



NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2026

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

WHY ARE AI DATA CENTRES USING FRESH DRINKING WATER INSTEAD OF RECYCLED WATER?

- 1 In the summer of 2023, the city of Montevideo experienced its worst drought in more than seventy years. Reservoir levels dropped so drastically that authorities began blending saltwater with the municipal supply to keep taps running. Residents were warned about the quality of the water, and many turned to bottled alternatives. 5
- 2 At the same time, the technology company *Google* announced plans to construct a major data centre in the region. The facility, intended to support online services such as YouTube and Gmail, was projected to consume millions of litres of fresh water each day for cooling. The timing of the announcement quickly drew criticism. For many observers, it illustrated a tension that is becoming increasingly difficult to ignore: the digital systems that power artificial intelligence and cloud computing depend on large volumes of the same potable¹ water that communities rely on. 10
- 3 Research suggests that within the next decade, the expansion of artificial intelligence could significantly increase global water demand. Some projections estimate that by 2027, AI-related infrastructure may consume a volume of water comparable to the total amount of bottled water consumed worldwide each year. While such estimates vary, they point to a broader pattern: the rapid growth of digital services is accompanied by an equally rapid expansion of the physical infrastructure required to sustain them. 15 20
- 4 The reason lies partly in the physical nature of computing. Data centres – vast facilities filled with servers – convert electricity into computational power. In the process, they generate considerable heat. Managing that heat is essential: if temperatures rise too high, equipment performance declines and systems risk failure. As artificial intelligence models become larger and more complex, the amount of heat produced by the hardware running them increases correspondingly, placing greater pressure on cooling systems. 25
- 5 Many facilities rely on evaporative cooling systems to regulate temperature. Water circulates through cooling towers where it absorbs heat before evaporating into the atmosphere. According to the *Uptime Institute*, even a moderately sized data centre can consume millions of gallons of water annually through this process. Unlike water used in closed industrial systems, much of this supply is lost to evaporation and cannot be easily recovered. 30
- 6 Given these demands, the reliance on potable water raises an obvious question: why do so many facilities depend on drinking-quality water rather than recycled or treated wastewater? 35

- 7 Part of the answer lies in the sensitivity of cooling infrastructure. Data centre equipment is both expensive and technically complex. Water that contains high concentrations of minerals or impurities can lead to scaling, corrosion, or biological growth within cooling systems. Over time, these problems reduce efficiency and increase maintenance costs. Researchers at Los Alamos National Laboratory, for example, found that high silica levels in certain water sources complicated efforts to reuse water in cooling towers without significant treatment. Removing such contaminants often requires specialised processes, which can be costly and energy intensive. 40 45
- 8 Economic factors also influence decision-making. Although water scarcity is widely recognised as a global challenge, potable water is frequently priced relatively cheaply for industrial users. In contrast, the electricity required to power servers represents a far greater operational expense. As a result, the financial incentive to invest in complex water treatment systems is often limited, particularly when readily available municipal supplies offer a simpler alternative. 50
- 9 Infrastructure presents an additional barrier. In many regions, the systems needed to distribute recycled water simply do not exist. According to environmental reports published by *Microsoft*, less than one percent of water used in the United States currently comes from recycled sources. Without pipelines, treatment plants, and dedicated distribution networks, companies have little practical access to alternative supplies. 55
- 10 At the same time, the rapid expansion of artificial intelligence is intensifying pressure on existing infrastructure. Large-scale models such as *ChatGPT* require powerful processors that generate even greater amounts of heat, further increasing the importance of efficient cooling systems. 60
- 11 In response, engineers are exploring new approaches. One emerging solution involves liquid cooling systems that circulate coolant directly across computer chips in closed loops, reducing reliance on evaporation. Other proposals include locating data centres in colder climates, integrating renewable energy systems, or designing facilities that can operate with significantly lower water consumption. 65
- 12 Such innovations suggest that the relationship between digital technology and natural resources may evolve in the coming years. For now, however, the infrastructure supporting the online world remains firmly connected to the physical realities of energy, heat – and water. 70

