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Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 11

NOVEMBER 2022

ENGLISH HOME LANGUAGE P1 (EXEMPLAR)

MARKS: **70**

TIME: **2 hours**

This question paper consists of 15 pages.

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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.

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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

A.I. VS HUMAN INTELLIGENCE

1 Artificial Intelligence has come a long way from being a component of science fiction to reality. Today, we have a host of intelligent machines, like self-driving cars, smart virtual assistants, chatbots, and surgical robots, to name a few.

2 While Artificial Intelligence (A.I.) seeks to design and create intelligent machines that can perform human-like tasks, one cannot help but think, "Is Artificial Intelligence sufficient in itself?" Perhaps the biggest fear is that A.I. will 'replace' humans and outsmart them in a few years. Although A.I. is highly advanced – now that machines can learn from experience and make smart decisions – A.I. cannot function optimally without relying on innately human attributes like human intuition.

3 Artificial Intelligence is a branch of Data Science that focuses on building smart machines capable of performing a wide range of tasks that usually require human intelligence and cognition[1]. These intelligent machines are imbued with learning from experience and historical data, analysing their surrounding environments, and performing the befitting actions.

4 A.I. is an interdisciplinary science that leverages concepts and tools from multiple fields like computer science, cognitive[2] science, linguistics, psychology, neuroscience, and mathematics.

5 Human Intelligence refers to humans' intellectual capability that allows us to think, learn from different experiences, understand complex concepts, apply logic and reason, solve mathematical problems, recognise patterns, make inferences and decisions, retain information, and communicate with fellow human beings. What makes human intelligence unique is that it is backed by abstract emotions like self-awareness, passion, and motivation that enable humans to accomplish complex cognitive tasks.

6 While Human Intelligence aims to adapt to new environments by utilising a combination of different cognitive processes, Artificial Intelligence aims to build machines that can mimic human behaviour and perform human-like actions. The human brain is analogous[3], but machines are digital.

7 Humans use the brain's computing power, memory, and ability to think, whereas A.I.-powered machines rely on data and specific instructions fed into the system. Human Intelligence is all about learning from various incidents and past experiences. It is about learning from mistakes made via a trial-and-error approach throughout one's life. Intelligent thought and intelligent behaviour lie at the core of Human Intelligence. However, Artificial Intelligence falls behind in this respect – machines cannot think.

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8 They can learn from data and through continuous training, but they can never achieve the thought process unique to humans. While A.I.-powered systems can perform specific tasks quite well, it can take years for them to learn a completely different set of functions for a new application area.

9 The Artificial Intelligence vs. Human Intelligence debate isn't a fair one. Although A.I. has helped develop intelligent machines that can outperform humans in some respects, they have yet to go a very long way to match the human brain's potential. Although A.I. systems are designed and trained to mimic and simulate human behaviour, they cannot make rational decisions like humans. The decision-making power of A.I. systems is primarily based on events, the data they're trained on, and how they are related to a particular event. A.I. machines cannot understand the concept of 'cause and effect' simply because they lack common sense. Nick Burns, an SQL Services Data Scientist, puts it quite well: "No matter how good your models are, they are only as good as your data …". Humans possess the unique ability to learn and apply their acquired knowledge in combination with logic, reasoning, and understanding. Real-world scenarios require a holistic, logical, rational, and emotional approach that is specific to humans.

10 Right now, A.I. is still developing and advancing. The time required to train A.I. systems is considerably high, which isn't possible without human intervention. Be it autonomous cars and robots, or sophisticated technologies like natural language processing and image processing, they all rely on human intelligence. Presently, automation[4] is the leading A.I. application that's penetrating the industry rapidly. In a 2018 report by the World Economic Forum, the Swiss Think Tank predicted that by 2022, A.I. would displace 75 million jobs globally while also creating 133 million new jobs. The new job profiles will demand Data Science specific skills like knowledge of Mathematics and Statistics and Machine Learning algorithms, proficiency in programming, data mining, data wrangling, software engineering, and data visualisation. It is the domain knowledge and versatile skillset of such experts that create value out of Big Data[5].

11 A.I. is an invaluable tool shaping the industry, and automation, coupled with intelligent workflow, will be the norm across all sectors in the near future. And while A.I. has mastered intelligent behaviour quite well, it cannot mimic a human's thought process. Since scientists and researchers still don't know the mystery behind the human thought process, it is highly unlikely that we'll create machines that can 'think' like humans anytime soon. To conclude, the future of A.I. will be governed mainly by human abilities. It will be complemented by human intelligence and cognizance.

