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First controlled test: 2021 Time: 1 hr

English Gr 12 Marks: 35

SECTION A : COMPREHENSION

QUESTION 1 : READING FOR MEANING AND UNDERSTANDING

Read TEXT A and TEXT B below and answer the set questions.

TEXT A

THOUGHT FOR FOOD - Hidde Boersma (adapted)

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1 *Genetically modified (GM) food can make you sick and harm the environment. That's what we are constantly told. Now, some researchers say that this couldn't be further from the truth. They believe that GM foods can help alleviate hunger around the world and even create a healthier planet.*

2 Without even knowing it, most of us consume GM products on a daily basis. Just think about those convenient ready-to-eat meals and products such as margarine. Such products are part of our daily lives. Still, there are few other scientific subjects that face such criticism. Emotions run high about the subject on the internet. A google search teaches us that food made from GM crops can lead to cancer, autism and all sorts of other modern-day ailments. The technique meets so much resistance that a website that surfaced in June 2014, on which pro-GM scientists (and journalists) wrote positively about the technique, was compared to the Nazi regime and called a 'worldwide agricultural holocaust'. Death threats were even levelled against its creators. The site has since been taken down.

More yield, less hunger

3 There are many in scientific fields in favour of GM technology. What's more, there is no other subject to be found where public opinion is so completely opposite to scientific consensus. A search in scientific literature actually delivers a very positive image: genetically modified crops are safe for both humankind and the environment. Genetic modification has the potential to raise crop yields, reduce the use of pesticides and curb hunger. But what exactly is genetic modification? It happens when scientists introduce a specific change into the DNA of a crop using GM methodology. This happens in a laboratory, where changes in a plant cell are inserted on a microscopic level using molecular technology.

An extra tool

4 One of the scientists who are positive about the use of GM methodologies is Bert Lotz, a professor of applied ecology at Wageningen University. He is surprised about the resistance. "Humankind has already been adapting crops for centuries. Today's corn or wheat doesn't look anything like its original predecessors," he argues. "Genetic modification is an extra tool in the kit that can help us improve crops. It would be a waste if we didn't use this useful method, especially if you realise that we will have to feed another 2 billion extra mouths by 2050.

5 The advantages of genetic modification don't just stop with ensuring better crop yields. It also helps with making food nutritional, say scientists. Currently, scientists from various universities from all over the world are developing 'golden rice'. This is a rice variety with a built-in gene that ensures that the plant produces beta-carotene, a substance that the human body transforms into vitamin A. Worldwide, there are between 250,000 and 500,000 children who become blind because of a lack of vitamin A and with this new rice it is hoped that the lives of thousands of children will be improved. The first tests of the 'golden rice' are currently being carried out in the Philippines.

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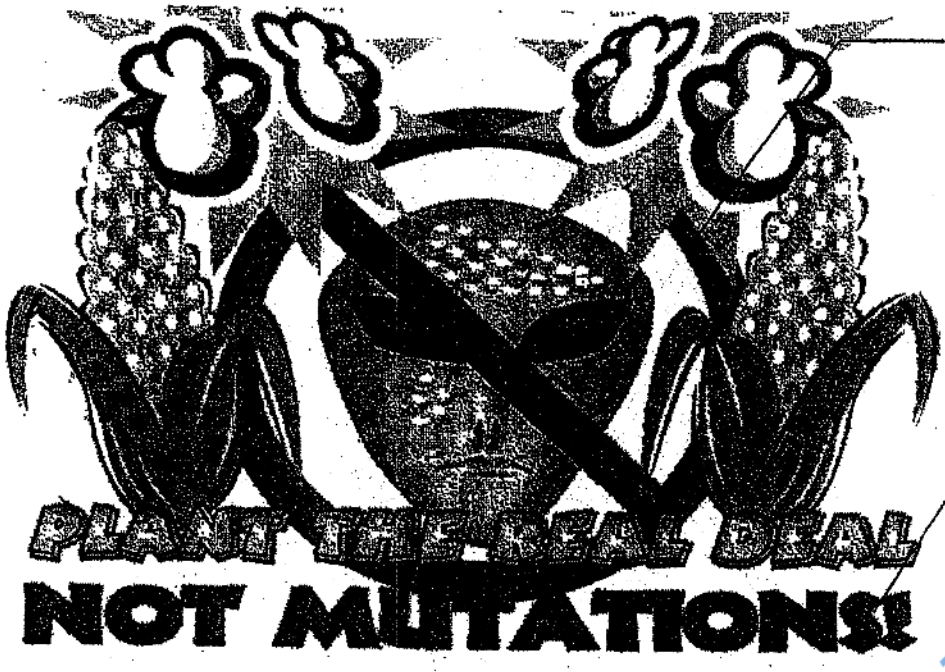