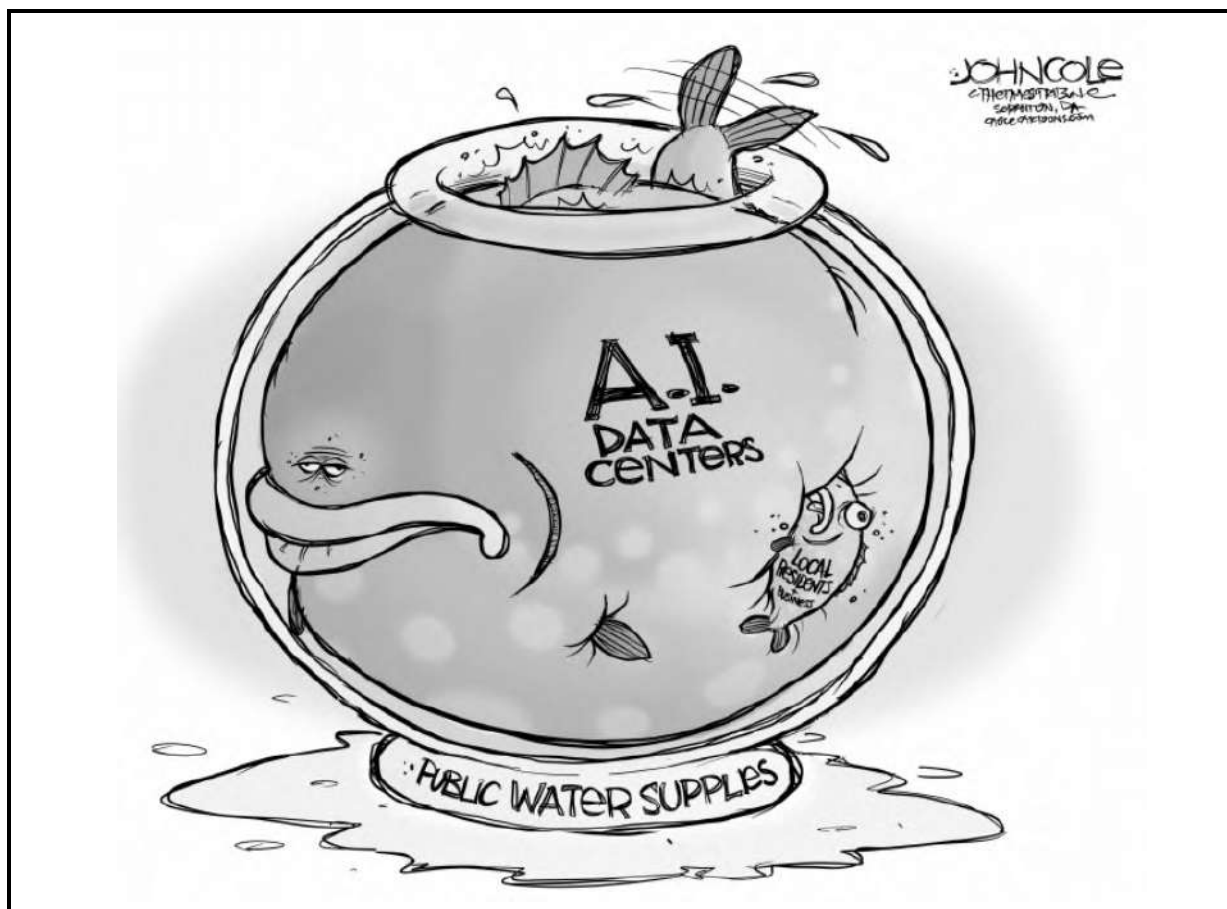
[Adapted from <https://iol.co.za/news/environment>]

GLOSSARY

¹potable – safe, clean and fit to be consumed as drinking water

AND

TEXT B



[Source: <https://cagle.com/cartoonist/john-cole/2025/08/20/299065/>]

Words on the image:

On the big fish: **AI data centers**

On the small fish: **Local residents + businesses**

At the bottom of the bowl: **Public water supplies**

QUESTIONS: TEXT A

1.1 Refer to paragraph 1.

Why were authorities in Montevideo forced to mix saltwater with the municipal water supply?

