



**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2023

ENGLISH HOME LANGUAGE P1

MARKS: 70

TIME: 2 hours



This question paper consists of 13 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:
SECTION A: Comprehension (30)
SECTION B: Summary (10)
SECTION C: Language in Context (30)
2. Read ALL the instructions carefully.
3. Answer ALL the questions.
4. Start EACH section on a NEW page.
5. Rule off after each section.
6. Number the answers correctly according to the numbering system used in this question paper.
7. Leave a line after each answer.
8. Pay special attention to spelling and sentence construction.
9. Suggested time allocation:
SECTION A: 50 minutes
SECTION B: 30 minutes
SECTION C: 40 minutes
10. Write neatly and legibly.



SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

Read TEXT A and TEXT B and answer the questions in your own words as far as possible.

TEXT A

CREATIVITY

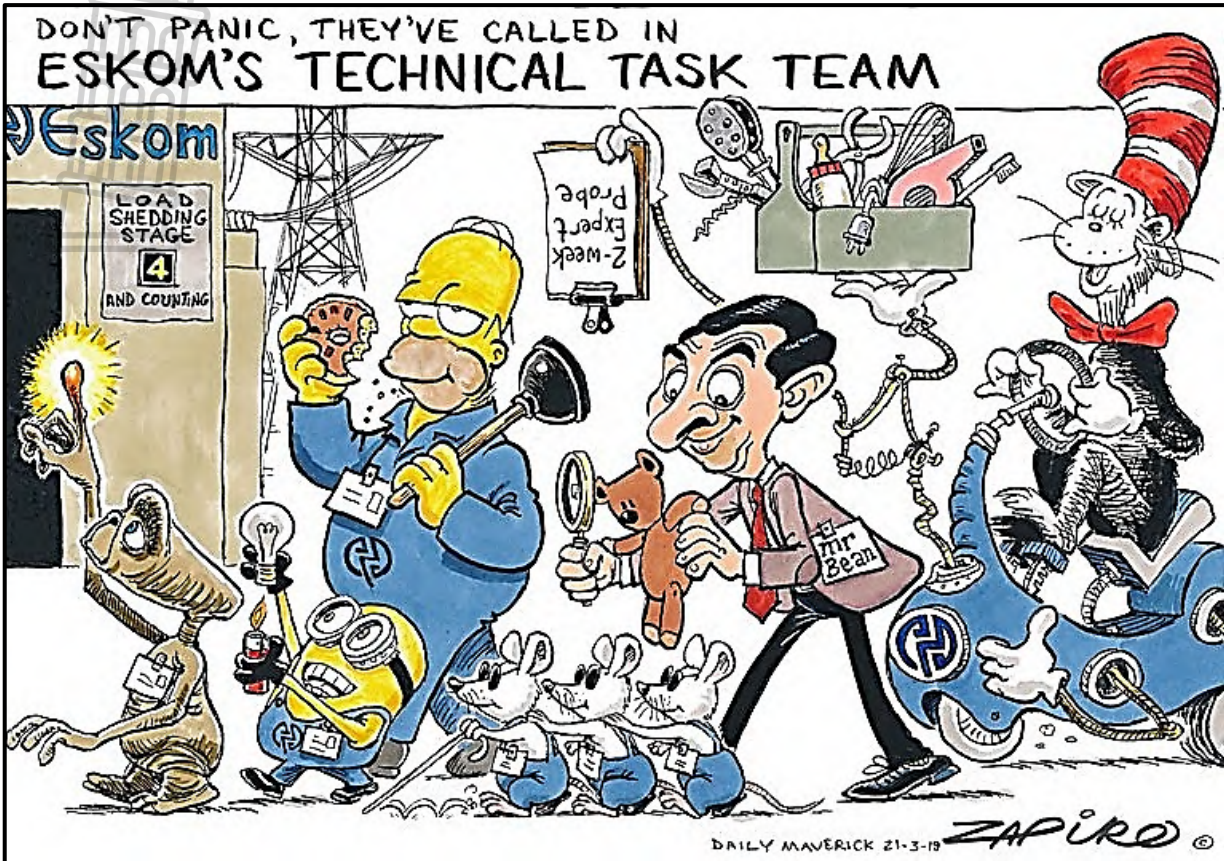
- 1 Creativity encompasses the ability to discover new and original ideas, connections, and solutions to problems. It's a part of our drive as humans – fostering resilience, sparking joy, and providing opportunities for self-actualisation.
- 2 An act of creativity can be grand and inspiring, such as crafting a beautiful painting or designing an innovative company. But there are many pieces to the puzzle of creativity, including a balance between controlled, deliberate thought and spontaneous play and imagination. Personality plays a role, as well as biology and life experience. But everyone possesses some measure of creativity, even if they don't realise it. Life is full of small moments that require new ideas or surprising solutions. A choice that you don't think twice about – how you cook a fried egg or the route you take to work – someone else might find delightfully original. 5 10
- 3 Creative people embody complexity; they show tendencies of thought and action that are segregated in others, according to the pioneering creativity researcher Mihaly Csikszentmihalyi. They balance intense energy with quiet rest, playfulness with discipline, fantasy with reality, and passion for their work with objectivity. 15
- 4 The trait of Openness to Experience correlates with creativity, encompassing a receptivity to new ideas and experiences. People who are low in openness prefer routines and familiarity, while those who are high in openness revel in novelty, whether that is meeting new people, processing different emotions, or traveling to exotic destinations. Accumulating these experiences and perspectives can help the brain forge creative new connections. Other characteristics that are linked to creativity include curiosity, positivity, energy, persistence, and intrinsic motivation. 20 25
- 5 Many people feel that they have no or very limited creative ability – even some who work in creative fields – and it's true that certain individuals are more creative than others. Fortunately, however, creativity can be acquired and honed at any age or experience level. Innovation is not some divine gift; it's the skilled application of knowledge in new and exciting ways. It requires changing up your normal routine, stepping outside of typical comfort zones, and paying attention to the present moment. 30