[Adapted from https://www.upgrad.com/blog/ai-vs-human-intelligence/]

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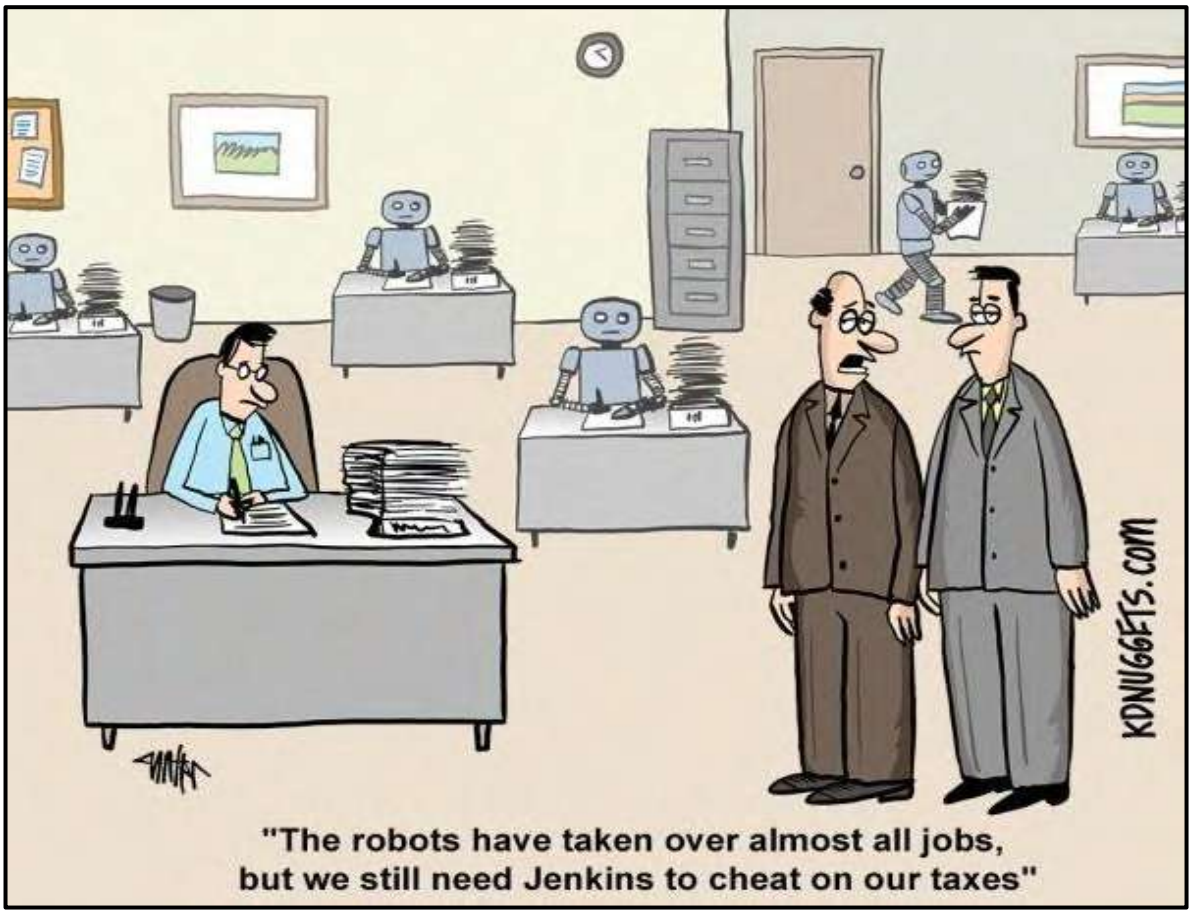
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Glossary:

[1] **cognition** – the mental action or process of acquiring knowledge and understanding through thought, experience and the senses.
[2] **cognitive** – relating to cognition
[3] **analogous** – comparable in certain respects, typically in a way which makes clearer the nature of the things compared
[4] **automation** – the use or introduction of automatic equipment in a manufacturing or other process or facility
[5] **Big Data** – a field that treats ways to analyse, systematically extract information from, or otherwise deal with data sets that are too large or complex to be dealt with by traditional data-processing application software.

AND

TEXT B



[Source: Google]

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QUESTIONS: TEXT A

1.1 Refer to paragraph 1.

Using your own words, prove that A.I. 'has come a long way' (line 1). (2)

1.2 Refer to paragraph 2.

In your own words, suggest a reason for humans' 'fear' that 'A.I. will "replace" and outsmart them in a few years.' (lines 6–7) (2)

1.3 Refer to paragraph 3.

Provide an outline of the way in which machines classified as Artificial Intelligence perform. (3)

1.4 Refer to paragraph 4.

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

The field of Artificial Intelligence is uniquely specialised. (1)

1.5 Refer to paragraph 5.

Identify TWO similarities between the functioning of the human brain and that of A.I.. (2)

1.6 The author of TEXT A is of the opinion that Human Intelligence is 'unique' (line 22).

Quote ONE word from paragraph 2 which identifies the element which Human Intelligence possesses, but which is absent from Artificial Intelligence. (1)

1.7 Refer to paragraph 6.

Explain which distinct human abilities make the human brain 'analogous' (line 28). (3)

1.8 Refer to paragraphs 2 (line 8-9) and paragraph 7.

The author is of the opinion that A.I 'can learn from experience and make smart decisions.' Compare the way Human Intelligence works with the way A.I. 'thinks'. (3)

1.9 Refer to paragraph 10.

Predictions have been made that 'A.I. would displace 75 million jobs globally while also creating 133 million new jobs.' (lines 60–62).