(2)

1.2 Refer to paragraph 2.

Explain the problematic timing of the announcement of the planned data centre.

(2)

1.3 Refer to paragraph 3.

What does the comparison between AI-related water consumption and global bottled water consumption suggest about the scale of AI's future water use?

(2)

1.4 Refer to paragraph 4.

'Managing that heat is essential' (line 23)

What does this line reveal about the demands of AI technology? (2)

1.5 Refer to paragraph 5.

Explain what this paragraph implies about the sustainability of evaporative cooling systems in data centres. (3)

1.6 Refer to paragraph 6.

How does the question in this paragraph contribute to the development of the writer's argument? (2)

1.7 Refer to paragraphs 7 and 8.

Discuss the practicality of using recycled water in data centres. (3)

1.8 Refer to paragraphs 9 and 10.

Critically discuss the extent to which economic factors and infrastructure limitations are valid justifications for the continued use of potable water in data centres. (3)

1.9 Refer to paragraph 12.

Comment on the suitability of paragraph 12 as a conclusion to Text A. (3)

QUESTION: TEXT B

1.10 Explain what the fishbowl represents in the cartoon. (2)

1.11 How does the facial expression of the smaller fish contribute to the message of the cartoon? (3)

QUESTION: TEXT A AND TEXT B

1.12 Critically evaluate whether the technological solutions described in paragraphs 11 and 12 of Text A are likely to address the concern illustrated in Text B. (3)

TOTAL SECTION A: 30

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

Read the following passage (TEXT C), which is an adapted extract from *Long Walk to Freedom* by Nelson Mandela. In your own words, summarise **Mandela's reflections on the qualities and demands of leadership**.

- NOTE:**
1. Your summary 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**LONG WALK TO FREEDOM**

The struggle against apartheid taught me that courage is rarely the absence of fear; it is the determination to act despite it. Fear is ever-present, particularly when one's choices carry the weight of imprisonment or even death. Yet, the measure of bravery is not in the feeling itself, but in how one responds to it, consciously choosing to confront danger rather than evade it.

In my early years, I equated leadership with forcefulness and the display of strength. Experience, however, revealed that true leadership demands more than bold declarations or dramatic gestures. It requires a calm presence in moments of uncertainty, the kind that inspires confidence in others even when doubt lurks beneath the surface. A leader's hesitation can ripple through the ranks, eroding the morale of those who look to them for guidance.

During my time on Robben Island, I observed leadership taking diverse forms. Some men captured attention through passionate, outspoken resistance; others led through quiet consistency, discipline, and patient example. Leadership is less about commanding recognition than about cultivating respect, listening attentively to differing perspectives, and acting with discernment, even when consensus is elusive.

Self-mastery emerged as another indispensable quality. Anger and resentment are natural reactions to oppression, yet allowing them to dictate one's decisions can compromise judgement. In negotiations with those who upheld injustice, composure was vital; personal bitterness could not overshadow the broader objective of liberation. Leadership, I discovered, is inseparable from sacrifice. The pursuit of justice often exacts heavy personal costs, from lost years with loved ones to lives forfeited for a cause greater than oneself. Moreover, leadership is rarely solitary. No individual can effect meaningful change alone; progress depends on collective courage, unity, and the steadfast commitment of many ordinary people whose quiet fortitude sustains the struggle.

Thus, the essence of leadership resides not in mere authority, but in the judicious exercise of courage, the control of emotion, the capacity to listen and inspire, and the willingness to place the welfare of others above personal interest.

[Adapted from *Long Walk to Freedom* by Nelson Mandela]

TOTAL SECTION B: 10

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

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

TEXT D

© 1966 VOLKSWAGEN OF AMERICA, INC.

And if you run out of gas, it's easy to push.

