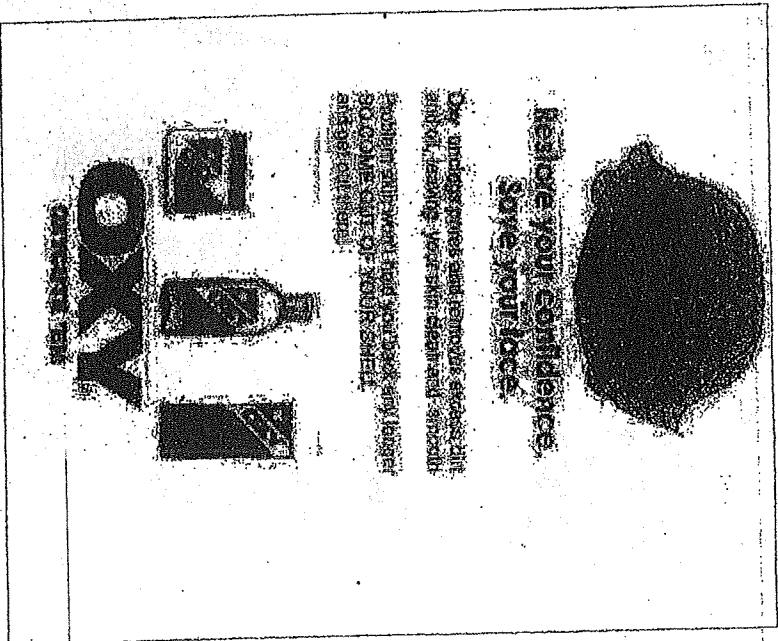
**ProNutro**  
WITH NUTRO CERIAL

APPROVED AS PART OF  
THE HEART FOUNDATION  
EATING PLAN



South Africa's most nutritious breakfast cereal.

- 3.1.1 Explain how the illustration attracts the reader's attention.
- 3.1.2 How does the advertiser justify the claim that 'ProNutro is the most important meal of the day'?
- 3.1.3 Refer to the instruction 'Keep within reach of children'.  
Comment on the appropriateness of this instruction in promoting the product.
- 3.1.4 Explain the effectiveness of the word "PRONUTRO".
- 3.1.5 Why is there a great reference to science?
- 3.1.6 What effect is achieved by the heart foundation endorsement?



- 2.1 Who is most likely to buy this product? (2)
- 2.2 List TWO benefits of using this product. (2)
- 2.3 Identify the slogan in the advert and explain why you think it is effective. (2)
- 2.4 Explain why the advertiser has used the picture of a tortoise hiding itself in a shell. (2)
- 2.5 Why is the word 'OXY' written in large letters? (2)

**FRED BASSETT**

by Graham



- 3.1.1] Provide words to describe the man and woman's expression in Frame 2. [2]
- 3.1.2] Discuss the point of humour in the cartoon [2]



- 3.2.1] Why is Hagar's daughter upset in Frame 1? [2]
- 3.2.2] Rewrite Hagar's speech in Frame 2 in indirect speech. [2]
- 3.2.3] Why is Hagar's answer to his daughter particularly amusing? [2]