Comment on these unexpected statistics. (2)

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1.10 Refer to paragraph 10.

'Right now, A.I. is still developing and advancing.' (line 54)

Discuss the golden opportunity available to prepare for the job market if people make the necessary mind shift. (3)

1.11 In your opinion, is automation in industry truly 'an invaluable tool' (line 67)? (2)

QUESTION: TEXT B

1.12 Study the body language of the man on the right (the man being addressed).

What does his body language suggest about his reaction to his colleague's statement? (2)

QUESTION: TEXT A AND TEXT B

1.13 'The robots have taken over almost all jobs, but we still need Jenkins to cheat on our taxes.'

Critically discuss to which extent this statement by the speaker in TEXT B confirms paragraph 9 of TEXT A. (4)

TOTAL SECTION A: 30

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SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS.

Scientists are endeavouring to manufacture lonsdaleite, a hexagonal diamond, in a laboratory. Read TEXT C and write a cohesive argument to convince fear-mongers that lonsdaleite will not easily replace gem diamonds in people's hearts and minds or in industry.

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

NEW CRYSTAL PRODUCED WITH GUNPOWDER IS STRONGER THAN DIAMONDS

Diamonds may be a girl's best friend because of their shine and glam, but they are also helpful in practical ways. The super strong mineral is used as an industrial abrasive, on the edges of cutting tools, or on ultra-powerful drill bits.

Whether they are used for adornment or tools, diamonds aren't cheap. Scientists have long hoped to find a way to create a material that is as strong as diamonds. Now they may have something better.

It is believed that lonsdaleite diamonds, also referred to as hexagonal diamonds, are even stronger than diamonds. The rare six-sided crystalline mineral has seldom been found in nature – generally only at meteorite impact sites — and only in sample sizes that are too small to be measured. Its exact hardness remained unknown – until now.

Researchers from Washington State University's Institute for Shock Physics have developed hexagonal diamonds large enough to study in a lab and test their stiffness and hardness.

A diamond is unique. It is not only the strongest known material — it has beautiful optical properties and a very high thermal conductivity. Now scientists have made the hexagonal diamonds, produced under shock compression experiments, that are significantly stiffer and stronger than regular gem diamonds.

Using gunpowder and compressed gas, the team launched dime-sized graphite disks at a transparent material at 15,000 miles per hour. Upon impact, shock waves coursed through the disks, transforming them into lonsdaleite. Sound travels more quickly via stiffer materials. So the researchers generated a small sound wave shortly after impact and used lasers to track its progress through the diamond. The lonsdaleite proved to be stiffer than a diamond.

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Since more rigid materials are generally harder and more resistant to scratching, scientists concluded that a lonsdaleite diamond is stronger than a gem diamond by 58%, which is a new record.

We don't need to worry that lab-created super-diamonds will make our precious jewels seem dull. The lonsdaleite diamond only lasted a few nanoseconds before the high-velocity impact obliterated the gem — just long enough for the team to get their measurements. If they can manage to keep them around longer, the rare, fleeting nature of lonsdaleite diamonds could make them more valuable than cubic zirconias (synthetic diamonds), but gem diamonds are destined to remain the most prized jewels.

[Source: https://bigthink.com/surprising-science/crystal-lonsdaleite-stronger-diamond]