See?
We think of everything.
Getting a Volkswagen to the side of the road is a pushover.
It's a little surprising that VW owners don't run out of gas more often.
A figure like 32 miles to the gallon can make you a little hazy about when you

last filled up.
And you spend so little time in gas stations, there are almost no reminders.
You'll probably never need oil between changes, for example.
You'll never need water or anti-freeze because the engine is air-cooled.
40,000 miles on a set of tires won't break

any Volkswagen records.
And repairs are few and far between.
So this year we've installed a gas gauge to help you remember.
But we haven't taken all the fun away.
You still have to remember to look at it.



[Source: <https://za.pinterest.com/pin/856669160353924866/>]

Copy of Text D:**And if you run out of gas, it's easy to push.**

See? We think of everything. Getting a Volkswagen to the side of the road is a pushover. It's a little surprising that VW owners don't run out of gas more often. A figure like 13,6 km per litre* can make you a little hazy about when you last filled up. And you spend so much time in gas stations, there are almost no reminders. You'll probably never need oil between changes, for example. You'll never need water or anti-freeze because the engine is air-cooled. About 64 374 km* on a set of tyres won't break any Volkswagen records. And repairs are few and far between. So this year we've installed a gas gauge to help you remember. But we haven't taken all the fun away. You still have to remember to look at it.

[*converted to the metric system]

QUESTIONS: TEXT D

- 3.1 Choose the correct option (A–D) and write down only the letter corresponding to the answer you have chosen.

'Getting a Volkswagen to the side of the road is a pushover.'

The figure of speech in the above sentence is an example of:

- A simile.
- B pun.
- C synecdoche.
- D metonymy.

(1)

- 3.2 Change the following sentence to the passive voice.

This year we've installed a gas gauge to help you remember.

(1)

- 3.3 Refer to the IMAGE.

Explain why the advertiser shows the man pushing the car instead of driving it.

(2)

- 3.4 Refer to the COPY.

Discuss how the tone of the written text influences the reader's perception of the car.

(3)

- 3.5 Refer to the image AND the copy.

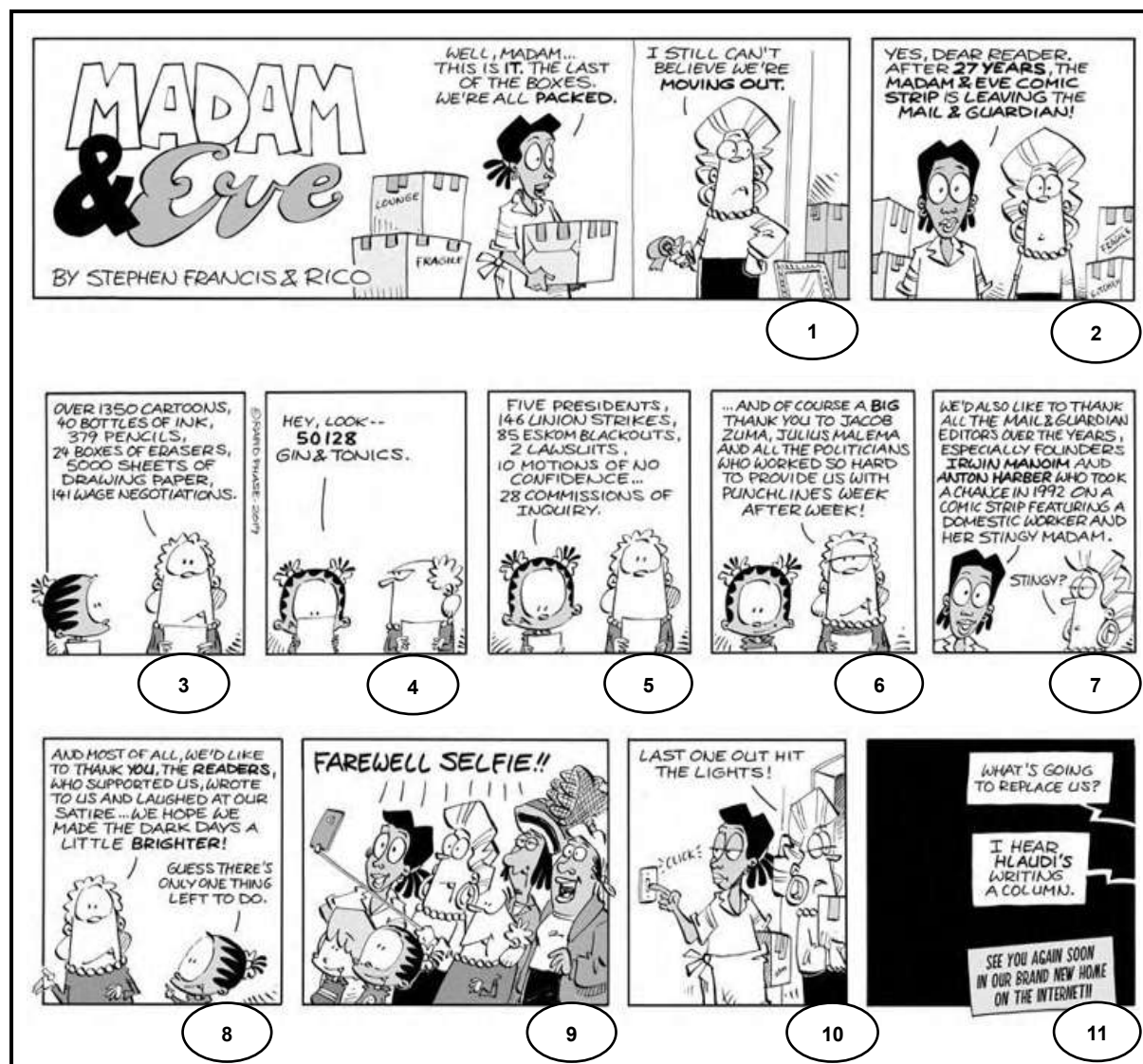
Considering that this advertisement was part of Volkswagen's *Think Small* campaign, evaluate how the advertisement challenges conventional ideas about car advertisements.