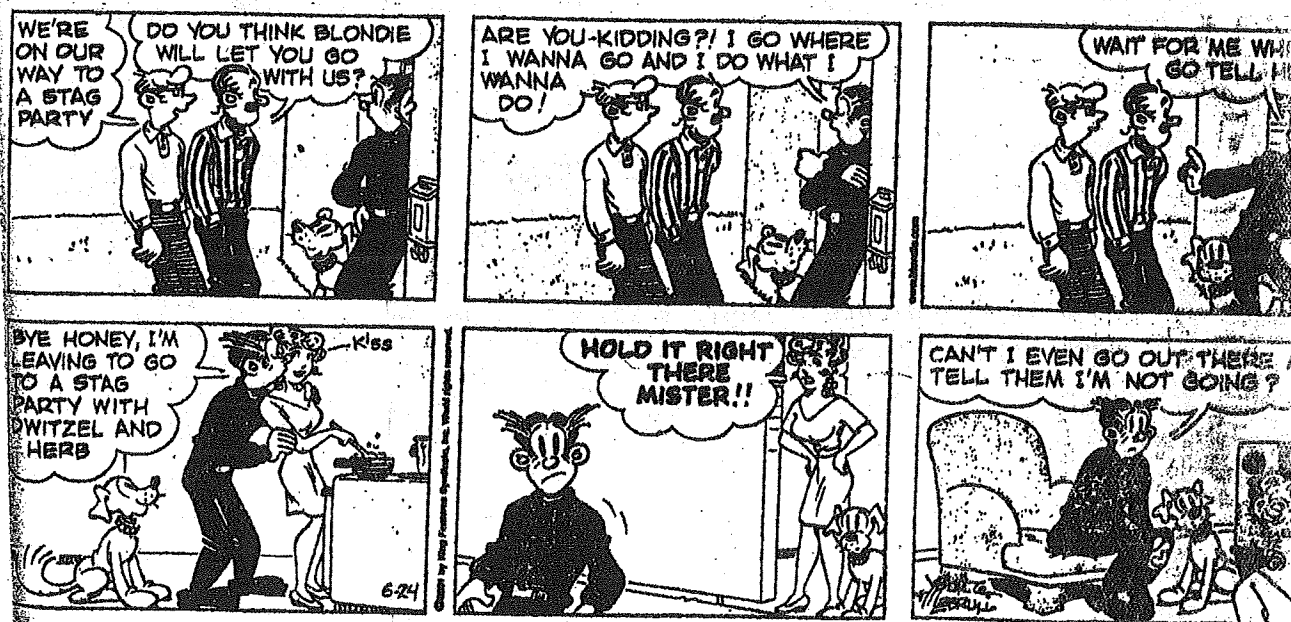


EXT 4.3



- 3.1 What does Calvin's father's facial expression in frame 3 convey to us? (2)
- 3.2 Explain the pun in the last frame. (3)

EXT 4.4



- 4.1 Refer to frame 5. How is Blondie's disapproval conveyed visually and verbally? (5)

- 4.2 Explain the humour in the cartoon [20]
- 4.3 How does Archie's body language in frame 2 convey his attitude

QUESTION FIVE

Study the cartoon below and answer the questions set on it.

**THE WIZARD OF ID** by Brant Parker & Johnny Hart



According to the information in the Cartoon, how has the wizard 'stopped' the aging process? (2)

Rewrite the wizard's reply to the king in frame one in Indirect (Reported) Speech. (3)

Total Marks: 5

TOTAL MARKS: 75



## CHARACTER OVERVIEW

### THE ROYAL HOUSE OF SCOTLAND

<b>DUNCAN</b> <i>King of Scotland</i> He is murdered by Macbeth.	<b>MALCOLM</b> <i>Duncan's elder son</i> He flees to England after Duncan is murdered. He becomes King of Scotland after Macbeth.	<b>DONALDBAIN</b> <i>Duncan's younger son</i> He flees to Ireland after Duncan is murdered.
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### MACBETH'S HOUSEHOLD

<b>MACBETH</b> <i>Thane of Glamis</i> He is a general in Duncan's army and related to Duncan. He becomes Thane of Cawdor, then King of Scotland.	<b>LADY MACBETH</b> <i>Wife of Macbeth</i> She helps Macbeth to plan Duncan's murder and later commits suicide.
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<b>PORTER</b> <i>Gatekeeper at Macbeth's castle</i> A comic, drunken figure.	<b>DOCTOR</b> <i>In Macbeth's castle</i>	<b>SEYTON</b> <i>Macbeth's armour bearer</i>
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<b>GENTLEWOMAN</b> <i>Lady Macbeth's servant</i>	<b>MURDERERS</b> <i>Killers of Banquo, Lady Macduff and her son</i>
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### MACDUFF'S HOUSEHOLD

<b>MACDUFF</b> <i>Thane of Fife</i> He is suspicious of Macbeth and flees to England. He gets revenge for the murder of his family by killing Macbeth.	<b>LADY MACDUFF</b> <i>Wife of Macduff</i> She is murdered at Macbeth's orders.	<b>SON OF MACDUFF</b> A boy also murdered at Macbeth's orders.
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### BANQUO'S HOUSEHOLD