- 6 When learning new information, taking a break – either by sleeping or simply enjoying a distraction – is another way of allowing the unconscious mind to process the data in novel and surprising ways. This often lays the groundwork for a creative insight or breakthrough. 35
- 7 Most of the time, ideas develop from the steady percolation and evaluation of thoughts and feelings. But every so often, a blockbuster notion breaks through in a flash of insight that’s as unexpected as it is blazingly clear. So-called “aha moments” can generate the brilliant idea for a tech startup, the theme of a musical composition, or the answer to an engineering quandary. Improving the odds of having a “eureka moment” involves toggling between two modes of thinking: conscious, methodical, concerted problem solving and the restful, spontaneous, unplanned connections of the default mode network, the brain’s resting state. 40
45
- 8 The default mode network is the pattern of brain activity that occurs when people are not focused on the outside world. It’s the network that becomes active when the mind turns inward, as people daydream, rest, and reflect on the past or imagine the future. The default mode network can spark connections between different ideas, contributing to creative thought as it can inspire new solutions when all of the puzzle pieces are in place. 50
- 9 Creativity is typically seen as a socially beneficial trait. But some people use their imagination in pursuit of antisocial ends – what’s sometimes termed “dark creativity” or “malevolent creativity.” A scam artist who devises a novel or fool-proof scheme for luring his victims is exercising creativity. But as it’s being deployed to harm others and enrich himself, most observers would find his scheme objectionable, no matter how imaginative. 55
- 10 One distinction between light and dark creativity involves who benefits and who stands to be harmed by the creative pursuit. Light creativity is associated with ways to benefit others in society, or at least not detract from their welfare, such as composing a moving symphony or founding a tech start-up. Dark creativity is primarily associated with harming others or helping oneself without caring about the potential for collateral damage – devising an elaborate plot to rob a store, for example. 60
65
- 11 Various lines of research have converged around common insights that provide steps to be more creative. Creative geniuses often produce their best works at their times of greatest output. They record thoughts as they arise so they are not forgotten. Some pieces may miss the mark, but the quantity of output makes it likely that other pieces will yield great creativity. Although pioneers in artistic creativity often spend time in solitude, feel emotions and sensations deeply, and are not afraid to self-reflect, the personality trait most tied to creativity is Openness to Experience – whether that be intellectual, aesthetic, or emotional. However, it can be difficult to innovate if you become trapped in the rules and language of your domain of expertise. Always keep in mind: if you are motivated to solve a problem, procrastinating, exercising, or sleeping on it can lead to divergent thinking and more possibilities. 70
75