TOTAL SECTION B: 10

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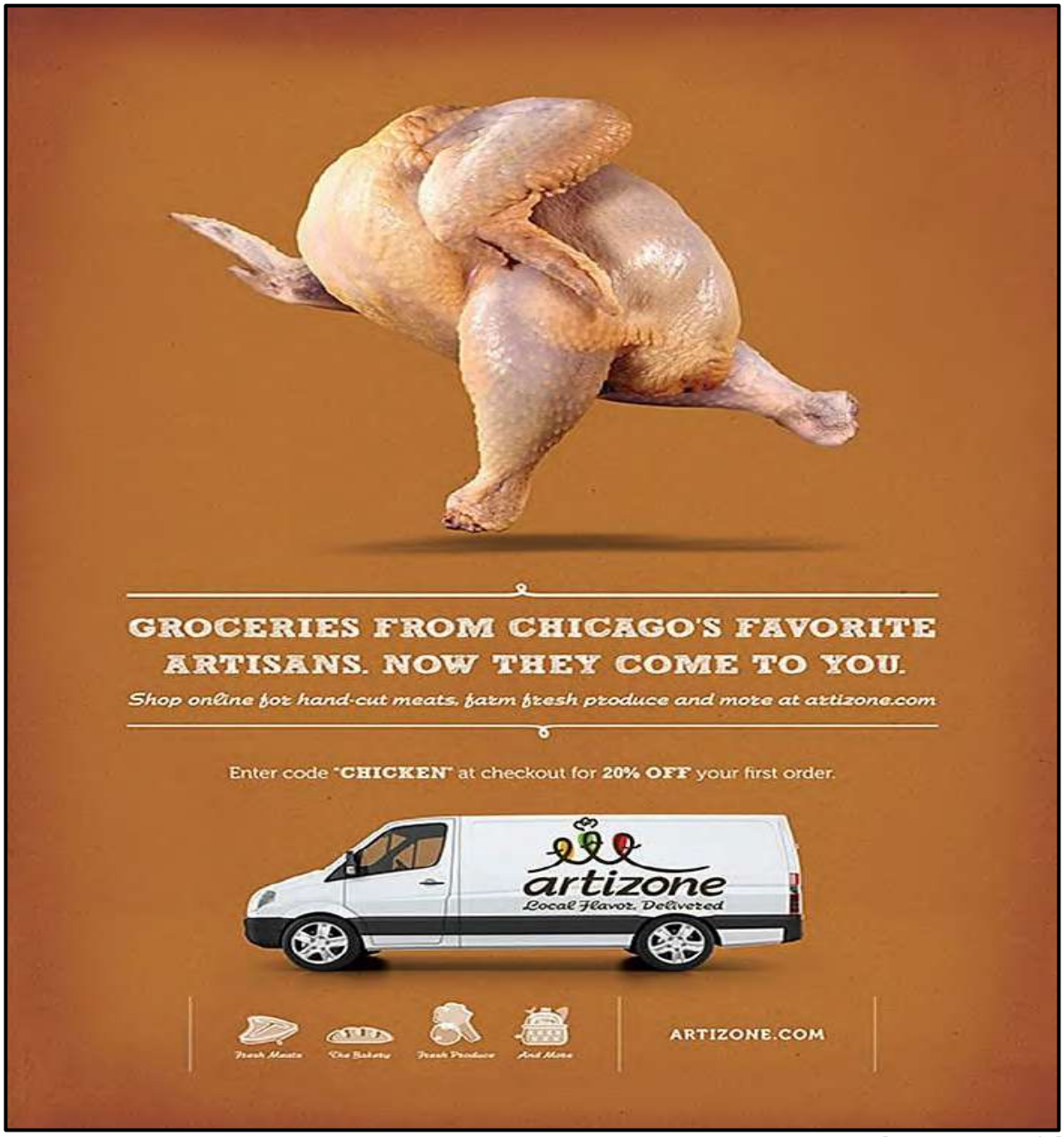
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SECTION C: LANGUAGE IN CONTEXT

QUESTION 3: ANALYSING ADVERTISING

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

TEXT D



[Source: Google]

Copy of TEXT D reads as follows:

GROCERIES FROM CHICAGO'S FAVORITE ARTISANS. NOW THEY COME TO YOU.

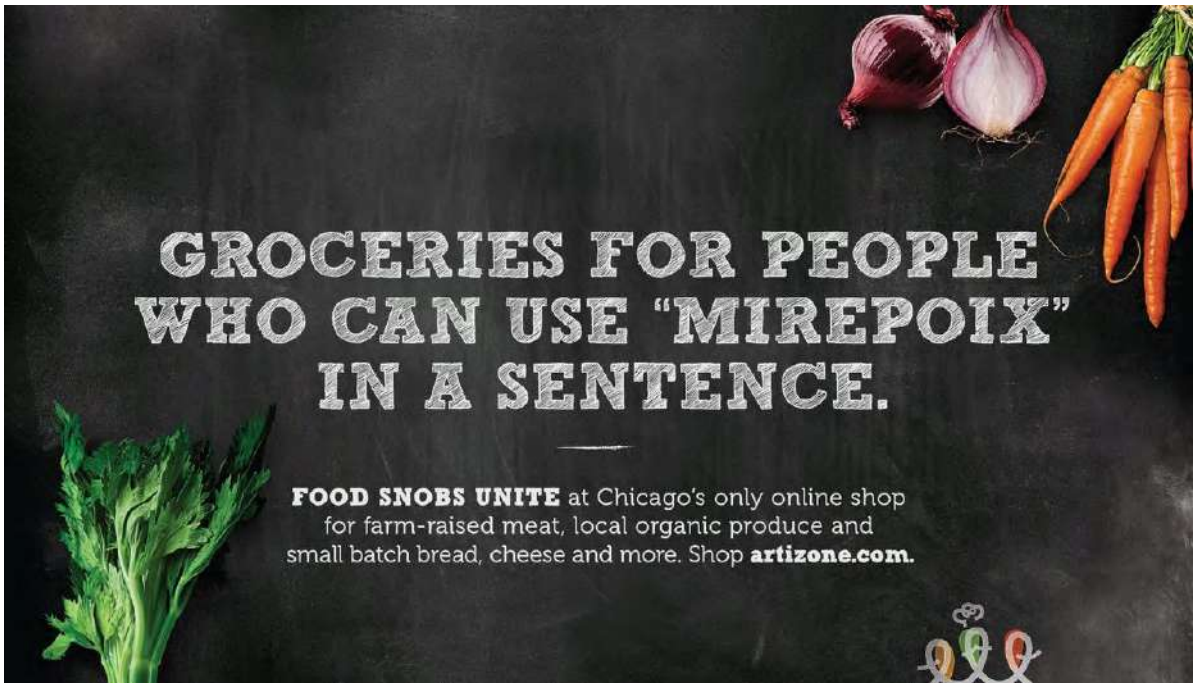
Shop online for hand-cut meats, farm fresh produce and more at artizone.com
Enter code **'CHICKEN'** at checkout for **20% OFF** your first order.