<b>BANQUO</b> <i>General in King Duncan's army and a friend of Macbeth</i> He is murdered at Macbeth's orders.	<b>FLANCE</b> <i>Banquo's son</i> He escapes the murderers sent to kill him by Macbeth.
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### OTHER THANES AND THEIR HOUSEHOLDS

<b>ROSS</b> He serves Macbeth but later deserts him. He informs Macduff of his wife's murder.	<b>LENNOX</b> He serves Macbeth but later switches sides to fight against him.	
<b>ANGUS</b>	<b>CAITHNESS</b>	<b>MENTEITH</b>

### THE SUPERNATURAL WORLD

<b>THREE WITCHES</b> They prophesy the future for Macbeth who comes to rely on them for their powers.	<b>HECATE</b> <i>The Witch Goddess</i> She is accompanied by three more Witches.
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### THE ENGLISH

<b>SIWARD</b> <i>The Earl of Northumberland</i> He is commander of Malcolm's English army.	<b>YOUNG SIWARD</b> <i>Siward's son</i> He is killed by Macbeth in battle.	<b>ENGLISH DOCTOR</b> <i>At the court of King Edward the Confessor</i>
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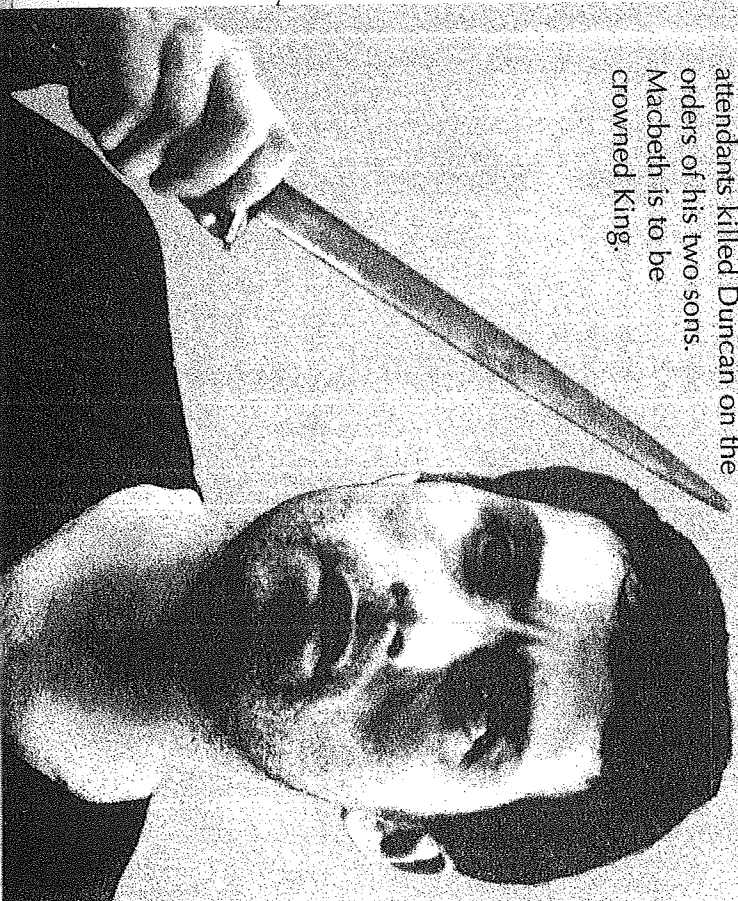


**ACT 1: SCENE BY SCENE**

- 1 Three Witches plan to meet Macbeth.
- 2 King Duncan learns that rebels and invaders have been defeated. Macbeth is praised for his bravery in battle, and Duncan names him Thane of Cawdor.
- 3 The three Witches appear to Macbeth and Banquo. They tell Macbeth that he will become Thane of Cawdor and King of Scotland. They also tell Banquo that his sons will be Kings. After this Macbeth hears that he has been made Thane of Cawdor and he begins to imagine that he can become King.
- 4 King Duncan names his son Malcolm heir to the throne. Macbeth sees this as an obstacle to his ambition.
- 5 Lady Macbeth reads a letter from Macbeth telling her what the Witches have predicted. She decides to persuade Macbeth to kill Duncan so that he can become King. Macbeth arrives and tells her that Duncan will be staying at their castle.
- 6 King Duncan and Banquo arrive at Macbeth's castle. They are greeted by Lady Macbeth.
- 7 Macbeth debates whether he should kill Duncan. Lady Macbeth persuades him to.