[Adapted from <https://www.psychologytoday.com/za/basics/creativity>]

AND

TEXT B



[Source: <https://twitter.com/zapiro/status/1351071229395005440/photo/1>]

QUESTIONS: TEXT A

1.1 Refer to paragraph 1.

'Creativity encompasses the ability to discover new and original ideas, connections, and solutions to problems.' (lines 1–2)

Why is it important for humans to innovate, make connections and solve problems? Mention TWO points. Use your own words. (2)

1.2 Refer to paragraph 2.

Is the following statement TRUE or FALSE? Quote SEVEN consecutive words to prove your answer.

Creativity is based solely on inspiration. (1)

1.3 Explain the 'balance' (line 7) that is intrinsic to creativity. (2)

1.4 List any TWO elements that determine levels of creativity. (2)

1.5 Refer to paragraph 3.

'Creative people embody complexity' (line 14).

Outline any TWO contradictory characteristics that contribute to the 'complexity' of creative people. Use your own words. (2)

1.6 Refer to paragraph 4.



1.6.1 Which characteristic is not inherent to creativity?

Write down only the letter (A–D) of your choice next to the question number.

- A inquisitiveness
- B perseverance
- C compulsion
- D incentive

(1)

1.6.2 Quote a phrase to prove your choice in QUESTION 1.6.1.

(1)

1.7 Clarify why people 'who are low in openness' (lines 20–21) would not be creative.

(3)

1.8 Refer to paragraph 5.

The writer of the article is, in effect, making a case for the importance of being open to change.

Comment on the validity of this statement.

(3)

1.9 Refer to paragraphs 7 and 8.

'Most of the time, ideas develop from the steady percolation and evaluation of thoughts and feelings.' (lines 38–39)

Evaluate the effectiveness of the metaphor.

(3)

1.10 Refer to paragraph 11.

Critically comment on the suitability of this paragraph as a concluding paragraph.

(3)

QUESTION: TEXT B

1.11 Discuss the irony in this cartoon.

(3)

QUESTION: TEXT A AND TEXT B

1.12 Critically discuss to which extent the intention of the cartoonist of TEXT B in creating this cartoon is an example of 'light creativity' (line 60). In your answer, refer to paragraphs 9 and 10 of TEXT A.

(4)

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS.

Studies show that, in South Africa, Gen Zs are the most digitally and physically connected of all generations. Read TEXT C and write a cohesive paragraph to explain how this generation manages to prevent social isolation.

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

TEXT C

GENERATION Z: THE HYBRID SOCIALS

This is, indeed, a vocal and knowledgeable generation that champions social causes and challenges the status quo. At the same time, it's a generation consistently glued to electronic devices. Gen Z does physically interact socially but those social moments must be shared online for consumption by their 'digital squad'. The need for a digital and physical squad is heightened by this group's interconnected life.

Contrary to popular belief, this is the most connected generation. Although many may see them as asocial, their high-tech interaction does not trump the need for authentic physical human connections. Moments are not real until they are shared, which is why this generation is the pioneer of online content creation. From dusk to dawn, they are constantly connected to and with their friends. It is not unusual to see a group of friends, each one on their phones taking pictures and posting, and managing the online reaction that emanates from that post (likes, retweets, shares, comments).

There is a constant need to secure social feedback instantly. This is not to imply that they are disconnected from the group they are with physically. Quite the contrary, they are all engaged with each other and with the activity at hand. There is just a need to bring the rest of their circle into the moment.

Millennials and previous generations socialised physically but this had its limitations. There is a finite number of people with whom one can interact with physically in a day ... the number of conversations that can occur is finite. By contrast, Gen Z has an infinite social network that fulfils different needs. Physically, they could be holding a conversation about topic A and simultaneously talking about topic B online. They can game with people in other parts of the world and join groups of people with whom they share the same ideals regardless of where they are. They share their lives with people they'll probably never meet in person, and for them this is their normal. But they also use digital platforms to facilitate the process of actually physically meeting up.

Unlike Millennials who grew up with technology, this generation was born into technology. They are true digital natives for whom technology is interwoven with their lives.