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TEXT E



[Source: Google]

Copy of TEXT E reads as follows:

GROCERIES FOR PEOPLE WHO CAN USE "MIREPOIX"[1] IN A SENTENCE.

FOOD SNOBS UNITE at Chicago's only online shop for farm-raised meat, local organic produce and small batch bread, cheese and more. Shop **artizone.com**.

Glossary:

[1]**Mirepoix** – the aromatic flavour base made by lightly cooking onions, celery and carrots.

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QUESTION: TEXT D

3.1 Explain how the inclusion of the image of the chicken conveys the advertiser's message. (2)

QUESTIONS: TEXT E

3.2 Comment on the impression that the inclusion of words like 'farm-raised' and 'organic' are intended to create in the minds of the readers. (2)

3.3 'GROCERIES FOR PEOPLE WHO CAN USE "MIREPOIX" IN A SENTENCE.'

Identify the advertising technique used and comment on the effectiveness of this advertising technique. (3)

QUESTION: TEXT D AND TEXT E

3.4 Critically discuss which of these two advertisements is more successful. (3)
[10]

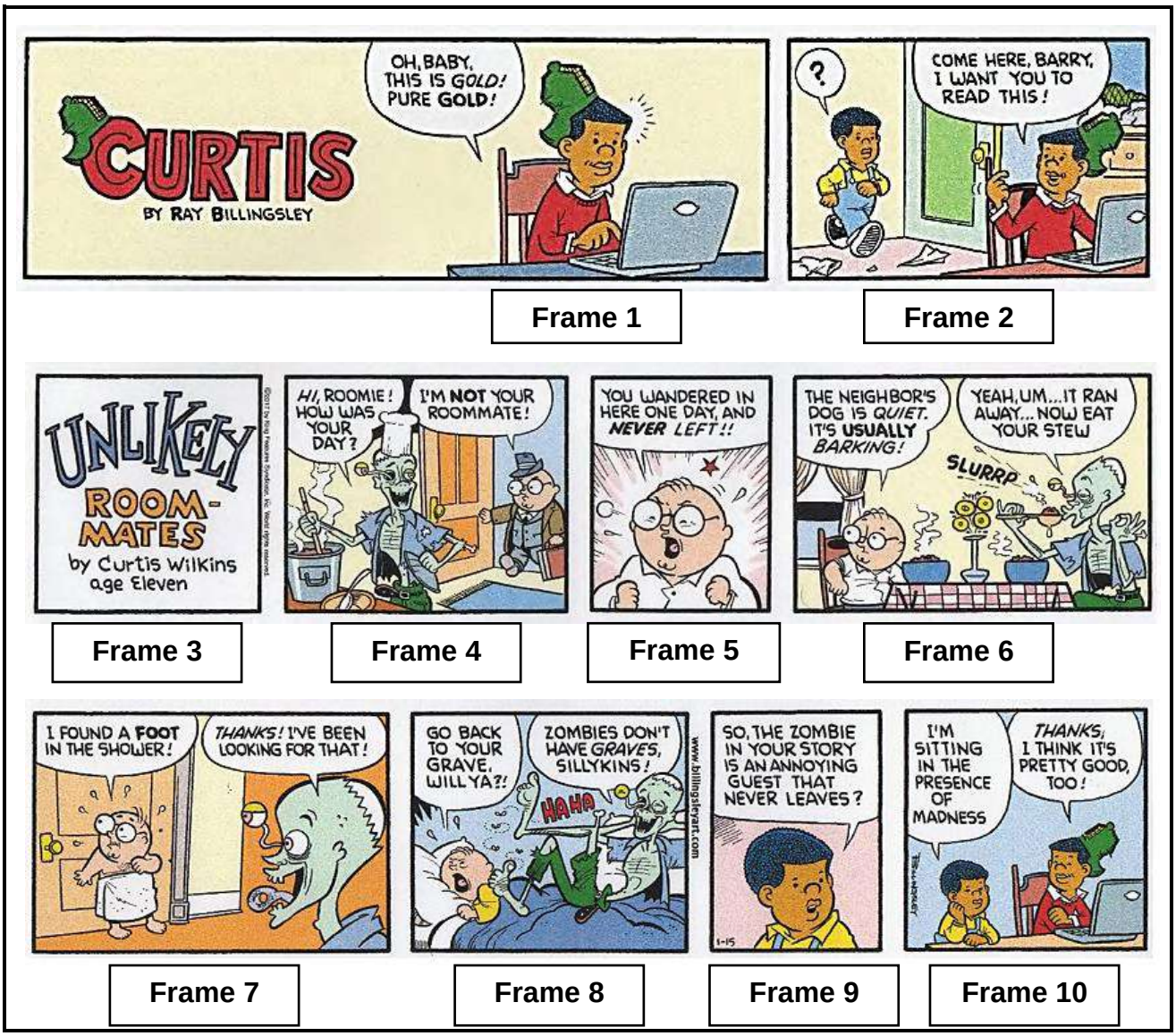
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QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT F and answer the set questions.