**ACT 2: SCENE BY SCENE**

- 1 Macbeth sees a vision of a bloodstained dagger. It seems to be guiding him to kill King Duncan.
- 2 Macbeth has killed the king. He is so shaken that he has forgotten to leave the bloody daggers near Duncan's attendants so they will be blamed for the murder. Lady Macbeth takes control and returns the daggers to the room.
- 3 Macduff and Lennox arrive. Macduff discovers the King is dead. Macbeth admits to killing Duncan's attendants because he was so angry that they had murdered the King. Duncan's sons, Malcolm and Donalbain, escape fearing that they will be killed too.
- 4 Macduff reports the belief that the attendants killed Duncan on the orders of his two sons. Macbeth is to be crowned King.





**PLOT OVERVIEW**

**ACT 3: SCENE BY SCENE**

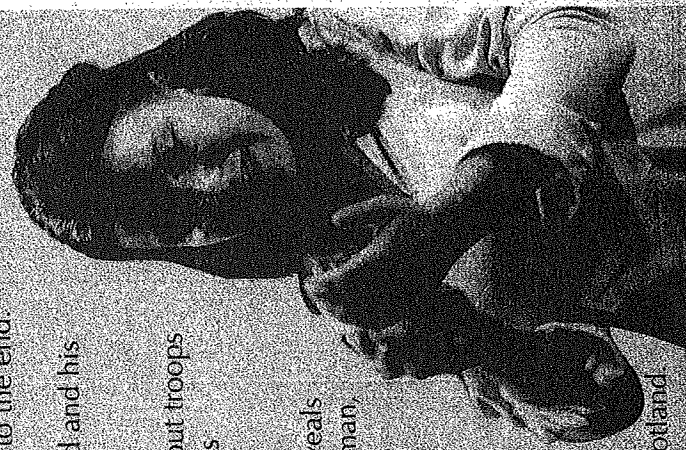
- 1 Banquo suspects that Macbeth killed Duncan. Macbeth plans to have Banquo and his son Fleance murdered.
- 2 Macbeth is troubled and anxious. He hints to Lady Macbeth that something is going to happen, but doesn't tell her of his plans to kill Banquo.
- 3 The murderers kill Banquo, but his son Fleance escapes.
- 4 Macbeth sees Banquo's ghost at a banquet. He is clearly terrified. He decides to visit the Witches.
- 5 The Witch goddess, Hecate, is angry with the Witches for leaving her out of their dealings with Macbeth. She promises that Macbeth's confidence in what the Witches show him will be used to destroy him.
- 6 Lennox and another lord talk about the murders and their suspicions of Macbeth's guilt. They have news that Macduff is with Malcolm in England, planning to return with an army to defeat Macbeth.

**ACT 4: SCENE BY SCENE**

- 1 Macbeth visits the Witches again. Their magic apparitions tell him to beware of Macduff, but also that he cannot be killed by a man born of a woman and that he is safe until Birnam Wood marches against him. Macbeth hears from Lennox that Macduff has fled to England.
- 2 Lady Macduff and her children are murdered on Macbeth's orders.
- 3 In England, with English help, Malcolm and Macduff plan to get their revenge on Macbeth. Scotland must be freed from the suffering he has caused.