[Source: <https://themediainline.co.za/2022/12/generation-z-the-hybrid-socials/>]

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3: ANALYSING ADVERTISING**

Study the advertisements (TEXT D and TEXT E) below and answer the set questions.

TEXT D

The advertisement features a central image of Lionel Messi in a dynamic pose, kicking a football. He is wearing a dark and light blue football kit and orange and black boots. The background is a dark, teal-tinted cityscape at night. In the top left corner, there are logos for 'MIROSA10' and 'adidas'. In the top right corner, the text 'PRO-DIRECT' is written in a bold, white, sans-serif font, with the tagline 'the professional's choice' underneath it. At the bottom left, the text 'every legend has a beginning...' is written in a large, white, sans-serif font, with 'messi mirosa10' in a smaller font below it. At the bottom center, the text 'IN STOCK NOW' is written in a bold, white, sans-serif font, followed by a small circular icon with a right-pointing arrow.

[Source: <https://za.pinterest.com/pin/316659417526781056/>]

NOTE: The sportsman featured in the advertisement is Lionel Messi, a famous football player.

AND

TEXT E



[Source: <https://www.pinterest.co.uk/pin/337136722085143836/>]

QUESTIONS: TEXT D

3.1 'the professional's choice'

Explain the effect of the company's motto on the target market of this advertisement.

(2)

3.2 'Every legend has a beginning ...'

Comment on the use of the ellipsis.

(2)

QUESTIONS: TEXT E

3.3 'Choose your weapon'.

Critically discuss the unusual choice of diction used in a soccer cleats advertisement.

(3)

QUESTION: TEXTS D AND E

3.4 Which advertisement would be more effective, in your opinion?

Substantiate your answer by commenting on TWO advertising techniques.

(3)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT F and answer the set questions.

TEXT F: CARTOON

Calvin and Hobbes

Frame 1 **Frame 2** **Frame 3** **Frame 4**

[Source: <https://www.gocomics.com/calvinandhobbes/1990/11/21>]

NOTE: Calvin is the boy and Hobbes is the tiger.

QUESTIONS: TEXT F

4.1 Refer to FRAMES 1 and 2.

Do you think that Calvin's motto is selfish?

Substantiate your answer.

(2)

4.2 Refer to FRAME 2.

Explain how Calvin's body language reinforces his tone in this frame.

Your answer should include reference to the use of onomatopoeia.

(3)

4.3 Calvin said, "That was the right moment for me."

Change Calvin's words into the reported speech. Start with:

Calvin said ...

(2)

4.4 Refer to FRAME 4.



4.4.1 The figure of speech evident in this frame is ...

- A euphemism.
- B bathos/anti-climax.
- C sarcasm.
- D metonymy.

(1)

4.4.2 Refer to frame 4.

Critically evaluate Hobbes' opinion of Calvin's motto.

(2)
[10]



QUESTION 5: USING LANGUAGE CORRECTLY

Read TEXT G, which contains some deliberate errors, and answer the set questions.

TEXT G**HOW TO DECLUTTER YOUR HOME IN ONE WEEKEND: A 9-STEP GUIDE**

Step into spring with a clear home and mind

- 1 With spring arriving, there's never been a better time to shake off the winter blues and reset your space with a good declutter. Keeping control of clutter can feel like a enormous task – especially in busy rooms like kitchens and hallways – but approaching bite-sized chunks can have big results. "Think of decluttering as a steady and sometimes even slow process, rather than a quick blitz of your home followed immediately by the inevitable acquisition of more items," says Catharina Björkman, Scandi lifestyle expert at *Contura*. 5
- 2 "It's about creating lasting change and scheduling in regular little-and-often decluttering sessions. This will reduce the risk of feeling overwhelmed and increase our likelihood of completing the task at hand." 10
- 3 The first step is to make a list of what need organising. Focus on contained spaces such as a drawer, cupboard, nook or shelf, rather than hole rooms. "List all the areas you want to clear out and refresh; pay extra attention to the areas that may have been negligent during those winter months," say the interior experts at *Hiatt Hardware*. "Planning ahead for the future will help you to quickly identify the key parts of your home that will make you feel more refreshed once you have given them some TLC." 15
- 4 Jump-start your decluttering process by mapping out a step-by-step plan in detail, targeting those areas that have been left unloved. Kate from *Fantastic Removals* suggests writing specific times for each task, while Elaine Penhaul from *Lemon and Lime Interiors* advises jotting down things you plan to tackle: "Walk through your house slowly with a notebook in hand, identifying the strengths and problematic areas that you want to improve in each room. Take notice of bookcases that are overflowing or wardrobes that are bursting at the seams." 20
25