TEXT F: CARTOON



QUESTIONS: TEXT F

4.1 Refer to Frame 3.

How does Frame 3 explain Frames 4–8? (2)

4.2 Refer to Frame 5.

Discuss how the character's body language reinforces the tone that is evident in his words? (3)

4.3 Refer to Frame 6.

Explain how the zombie's use of 'Yeah, um …' contributes to the humour in the cartoon by creating dramatic irony. (3)

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4.4 The Oxford Learner's Dictionary defines 'madness' as:

> madness, n. /'mædnəs/ 1. (old-fashioned) the state of having a serious mental illness; there may be a link between madness and creativity; 2. Crazy or stupid behaviour that could be dangerous; it would be sheer madness to trust a man like that; in a moment of madness, she had agreed to go out with him.

Refer to Frame 10.

Compare Barry's and Curtis's interpretations of the word, 'madness' by referring to the dictionary extract. (2)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT G

HOW ARIANA GRANDE SCORED TWO NUMBER ONE ALBUMS IN JUST SIX MONTHS

1. "Ariana Grande is with vocals like Jimi Hendrix was with a guitar," says Savan Kotecha, who has built an exceptional career as a songwriter. He has worked on every Ariana Grande album since 2014, when he first sat down with her to discuss songs that would later appear on *My Everything*, including the just-released *Thank U, Next*, which debuted at Number One and set a personal best first-week sales number for the singer.

2. *Rolling Stone* asked him what had allowed her to build her career to the point where everything she touched was a hit, he had some revealing insights.

3. "She's super inteligent. She learns fast. And she's brave – things have happened in her life, and she could've run away from them. But she was brave enough to say, I'm going to talk about it. Fans want to know about the artists they love. She offers that. After the unfortunate tragedy she's been through, to be an open book with it, is bold. When I listen to this album, you learn about her. This to me is the first album of hers that I feel like you can listen to and really get to understand her. '*Breathin*' was written on a day she was having panic attacks. I saw a turning point where she said, 'I'm just going to go for it and write the lyrics about this.'

4. She also loves being in the studio – a lot of artists don't. She loves the process of doing it until it's right. Sometimes people get frustrated with the way me and Max and Ilya do things: if it's not good enough, we keep fighting to achieve the best version. She's become a part of that thinking with us as well.

[Adapted from https://www.rollingstone.com]

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QUESTIONS: TEXT G

5.1 Refer to BOTH line 1 ('Ariana Grande is with vocals like Jimi Hendrix was with a guitar') AND lines 14–15 ('This to me is the first album of hers that I feel like you can listen to and really get to understand her.')

Identify and rewrite the part of the sentence which contains a simile. (1)

5.2 Correct the comma splice error in paragraph 2. (1)

5.3 Identify and correct the spelling mistake that occurs in lines 9–12. (1)

5.4 Refer to lines 10–11: 'But she was brave enough'.

Quote a synonym for the underlined word which is used elsewhere in the paragraph. (1)

5.5 Refer to lines 12–13: 'to be an open book'.

Explain the meaning of this idiom. (1)

5.6 Refer to line 14: 'the first album of hers'.

Rewrite this phrase to eliminate the clumsy expression. (1)

5.7 Refer to lines 16–17: 'I'm just going to go for it and write the lyrics about this.'

Rewrite this sentence in Reported Speech.

Start your answer with: She said … (2)

5.8 Refer to lines 19–20: 'Sometimes people get frustrated with the way me and Max and Ilya do things'.

Rewrite this sentence, correcting the grammatical error. (1)

5.9 Refer to lines 20–21: 'we keep fighting to achieve the best version'.

Is this expression meant literally or figuratively? (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70

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GRADE 11

NOVEMBER 2022

ENGLISH HOME LANGUAGE P1
MARKING GUIDELINE
(EXEMPLAR)

MARKS: 70

This marking guideline consists of 10 pages.

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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.