**ACT 5: SCENE BY SCENE**

- 1 Lady Macbeth is seen sleepwalking, trying to wash blood from her hands. Her actions suggest that her mind is tormented by what she has done.
- 2 A number of Scottish lords march to join forces with Malcolm and his English army near Birnam Wood.
- 3 Macbeth hears that Malcolm's troops are coming to get him. He is unafraid because of his confidence in the Witches' predictions.
- 4 At Birnam Wood Malcolm's soldiers cut branches from the trees to disguise their numbers as they approach Macbeth's castle.
- 5 Macbeth hears that Lady Macbeth is dead. He is then told that Birnam Wood seems to be moving. Desperate, he decides to lead his soldiers out and fight to the end.



- 6 Malcolm's army, led by Siward and his son, gets ready to attack.
- 7 Macbeth kills young Siward, but troops enter his castle. Macduff hunts for Macbeth.
- 8 Finding Macbeth, Macduff reveals that he was not born of a woman, but by a Caesarean. Macbeth, knowing that this is the end, still fights desperately. Macduff kills him.
- 9 Macduff enters with Macbeth's head on a pike. All declare their support for Malcolm, the new King of Scotland.

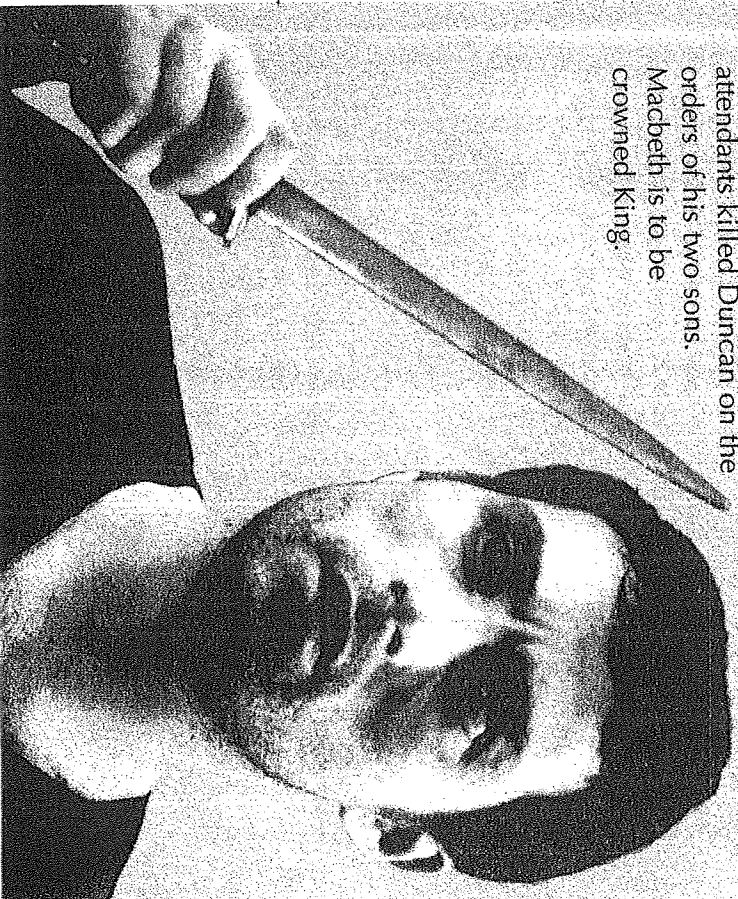


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## PLOT OVERVIEW

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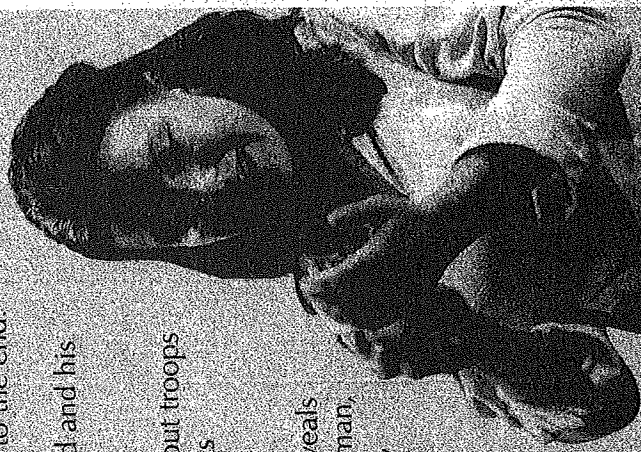
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QUESTION TWO

Write a summary of the passage given below, using your own words as far as possible. Your summary must be presented as a single, coherent paragraph.