[Adapted from <https://www.countryliving.com/uk/homes-interiors/interiors/a43244247/decluttering-one-weekend/>]

QUESTIONS: TEXT G

- 5.1 Identify and correct the article error in paragraph 1.
Write down the correct article plus the word which follows it. (1)
- 5.2 'approaching bite-sized chunks can have big results' (line 4)
Identify the part of speech of the underlined word. (1)
- 5.3 Account for the use of italics in lines 8, 15 and 21. (1)

- 5.4 Identify and correct the spelling error in paragraph 1. (1)
 - 5.5 Correct the concord error in paragraph 3. (1)
 - 5.6 Correct the homophone error in paragraph 3. (1)
 - 5.7 Correct the malapropism in paragraph 3. (1)
 - 5.8 Remove the redundancy in paragraph 3. (1)
 - 5.9 Correct the split infinitive in paragraph 3. Rewrite the phrase. (1)
 - 5.10 'Walk through your house slowly with a notebook in hand, identifying the strengths and problematic areas that you want to improve in each room.'
(lines 22–24)
- Rewrite this sentence, changing it into a compound sentence. (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70





**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2023

**ENGLISH HOME LANGUAGE P1
MARKING GUIDELINE**

MARKS: 70



This marking guideline consists of 9 pages.

NOTE:

- This marking guideline 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 marks awarded where applicable. The marking guideline should be discussed before the commencement of marking.

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 should 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. The reason/substantiation/motivation/quotation is what should be considered.
- For questions which require quotations from the text, do not penalise candidates for omitting the quotation marks or for an incorrect spelling within the quotation.
- 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 to the correct answer AND/OR the answer written out in full.



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

- 1.1 Creativity enables us to be resilient / it provides joy / and it contributes to fulfilment. ✓✓ It helps us to realise our potential.
[Any two. Candidates have to use their own words.] (2)
- 1.2 False
'many pieces to the puzzle of creativity' ✓ (1)
- 1.3 One part of creativity requires cognitive processing ('deliberate thought'), ✓ while the second part requires one to use one's imagination and just relax/enjoy ('spontaneous play and imagination'). ✓
[Candidates must use their own words.] (2)
- 1.4 personality ✓
biology ✓
life experience ✓ (Any 2 x 1) (2)
- 1.5 Creative people think AND act. /They are also energetic AND relaxed/playful AND disciplined/imaginative ('fantasy') AND realistic/passionate, yet objective about their work. ✓✓
[Any two contradictions explained in candidates' own words.] (2)
- 1.6 1.6.1 C / compulsion ✓ (1)
1.6.2 'curiosity, positivity, energy, persistence, and intrinsic motivation.'
[Candidates have to quote a PHRASE.] (1)
- 1.7 To be creative one needs to be open to new experiences and learning new things ✓ so that new possibilities can present themselves. ✓ People who are low in openness tend to stick to what is familiar and do not change their routine, so they do not open themselves to new possibilities and experiences, hence creativity is lacking. ✓
[Candidates have to use their own words.] (3)
- 1.8 The writer is of the opinion that creativity is largely dependent on applying knowledge in new ways. ✓ But in order to do so, one has to be open to adapting to new routines ('changing up your normal routine') ✓ and challenging one's comfort zones. ✓ (3)
- 1.9 The writer compares the idea of coffee percolating before it can be consumed to the creativity process. ✓ This effectively explains the writer's argument that creativity is most often a process that happens over time. As one thinks about a problem and allows the sub-conscious to mull over the conundrum, ✓ it will become ready for realisation and reveal itself at the correct time. ✓ (3)