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SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

QUESTIONS: TEXT A

1.1 A.I. used to be part of science fiction/the imagination/futuristic movies and books. ✓ Today, however, we have many devices which we use every day which can be classified as A.I. ✓

[Candidates must use their own words.] (2)

1.2 The purpose of Artificial Intelligence is to create machines that are intelligent enough to perform tasks traditionally done by humans. ✓ This creates fear that machines will become smarter than humans, eventually making humans and their skills obsolete. ✓

[Candidates must use their own words.] (2)

1.3 These machines learn from what they experience and from what has happened before ('historical data' – line 13). ✓ They also make an analysis of their environments. ✓ Based upon these two steps, they then decide upon a suitable action. ✓ (3)

1.4 False

'is an interdisciplinary science' ✓

[Candidates must provide four consecutive words.]

[Do not award a mark for 'False'.] (1)

1.5 The human brain **and** A.I. can

- learn from experience;
- understand complex concepts (as long as these concepts are not emotional/cognitive);
- apply logic (line 20);
- solve mathematical problems;
- recognise patterns;
- make inferences and decisions;
- retain information.

[Any two similarities.] ✓✓ (2)

1.6 'intuition' (line 9) ✓ (1)

1.7 Human beings can adjust ✓ ('adapt' – line 25) to new situations ✓ ('environments' – line 25) by using uniquely human insights/knowledge/ perception ✓ ('cognitive processes' – line 26). (3)

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1.8 A.I. can only work with the information that humans have provided ('data and specific instructions fed into the system' – lines 30 – 31). ✓ Humans can think and can therefore learn to avoid past mistakes. ✓ Machines cannot think, therefore A.I. is reliant on human attributes. ✓ (3)

1.9 It is unexpected because, contrary to the fear that A.I. will cause humans to be obsolete in the workplace, ✓ these statistics predict that more jobs will be created than lost. ✓ (2)

1.10 The job market will differ vastly from the old one. ✓ Different expertise will be required. Mathematical, technological, computer, etc. skills will replace traditional jobs. ✓ It is also time-consuming to train A.I. systems; this training requires a newly skilled labour force. ✓If people make the shift from 'traditional' jobs to more A.I.-specific jobs, they will have many opportunities at their disposal. ✓ The workforce will be prepared and the impact will not be as great as has been predicted. ✓ (3)

1.11 Yes.

Companies can be more profit-driven as automation will increase their productivity. ✓ The number of injuries and sick days will be reduced. ✓ This will be an advantage to the poor state of the economy. ✓ Machines cannot think: human intelligence and abilities are still required so automation will not necessarily lead to job losses. ✓

OR

No.

People will lose their jobs if they are not trained in the field of mathematics/technology, ✓ etc. Everybody is not capable of doing these specialised jobs. ✓ This will make the poor even poorer. ✓

[Candidates are not awarded a mark for YES/NO, but for the <u>motivation</u> of their opinion.] (2)

1.12 The man's body/posture is quite relaxed (even slouching)/his eyes are hooded/his mouth is closed ✓ which indicates that he is not shocked at all/he is indifferent ✓ to the information he has been given.

[Candidates need to identify <u>one feature of body language</u> and <u>interpret it</u> in terms of <u>his reaction</u> to the statement.] (2)

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1.13 This statement confirms and contradicts paragraph 9 of TEXT A.

In paragraph 9 the writer of **TEXT A** is of the opinion that A.I. can do certain tasks better than humans, but they cannot match the human brain at this stage. ✓ ('Although A.I. has helped develop intelligent machines that can outperform humans in some respects, they have yet to go a very long way to match the human brain's potential.': lines 41 – 43) Therefore **TEXT B**, which states that 'robots have taken over almost all jobs', ✓ contradicts paragraph 9 of Text A.

The speaker in **TEXT B** also states that they 'still need Jenkins to cheat on [their] taxes'. In paragraph 9 of **TEXT A** the writer states that machines are not capable of this kind of 'emotional approach that is specific to humans' (lines 52 – 53) as they cannot make decisions that are 'rational' (line 44), because they do not understand the consequences of decisions ('A.I. machines cannot understand the concept of "cause and effect"' – line 47). ✓ A.I. machines are not able to interpret scenarios holistically. Making an immoral decision like cheating on tax returns thus does not fall within the range of a robot's capabilities. ✓

[Candidates need to discuss BOTH TEXT A AND TEXT B.]