(3)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E and answer the set questions.

TEXT E: CARTOON

[Source: <https://mg.co.za/author/madam-and-eve/>]

The characters in FRAME 1 are Madam and Eve (the domestic worker).

The characters in FRAME 3 are Thandi (the little girl) and Grandma Anderson (the old woman).

QUESTIONS: TEXT E

4.1 Refer to FRAME 1: 'I still can't believe we're moving out.'

Rewrite Madam's words in reported speech.

Start with, Madam said ... (2)

4.2 Refer to FRAME 4.

Explain what the statistic '50 128 gin and tonics' suggests about the stereotype associated with Madam. (2)

4.3 Refer to FRAMES 5–6.

In FRAME 8 Grandma Anderson thanks the readers for laughing 'at our satire'.

Discuss how FRAMES 5 and 6 reflect the importance of satire in the *Madam & Eve* comic strip. (3)

4.4 Refer to FRAME 9.

Critically analyse how visual techniques create a celebratory tone. (3)
[10]

QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT F**THE WONDERS OF URBAN GARDENING**

- 1 In the heart of bustling cities, a green revolution is quitely taking place. Urban gardening is becoming a popular hobby for city dwellers as more people discover the joys of growing their own plants and vegetables. Gardening improves air quality and beautify otherwise dull spaces. Gardening provides a sense of accomplishment. 5
- 2 Many residents have turned rooftops, balconies and even small windowsills into flourishing gardens. Tomatoes, herbs and flowers thrive in this improvised spaces, showing that even a small plot can yield impressive results. Gardening in cities also encourage communities to come together, sharing tips, seeds and produce with neighbours. 10
- 3 However, urban gardeners face challenges such as limited sunlight, pollution and pests. Innovative solutions like vertical gardens, hydroponics and container planting have helped overcome these obstacles. Despite these difficulties, the movement continues to grow, inspiring a healthier and more sustainable urban lifestyle. 15
- 4 Experts say that as cities continue to rapidly expand, urban gardening will play a crucial role in promoting food security and environmental awareness. It's benefits extend beyond the individual creating greener, more connected communities, where people can reconnect with nature.