- 1.10 It is a suitable conclusion as it mentions the various 'steps to be more creative' that have been established through research – the text discusses the various steps. ✓ It also mentions the importance of 'Openness to Experience' which is discussed in the text. ✓ The writer also refers to the default mode when the mind turns inward to reflect, which is what creative geniuses do. ✓ The final sentence ('Always keep in mind: if you are motivated to solve a problem, procrastinating, exercising, or sleeping on it can lead to divergent thinking and more possibilities.') also summarises the line of argument in the text. ✓

However, this paragraph mentions new information, which is not supposed to be in a concluding paragraph: this is the first time that the writer mentions that creative 'geniuses often produce their best works at their times of greatest output' ✓ and that they record their thoughts when they have great ideas. ✓ The warning against becoming too blinded by the 'rules and language' of their field of expertise is also a point that is mentioned only now. ✓

[Mark globally.]

[Credit insight into the requirements for writing a good conclusion.]

[Credit a mixed response.]

[Examples to prove arguments are crucial.]

(3)

- 1.11 The caption of the cartoon tells the reader not to be concerned any longer since Eskom has appointed a technical task team to resolve the problem of loadshedding. ✓ However, contrary to expectations, the 'task team' consists of fictional characters who are either not known for their intelligence, or for their far-fetched creations. ✓ Obviously the loadshedding situation will not be resolved by this 'task team'. ✓

(3)

- 1.12 Yes, TEXT B is an example of 'light creativity'.

The cartoonist uses humour to expose a serious problem in society – the energy crises in South Africa and Eskom's inability to rectify the situation. ✓ The writer of TEXT A says in paragraphs 9 and 10 that 'light creativity' is to the benefit of society (as it does not 'detract' from the 'welfare' of society). ✓ The cartoon is of benefit because it makes people smile. Had the cartoon been 'dark creativity' the humour would have been to the detriment of society. ✓

OR

No, TEXT B is not an example of 'light creativity'.

The cartoon can be seen as an example of 'malevolent creativity' as it makes people more aware of the precarious power situation and the inability of Eskom to cope with the outages. ✓ It makes people even more disillusioned. ✓ It harms the image of Eskom even further. ✓

[Candidates have to discuss BOTH paragraph 9 AND paragraph 10 of TEXT A AS WELL AS TEXT B.]

(4)

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 SEVEN valid points are to be credited in paragraph form.

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

QUOTATIONS		POINTS	
1.	'Gen Z does physically interact socially but those social moments must be shared online for consumption by their "digital squad"/ 'The need for a digital and physical squad is heightened by this group's interconnected life./'Gen Z has an infinite social network'/ 'their high-tech interaction does not trump the need for authentic physical human connections.'	1.	Gen Z needs to interact physically, not just online./Gen Z needs friends in the real world and on social media.
2.	'Moments are not real until they are shared, which is why this generation is the pioneer of online content creation.'	2.	Gen Z shares everything online and excels at creating content.
3.	'constantly connected to and with their friends'	3.	They are constantly in touch with each other.
4.	'There is a constant need to secure social feedback instantly.'	4.	They continuously need instant feedback.
5.	'they are all engaged with each other and with the activity at hand. There is just a need to bring the rest of their circle into the moment.'	5.	They can be in with friends and online at the same time as they do not want anybody to miss out on the moment.
6.	'an infinite social network that fulfils different needs.'	6.	There are countless social networks, each fulfilling a different need.
7.	'They share their lives with people they'll probably never meet in person, and for them this is their normal.'	7.	They consider it normal to have friends they will never meet.
8.	'But they also use digital platforms to facilitate the process of actually physically meeting up.'	8.	They organise physical meetings via their social media.

Marking the summary

The summary must be marked as follows:

PARAGRAPH FORM

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

Although Gen Z appears pre-occupied with online connection, they still need physical interaction. Their constant engagement online might give the erroneous impression that they are not present in the moment, but they have a constant need to share experiences online. They do not want friends to miss out and they crave instant feedback. They have several social circles, each one meeting a different need. It is normal to them to have friends whom they will never meet. To prevent social isolation, they use social media to organise physical meetings.