State the number of words used. Do not use more than 85 words.

South Africans who have this burning ambition to go overseas, should first take a good look at a fascinating country less than three hours away by air, which has a number of very special characteristics. That country is Namibia.

It's a country with a small and scattered population, with much sunshine and vast deserts. In places it looks extra-terrestrial, lunar, bleak and desolate, and yet it is invitingly exciting.

Why is this seemingly empty country so attractive? It's perhaps the idea of freedom, the incredibly open areas with their wide horizons, or the sunny unpolluted skies, the silence, the escape from high-pressure civilization. Rare birds and wild animals co-exist with the few humans who live in or near the large game and nature reserves. The unusual plant life, that has survived thousands of years of arid conditions, is worth a good, long look.

Ancient rock formations will please the geologists. History buffs will enjoy the drama of Namibia's past through to the final stages of independence.

But, over-riding all this, is the unique quality of light in Namibia. It gives the country its very special colouring from the deep apricot of the desert dunes to the almost off-white tremulously empty Etosha Pan.

Namibia, with all these distinguishing qualities, is a country ready for tourists to visit before going overseas.

Total Marks: 10

P.T.O. ... QUESTION THREE





Make a summary of the ffg. passage in not more than 70 words

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In an experiment of considerable interest which was conducted by some psychologists, they gave a man a pair of spectacles which made everything appear to be inverted or upside down, and these the man wore for a period of fourteen days and nights. For the first part of the time, the man who was wearing the spectacles was not able to walk without someone to help him and when he tried at this stage to do some fencing, he would lift the weapon he was using up, when he should have been lowering it down, if he was going to defend himself. But, by slow and gradual degrees, his brain did learn slowly to see everything in the world around him the right way. So the result was that, in the end, when the psychologists who were conducting the experiment removed the man's spectacles, for the first little while he had the feeling that the world was once more inverted, and that everything seemed to be upside down again, as it did when he first wore the spectacles



QUESTION ONE

only study the passage given below and then answer the questions set on it.

SHOE SHAWERS

IV To the same end, shoes are called things like *Devotion*, *Devotion* and *Devotion*. *Conduc*, as if you were not buying a shoe, but an evangelical sect. The people who flog the little rubber tubes also claim, with something like religious fervour, that 'you are really looking at a moral dilemma'. So what do they look like?

V The shoes come in unvarying potato shape, over which garish colours, zebra stripes and stitching, go-faster stripes and mysterious plastic corrugations struggle feverishly. Some of these may indeed improve your running by a metre every ten kilometres: they have the same relation to usefulness as do wing-mirror demisters or three-speed headlamp wipers on cars. Others are more like the flashing lights on the flightdeck of the Starship Enterprise, and are there more to reassure than serve. There are colourful variations of plumage, so that sports shops resemble colonies of small exotic mammals; at any moment a wild-life television commentator like David Attenborough might wade through the window display to explain their courtship rituals and how they build their nests.

VI Such distinctions, together with the fact that running shoes cost a lot of money, have made them into status symbols among sections of society not necessarily interested in running. A disc jockey can be judged by the label on his running shoes and pirate radio stations devote whole programmes to the subject. In the paddock at Epsom on the great horse racing event of Derby Day, a pair were observed on the feet of a theatrical impresario, otherwise dressed in morning suit and top hat.

VII Quite why an Imelda Marcos syndrome should be burgeoning is hard to say. As with all heavily-marketed objects, they sell because they make the buyers feel good. An intense narcissism is focussed about the foot. If you buy them you can listen to advertising copywriters crooning about your 'precious energy' and about how your body is a finely-tuned peak shape.

P.T.O. .../IV To the

P.T.O. .../machine. Shod

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55

machine. Shod in a pair of these little spaceships you can forget that your foot is an unpleasant object with five unequal protuberances, that you have strappy legs ... or whatever it is you need to ignore.