[Adapted from various online articles on urban gardening]

QUESTIONS: TEXT F

5.1 Refer to paragraph 1.

5.1.1 Identify and correct the spelling error. (1)

5.1.2 Combine the underlined sentences, using 'Not only...but also'. (1)

5.2 Refer to paragraph 2.

5.2.1 Identify and correct the pronoun error. (1)

5.2.2 Identify and correct the concord error. (1)

5.3 Refer to paragraph 3.

5.3.1 'However, urban gardeners face challenges such as limited sunlight, pollution and pests.'

Which punctuation mark can replace the underlined words? (1)

5.3.2 Provide the meaning of the prefix in 'hydroponics' (line 12). (1)

5.3.3 Identify the part of speech of the underlined word (line 13). (1)

5.3.4 'Despite these difficulties, the movement continues to grow, inspiring a healthier and more sustainable urban lifestyle.' (lines 13–15)

Rewrite the above as a complex sentence. (1)

5.4 Refer to paragraph 4.

5.4.1 Correct the split infinitive. (1)

5.4.2 Correct a grammatical error. (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70



NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2026

ENGLISH HOME LANGUAGE P1 MARKING GUIDELINE

MARKS: 70

TIME: 2 HOURS

This marking guideline consists of 10 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 Reservoir levels had dropped alarmingly ✓ because of a severe drought. ✓ / Authorities had insufficient fresh water to supply residents, ✓ because they were experiencing a drought. ✓

(Any TWO ideas) (2)

- 1.2 The region was experiencing a severe water shortage, ✓ yet the proposed data centre would require large amounts of fresh water daily. ✓ (2)

- 1.3 Because AI is most probably going to continue growing, ✓ it seems likely that AI may require very large quantities of water in the future. ✓

OR

The expansion of AI ✓ could lead to significant water consumption globally. ✓

OR

As AI infrastructure will undoubtedly grow, ✓ it may place increasing pressure on water resources. ✓

OR

The comparison emphasises the magnitude of potential water demand, ✓ as AI infrastructure seems likely to increase. ✓ (2)

- 1.4 This line shows that AI technology requires substantial energy and infrastructure to operate, ✓ because servers produce large amounts of heat during computation and need cooling systems to prevent equipment failure. ✓ (2)

- 1.5 It implies that evaporative cooling systems may be unsustainable in the long term, ✓ because they rely on large quantities of water that are lost through evaporation ✓ and cannot easily be retrieved. This suggests that continued reliance on such systems could place increasing pressure on water resources, ✓ particularly in areas where water is scarce. (3)

- 1.6 The question draws attention to the issue of using drinkable water in data centres. ✓ It encourages the reader to think critically about the problem before the explanation is provided. ✓ / It guides the reader into the next section of the argument: ✓ the reasons that are presented in the following paragraphs for using clean/drinkable water. ✓ (2)

- 1.7 Using recycled water is not always practical because it can cause chemical problems such as scaling and corrosion. ✓ It may require expensive and complex treatment processes, ✓ which implies that companies may prefer potable water because it is more economically viable. ✓ (3)

- 1.8 Potable water is cheaper than installing complex treatment systems./ Electricity costs are significantly higher, making water a less prioritised expense./ There is limited infrastructure for recycled water, making alternatives impractical. ✓

Continued use of potable water may place strain on public water resources./ It may be environmentally unsustainable in the long term. / Companies may be prioritising cost over environmental responsibility. ✓

Justifications are practical in the short term, but questionable in terms of sustainability and equity. ✓

[This is a L4 question, which learners should be able to answer as follows: Identify/explain economic and infrastructure reasons, provide some limitations or implications AND give a balanced evaluation with clear judgement.]

(3)

- 1.9 Yes, no new information is introduced ✓ and the paragraph serves as a suitable conclusion because it summarises the central idea ✓ that data centres remain dependent on water despite technological advances. ✓ / It ends on a reflective note, suggesting that while improvements may occur in the future, ✓ the problem still exists, ✓ leaving the reader to consider the ongoing environmental impact. ✓

[Although a NO response is unlikely, mark on merit.]

[Accept valid alternatives.]