[89 words]

• 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 points quoted: 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 STRUCTURES AND CONVENTIONS**Marking SECTION C:**

- 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 with the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

- 3.1 The motto, 'The Professional's Choice' will cause any athlete (soccer player, in this instance) with aspirations of becoming a professional player one day, to want to buy these soccer boots. / It will create desire in the athlete to own this pair of soccer boots, as he might also become professional one day. ✓ / Any aspiring soccer player who has Messi as a role model would also want to buy these soccer boots. ✓ It instils confidence in the quality of the boots. ✓ It makes the consumer trust in their reliability. ✓ If it is good enough for a famous professional, it is attractive to the consumer. ✓ (2)
- 3.2 The use of ellipsis implies that something has remained unsaid. In this instance, it might be a suggestion/an implication ✓ that the reader will have the same beginning on the road to fame/stardom with these soccer boots as Messi had when he started on his journey of becoming a legend. ✓ (2)
- 3.3 'Choose your weapon' is usually used in the context of fighting/duals, etc. ✓ Using this expression when referring to soccer boots/soccer cleats, implies that the player is going to war/that playing the game is serious business. ✓ It also suggests the players determination to commit to the task and win. ✓ / Any (professional) sports team takes every game seriously and would consider this a suitable expression when choosing sports apparel. ✓
- One usually wants any sports game/match to be played in good spirit, so this is not a good choice of words.
- [Candidates can only be awarded full marks if a critical comment has been made.] (3)

- 3.4 TEXT D would be more effective as it features a very famous professional soccer player. Young soccer players who consider him a role model, would choose this brand. ✓ The athletic image implies that the boots will do the same for the aspiring player. The copy ('Every legend has a beginning ...') also has connotations of fame, something that most impressionable young players desire – they want to be as legendary as their role model. ✓ The use of 'IN STOCK NOW' galvanises the consumer into action to buy the boots before they are sold out. ✓

Text E has only shoes in the image, which does not have the same impact as a legendary role model. The copy is also unsuitable for a sport brand, as it is not a fight into which the players are entering, but professional sport, which is supposed to be played in good spirit. ✓

OR

TEXT E is more effective as it shows a variety of soccer boots/cleats. ✓ The product can be seen much more clearly than in TEXT D, which is what every prospective buyer wants to see before they go out to buy the product. ✓ The copy is effective as every team goes into a game determined to be victorious. ✓

[Mark globally. TEXT D and TEXT E must be discussed.]

(3)
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 Yes, it is a selfish way of thinking about life. It seems like justification for the desire for instant gratification. Living for the moment would justify his selfish desire to have what he wants immediately. ✓ This implies that only his desires are important. ✓

OR

No, it is not a selfish motto. As Calvin explains in FRAME 2, life is short and unexpected things happen. ✓ Therefore, one needs to live fully and enjoy every moment. ✓

(2)

- 4.2 Calvin uses the onomatopoeic word, 'WHAM!' ✓ to emphasise the idea of a bus hitting someone. His emphatic/forceful tone ✓ – as indicated by the bold font – is reinforced by his action of slamming his palms together. ✓

[Candidate must identify tone as well as the onomatopoeia. The body language must then be discussed in context.]

(3)

- 4.3 Calvin said that **had been** ✓ the right moment for **him**. ✓

[If candidate has NOT affected punctuation changes correctly, do not mark.]

(2)

- 4.4 4.4.1 B – bathos/anti-climax

(1)

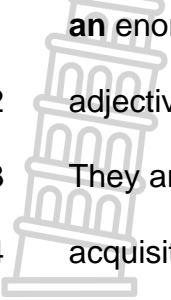
4.4.2 Hobbes does not get caught up in Calvin's excitement in trying to justify his behaviour. He brings Calvin back to reality by using bathos, reminding Calvin that there is a very straight-forward solution – do not act irresponsibly/do not be reckless. ✓✓

[Mark globally]

(2)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 
- 5.1 **an** enormous ✓ (1)
- 5.2 adjective/compound adjective ✓ (1)
- 5.3 They are the titles of publications. ✓ (1)
- 5.4 acquisition ✓ (1)
- 5.5 **needs** organising ✓ (1)
- 5.6 **whole** rooms ✓ (1)
- 5.7 neglected ✓ (1)
- 5.8 Planning ahead will help you / Planning for the future will help you ✓ (1)
- 5.9 will quickly help you **to identify** ✓ (1)
- 5.10 Walk through your house slowly with a notebook in hand **and identify** the strengths and problematic areas that you want to improve in each room. ✓ (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70