In fact it is a peculiarity of runners that, however beautifully shod, the rest of their clothes could hardly be more unflattering: apart from the inadequate shorts with unappetising little bulges, there are idiotic T-shirts and even hats with clapping hands attached. It is as if the power of the shoe has made all other considerations irrelevant.

65

But the concern is not just with feet. The beauty of running shoes is that they enable you to conceal your puerile competitiveness and your rampant vanity behind one of the great unchallenged pieties of our time: that running is a virtuous activity. After all, it is healthy, so you are probably saving the health service money. And you can derive great satisfaction from the argument promoted by manufacturers and others that your desire to beat everyone else at all costs is admirable. Of course the beneficiary of all this health and achievement is yourself, but that only makes the glow of self-righteousness the warmer.

(Adapted from PUNCH)

FOOTNOTES:

\*Egano: a popular children's comic (line 14)

\*\*Imelda Marcos was reputed to possess a thousand pairs of shoes. (line 50)

QUESTIONS:

1.1 Refer to paragraph I

1.1.1 Suggest a reason for the manufacturers' choosing of such names for their products as are mentioned in line 1. (2)

1.1.2 Explain the association between 'violent' and 'power-centred computer games' (line 2) and running shoes. (3)

1.1.3 It is said that Adidas sell themselves with a petulant 'I WANT', followed by 'I CAN' (line 5). In what way does this sales pitch pander to feelings that, in the writer's view, are immature? (3)

1.1.4 Choose a synonym for 'spurious' (line 8) as used in the passage:

- A genuine
- B serious
- C false
- D imaginative

1.2 The writer's tone in paragraph II is

- A facetious
- B tragic
- C passionate
- D jubilant

(Choose the correct answer, giving a reason for your choice.) (3)

1.3 Refer to paragraph III

1.3.1 Why is the consumer seen as 'succumbing to an illusion' (lines 17 - 18)? (2)



1.3.2 The writer makes clear his attitude to the imagery often employed by advertisers which he describes in lines 20 - 24: 'You, the shoe-wearer, ... in peak shape.' What is your opinion of this imagery? Do you think it appropriate? Give a reason for your answer. (3)

1.4  
1.4.1 Quote the verb used in paragraph IV which could, in context, be replaced by sell. (1)

1.4.2 Why is this verb more appropriate in context than sell? (2)

1.5 'There are colourful variations of plumage' (line 37).

1.5.1 What is the writer referring to? (1)

1.5.2 In terms of the above, explain the humour in the reference to David Attenborough, a famous naturalist and television personality. (3)

1.6 What argument do the examples of the disc jockey and theatrical impresario (paragraph VI) illustrate? (2)

1.7 Narcissus was a mythological character who fell in love with his own reflection. In the light of this information, clarify the meaning of the following sentence: 'An intense narcissism is focussed about the foot' (line 52). (2)

1.8 'The writer is not against running; he may be a runner himself.' In a discussion of this passage in class you express the above view. How would you defend it? Give a reasoned answer based on your reading of the passage. (4)

1.9 Give the meaning in context of any FOUR of the following:

1.9.1 a westering sky (lines 20 - 21)

1.9.2 in peak shape (lines 23 - 24)

1.9.3 religious fervour (line 28)

1.9.4 unequal protruberances (line 56)

1.9.5 puerile competitiveness (line 64)

Total Marks: 40

(8)



QUESTION SIX

The seven sentences listed below are not in correct order. Arrange them in logic paragraph order. Write down only the numbers of the sentences in their correct order.

- 6.1 As this substance appeared also to be mouldable and shapable when hot it was called plastic.
- 6.2 It was derived, rather, from the root meaning of the word which is 'mouldable' and 'shapable'.
- 6.3 Later, the synthetic substance plastic made its appearance.
- 6.4 Moulding and shaping were precisely what the early plastic surgeons had to do with living tissue.
- 6.5 The term 'plastic surgery' was coined long before man synthesized the substance called plastic.
- 6.6 It is only a coincidence that this-manufactured substance, in the form of silicone implants, has also been used in the specialty of plastic surgery.
- 6.7 These pioneers transferred it from one place to another to reconstruct defects caused by injuries or cancer.