(3)

- 1.10 The fishbowl represents the limited supply of public water resources available ✓ and that water is a shared resource that must be used by both data centres and local communities. ✓

(2)

- 1.11 The smaller fish (local residents) looks **worried/distressed**, ✓ because there is very little space and water left for it. ✓

This suggests that local residents are negatively affected by the large amount of water used by AI data centres. (message) ✓

(3)

- 1.12 Paragraphs 11 and 12 of Text A suggest solutions such as liquid cooling systems, which reduce water loss through evaporation. Other strategies (e.g. location choices, efficient design) may lower water consumption. ✓

Text B shows that AI data centres already consume a disproportionate amount of water, affecting communities. ✓

The passage states that these solutions are **still developing**, meaning current systems still rely heavily on water. ✓ Therefore, the problem of unequal resource use may continue in the short term. / The solutions may be effective in the long term, but they are not yet sufficient to fully resolve the issue shown in the cartoon. ✓

[Candidates must focus on Text A AND Text B.

Accept valid alternatives for the CRITICAL EVALUATION.]

(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 seven valid points are to be credited in paragraph form.

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

QUOTATIONS		POINTS	
1	'True leadership demands more than bold declarations or dramatic gestures.'	1	Leadership is more than daring or exaggerated actions.
2	'It requires a calm presence in moments of uncertainty, ... that inspires confidence in others'	2	Leaders must remain calm and composed to inspire confidence.
3	'... captured attention through passionate, outspoken resistance; ... through quiet consistency, discipline, and patient example.'	3	Leadership can be expressed in different ways, including quiet discipline.
4	'Leadership is less about commanding recognition than about cultivating respect.'	4	Leadership is about earning respect rather than commanding attention.
5	'listening attentively to differing perspectives'	5	Effective leaders listen to different opinions.
6	'and acting with discernment'	6	Effective leaders have good judgement.
7	'Self-mastery emerged as another indispensable quality.'	7	Leaders must have self-control.
8	'Anger and resentment are natural reactions to oppression, ... can compromise judgement.'	8	Leaders must control emotions such as anger and resentment.
9	'... composure was vital; personal bitterness could not overshadow the broader objective.'	9	Emotional restraint is essential, (especially in negotiation or conflict).
10	'Leadership, I discovered, is inseparable from sacrifice.'/ 'The pursuit of justice often exacts heavy personal costs'	10	Leadership involves personal sacrifice and service to others.
11	'progress depends on collective courage, unity, and the steadfast commitment of many ordinary people.'	11	Meaningful change requires collective effort, unity, and shared commitment.
12	'the essence of leadership resides ... in the judicious exercise of courage, the control of emotion, the capacity to listen and inspire, and the willingness to place the welfare of others above personal interest.'	12	Core leadership qualities include discipline, humility, and service to a greater cause than mere personal interest.

PARAGRAPH FORM

NOTE: What follows is merely an example. It is not prescriptive and must be used very carefully as 12 points are possible, but only 7 are allowed.

Leadership is more than daring or exaggerated actions, requiring calm, composure, and the ability to inspire confidence while earning respect. Leaders demonstrate patience, humility, and discernment, listening to differing perspectives and controlling emotions that could cloud judgement. Effective leadership often demands personal sacrifice and prioritising the welfare of others. Meaningful change depends on collective effort, unity, and shared commitment, and requires core qualities such as discipline, dedication, and unwavering service to a greater cause.

[82 words]

Marking the summary

The summary must 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 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 B – pun ✓ (1)

3.2 This year a gas gauge has been installed (by us) to help you remember. ✓ (1)

3.3 The advertiser wants to create humour and highlight an unlikely situation. ✓ It suggests that the car rarely runs out of petrol, reinforcing its fuel efficiency and reliability. ✓

OR

The advertisement shows a man pushing a car, which is usually negative. ✓ However, it is presented humorously to suggest that the car is efficient and easy to manage. ✓

OR

The advertiser presents a negative situation – pushing a car – as a positive feature. This reflects Volkswagen's "Think Small" campaign, which deliberately turned perceived weaknesses, such as the car's size, into strengths. ✓ By doing so, the advertisement challenges traditional expectations and highlights the car's efficiency and practicality in an intelligent, humorous way. ✓ (2)