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QUESTIONS : TEXT A

1.1 What response does the introductory paragraph evoke in you? 3

1.2 Refer to paragraph 2. Research is supposed to provide factual evidence in its results. Show how this does NOT apply on the website. 2

1.3 Discuss what the phrase 'worldwide agricultural holocaust' (paragraph 2) reveals about the public's reaction to genetically modified food. 2

1.4 Explain why Bert Lotz is so positive about the use of GM technology. 2

1.5 How does the 'golden rice' example engender confidence and support for GM crops? 3

1.6 Outline four arguments presented by the activists who oppose genetic modification of food. 4

1.7 In your view, is the writer justified in advocating genetically modified food? Substantiate your response with reference to the text. 4

QUESTIONS: TEXT A and TEXT B

1.8 Discuss the effectiveness of the image in conveying the dangers of GM food. 3

1.9 Does the picture adequately support the opposition's view expressed in paragraph 5 of TEXT A ? Justify your response. 2

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SECTION B : SUMMARY

QUESTION 2 : SUMMARISING IN YOUR OWN WORDS

Carefully read **Text C** below, which is about packaging. You have been asked to write a summary for the school magazine to make learners aware of the psychology of packaging.

NOTE : You are required to do the following :

1. Your summary should include SEVEN points and **not** exceed **90 words**.
2. You must write a fluent paragraph of **90 words**.
3. You are not required to include a title of your summary.
4. Indicate the **word count** at the end of your summary.

TEXT C

Ask consumers what they like about a food package they've never seen before, and chances are they won't be able to put it into words. They have an emotional reaction to the package, which makes them desire the product and leads them to purchase it.

Studies have been made on the psychology of packaging and how it affects buying behaviour. Consumer research has shown that consumers transfer their perception of a package to the product it contains. Creating the desired perception of the product requires detailed attention to not only the package's looks, but also how it feels in the hand and even the sounds it makes. The package's sensory cues are an enormously important contributor to the consumer's experience of the product.

Some marketers contend that of all the visual cues a package incorporates, colour is the single most important as it is associated with various emotional states. Consumers have only seconds to make a purchasing decision in the supermarket, and colour registers much faster than text or complex graphics. In the cereal aisle, the colours on the packages "are screaming 'buy me,' "says Ed Cristman, design director at Axion Design. "Products such as wine and gourmet items are designed for a sophisticated consumer; therefore, the packaging tends to feature "tasty, earthy colours" rather than bright, bold hues."

Dan Olson, creative director at Duffy and Partners adds: "So much of food packaging is about appetite appeal and the package shouldn't miscue the experience of the product" by incorporating inappropriate colours. Olson adds that "sweeter things are more forgiving" in terms of package colour, because they are perceived as fun. A walk down the candy aisle in any store demonstrates the abundance of colour on packaging for sweets.

Package colour is influenced by trends, as well. Green has emerged as a popular colour for products positioned as healthy and/or environmentally friendly. Blue is still used somewhat tentatively, except in two categories: milk and water.

Look at cereal boxes of a brand aimed at children. Every single one of these cereals has a picture of a cartoon type character that would appeal to children. Some of the most famous characters in history are from these boxes. These characters have become icons of the cereal industry.

Now look at a cereal box of a cereal brand aimed at adults. These cereals will either feature a hearty looking bowl of nutritious flakes, maybe an athlete and in the case of the high fibre cereals, a picture of an elderly person or couple. All these visuals are done with the express purpose of making the consumer feel that what is in the box is healthy and good for them. The cereal itself may have little nutritional value but the image portrayed says "eat this, it's good for you."

By Kate Bertrand Connolly, Packaging Editor (edited) Food Processing

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