Total Marks: 7

P.T.O. .../QUESTION SEVEN

03

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QUESTION TWO

The questions that follow are based on the passage for comprehension. Answer them as directed.

- 2.1 The word 'adolescents' is used in line 3. Give the related abstract noun. *ADOLESCENCE* (1)
- 2.2 A compound adjective can be made up of two separate words which do the work of a single adjective. Quote an example of this from paragraph I. (1)
- 2.3 Why are the words 'fighting to regain their shape, they return stored energy to your foot' (lines 12 - 13) in inverted commas? (1)
- 2.4 The commas that precede and follow the phrase 'whatever that is' (line 10) may be replaced by  
 A brackets  
 B a pair of semicolons  
 C a pair of dashes  
 D quotation marks  
 (Identify the TWO possibilities that apply). (2)
- 2.5 'I am no scientist, but I find these claims suspect' (lines 13 - 14).  
 2.5.1 Rewrite this sentence beginning with Although. (1)  
 2.5.2 Write down the main clause of the sentence you have just written. (1)  
 2.5.3 Rewrite the subordinate clause as a phrase. (1)

- 2.6 Refer to the last paragraph.  
 Quote TWO words or phrases which suggest negative qualities of the typical runner, and TWO words or phrases which suggest a more acceptable image. (2)

Total Marks: 10



MOTIVE LANGUAGE

READ THE FOLLOWING ADVERTISEMENT AND ANSWER THE QUESTIONS ON IT:

We have no illusions - our Beaulieu Cigars are not made for the million. We do not want gigantic sales - they would make the name of Beaulieu meaningless. For how can a few handcraftsmen and a small family, blessed with a genius in blending which is hereditary, hope to cater for the many? They prefer to keep their standards intact and enjoy the privilege of ministering to the perpetual pleasure of the discerning few.

QUESTIONS:

- 1) "Our Beaulieu Cigars are not made for the million."
- 2) What does this imply about Beaulieu Cigars and the people who smoke them?
- 3) What does it imply about other brands?
- 4) Quote words used by the advertiser to flatter his prospective customers.
- 5) Suggest a suitable title for the advertisement.
- 6) To what kind of person would this advertisement appeal? Give reasons.
- 5) Choose ONE fact
- 6) Choose ONE opinion
- 7) Discuss the effectiveness of the statement "we do not want gigantic sales"
- 8) Comment on the implication in "for how can a few handcraftsmen and a small family"
- 9) How honest is the advertiser? Explain your answer





TASK 8: LITERATURE

GRADE 11

Answer BOTH sections

SECTION A: THINGS FALL APART

Choose ONE of the ESSAY topics and write 350-400 words on it

1. Okonkwo is a product of his culture. To what extent do you agree?
2. The novel may be viewed as an attempt by the writer to correct European perception of Black people/society. Discuss
3. Discuss CONFLICT as the central theme in the novel [25]

SECTION B : POETRY

Death, Be not proud

Death, be not proud, though some have called thee<sup>1</sup>  
Mighty and dreadful, for thou art not so;  
For those whom thou think'st thou dost overthrow  
Die not; poor death, nor yet canst thou kill me.  
From rest and sleep, which but thy pictures be,<sup>5</sup>  
Much pleasure; then from thee much more must flow,  
And soonest our best men with thee do go,  
Rest of their bones, and soul's delivery.  
Thou art slave to fate, chance, king and desperate men,  
And dost with poison, war, and sickness dwell,<sup>10</sup>  
And poppy or charms can make us sleep as well  
And better than thy stroke; why swell'st thou then?  
One short sleep past, we wake eternally  
And death shall be no more; Death, thou shalt die;

QUESTIONS:

- 1.) Why does the poet feel that death is arrogant? (2)
- 2.) Explain "swell'st" [line 12]. What effect does this question create?(2)
- 3.) How does Donne prove that death is not an independent killing force? (2)
- 4.) Explain the contradiction in "death thou shalt die." (2)
- 5.) What does this poem reveal of the poet's attitude to death? (2)