3.4 The tone is **understated and factual**, ✓ which makes the advertisement seem honest and trustworthy. ✓ By avoiding exaggeration and focusing on practical benefits, it appeals to logical consumers and enhances credibility. ✓

OR

The tone can be interpreted as **humorous / ironic**. ✓ This engages the reader and makes the message memorable, ✓ as it treats a possibly negative scenario casually and rationally. ✓

OR

The tone creates **dry humour/understatement**, ✓ almost as if the advertiser is saying: "Even our worst-case scenario isn't a big deal." ✓ This is typical of Volkswagen's classic advertising style: intelligent, subtle humour rather than exaggerated claims. ✓

[Candidates need to identify tone and critically discuss how the tone of the written text influences the reader's perception of the car. Some stronger candidates might refer to the reader's response to the advertisement (instead of the car), which should also be credited.] (3)

- 3.5 The bigger and flashier the car, the more desirable it is to the average consumer.

The image: The minimalist design removes distractions and focuses attention on the key idea – the small car that is directly opposed to the conventionally desired big car. The simplicity makes the advertisement memorable and mirrors the car's no-frills, practical design. It celebrates smallness as a strength.

The copy: This advertisement redefines consumer values by promoting efficiency ('13,6 km per litre'), affordability ('repairs are few and far between'), and practicality ('You'll never need water or anti-freeze because the engine is air-cooled ') over status and excess. The advert encourages the reader to rethink what makes a car desirable.

Instead of exaggerating, it uses understatement and irony to build trust. This approach appeals to a more thoughtful audience and positions the car as a sensible, reliable choice in contrast to the flashy, status-driven cars of the time.

[Candidates need to refer to BOTH the minimalist image AND the copy to motivate why conventional thinking is challenged.]

[Assess globally.]

(3)
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 Madam said that she ✓ still couldn't/could not believe ✓ they ✓
 ✓
were moving out. (4 x ½) (2)
- 4.2 It suggests the stereotype of a wealthy, privileged woman who drinks frequently. ✓✓ / It suggests she lives a luxurious and indulgent lifestyle. ✓✓ (2)
- 4.3 Satire humorously criticises society and politics. ✓ It exposes issues such as political scandals, corruption, and social inequalities (as seen in the reference to Zuma, Malema, Commissions of Inquiry, Eskom, etc). ✓ Readers laugh, but the humour also encourages reflection on serious issues. ✓ / The reference to readers laughing at their satire highlights the role of humour in social commentary. ✓ (3)
- 4.4 Visual techniques in the 'Farewell Selfie' frame:
- Characters are smiling and posing, (suggesting joy/happiness).
 - The selfie pose (creates a sense of togetherness and farewell).
 - Their close grouping (indicates friendship and shared memories).
 - The exaggerated expressions (create humour and warmth).
- All these reinforce the joy/happiness/sense of unity/warmth that are synonymous with /indicative of celebration.
- [Candidates must identify two visual techniques ✓✓ – the question explicitly states 'visual techniques' – and then critically analyse how these techniques 'create a celebratory tone' ✓.] (3)
- [10]**

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 5.1.1 quietly – quietly ✓ (1)
- 5.1.2 Not only does gardening improve air quality and beautify otherwise dull spaces, but it also provides a sense of accomplishment. ✓ (1)
- 5.2 5.2.1 this – these ✓ (1)
- 5.2.2 encourage – encourages ✓ (1)
- 5.3 5.3.1 colon (:) ✓ (1)
- 5.3.2 water ✓ (hydroponics = hydro (water) + ponics (from Greek ‘ponos’, i.e. labour/work) (1)
- 5.3.3 gerund / verbal noun ✓ (1)
- 5.3.4 Despite these difficulties, the movement continues to grow, which inspires a healthier and more sustainable urban lifestyle. ✓ (1)
- 5.4.1 ... to expand rapidly... ✓ (1)
- 5.4.2 Its ✓ (1)
- [10]**

TOTAL SECTION C: 30
GRAND TOTAL: 70