[Both parts of the statement in TEXT B must be discussed with reference to paragraph 9 of TEXT A.] (4)

TOTAL SECTION A: 30

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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	'Diamonds may be a girl's best friend'	1	Women/girls/people attach a definite emotional value to diamonds.
2	'The super strong mineral is used as an industrial abrasive, on the edges of cutting tools, or on ultra-powerful drill bits.'	2	In industrial settings, diamonds are used as an abrasive, on the front of cutting equipment and in very strong drill bits.
3	'A diamond is unique.'	3	Diamonds are unique./incomparable.
4	'beautiful optical properties'	4	Diamonds are intrinsically beautiful.
5	'and a very high thermal conductivity.'	5	Diamonds can conduct heat extremely well.
6	'precious jewels'	6	A diamond is a precious stone.
7	'The lonsdaleite only lasted a few nanoseconds before the high-velocity impact obliterated the gem'	7	Lonsdaleite is not yet a viable material.
8	'the rare, fleeting nature of lonsdaleite diamonds could make them more valuable than cubic zirconias'	8	Lonsdaleite might become more sought-after than cubic zirconias, but not diamonds.
9	Gem diamonds are destined to remain the most prized jewels.	9	Gem diamonds will remain the most sought-after jewels.

PARAGRAPH FORM

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

Diamonds are unique precious stones with an intrinsic beauty which makes them expensive and desired by many. The emotional connotation attached to diamonds will not easily fade, especially in the minds of women. Diamonds are very strong, hard stones with good heat-conducting properties and are used in industrial settings in various ways. At this stage, Lonsdaleite only exists in a laboratory and its existence is very brief. If lonsdaleite became viable, it might be more sought-after than zirconias, but not gem diamonds, which will remain the most desired jewels.

[89 words]

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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

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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 message is that the company now delivers to your home. ✓

The image of the chicken RUNNING supports the message, because it seems as if the chicken is running to the address where the order should be delivered. ✓ (2)

3.2 The impression is that the food the company sells is healthy and without added preservatives or other harmful substances. ✓ People are concerned about their health and the quality of food being produced and will be impressed by this company. People who are concerned with animal rights will also be impressed because the description, 'farm-raised' makes the farming method sound animal friendly/healthier/less cruel. ✓ (2)

3.3 The technique of snob appeal/appeal to vanity/exclusivity/flattery is used in this advertisement, as only people who know about (French) cuisine will know what 'Mirepoix' is. ✓

This technique is effective, because the target market will appreciate the snobbish introductory sentence. ✓ They will feel elite ✓ as they will know how to use 'Mirapoix' in a sentence, while other "ordinary" people will not. ✓ They might even find it amusing that their specialised knowledge elevates them above others.

OR

This technique is not effective, because it will reach only a small audience of people who are knowledgeable about fine cuisine. ✓ The rest of the world will ignore it, because of its dismissive/patronising attitude towards "ordinary" people. ✓

[Technique needs to be **identified** AND **discussed** in terms of effectiveness.] (3)

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3.4 TEXT D is more successful.

The visual of a dead chicken running, is humorous ✓ while the much more stylish layout of TEXT E is targeted towards a specific audience. Humour is usually more successful in reaching a wider audience than a serious advertisement. ✓ TEXT D offers a discount, which would attract buyers. ✓ There is also the convenience of delivery. ✓ The reference to 'artisans' implies food of good quality; the advertiser also promises 'farm fresh produce'. These claims would attract people for whom quality is important. ✓

OR

TEXT E is more successful. People who are very aware of the quality of food they eat ✓ will find the information in TEXT E about organic farming techniques ✓ more important than a humorous visual. People concerned with animal rights will appreciate the reference to 'farm-raised' as this implies a gentler, more natural approach to farming. ✓

[Candidates need to add a critical comment to their discussion.] (3)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

4.1 Frame 3 is the title page ✓ of the comic/cartoon strip that Curtis is writing and that he wants Barry to have a look at. In Frames 4–8 we read what Curtis has been writing. ✓ (2)

4.2 The character has a frustrated/angry/irritated/helpless tone. ✓

Body language:
His mouth is open because he is yelling in frustration/anger/helplessness. // His clenched fists emphasise his extreme frustration. // His eyes are squeezed shut as he is yelling. // There are sweatdrops (plewds) and stars and lines (emanate) around his head to indicate his extreme agitation. ✓✓ (3)

4.3 In Frame 6 the man mentions that the neighbour's dog is unusually quiet. ✓ The 'Yeah, um …' used by the zombie and the fact that he ignores the comment made by the man, clearly indicate that the stew the zombie is encouraging him to eat consists of the neighbour's dog. ✓ This creates humour since the reader realises the truth of the contents of the stew but the man is not aware that he is eating dog stew. ✓

[Candidates need to indicate how HUMOUR is created through DRAMATIC IRONY.] (3)

4.4 Barry clearly implies that Curtis has 'a serious mental illness'. ✓ However, Curtis takes it as a compliment because he sees the connection between 'madness' and 'creativity' ✓ and he thinks his story is very good. (2)

[10]

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QUESTION 5: USING LANGUAGE CORRECTLY

5.1 'Ariana Grande is with vocals like Jimi Hendrix was with a guitar'. ✓ (1)

5.2 *Rolling Stone* asked him what had allowed her to build her career to the point where everything she touched was a **hit. He** had some revealing insights. ✓

OR

Rolling Stone asked him what had allowed her to build her career to the point where everything she touched was a **hit; he** had some revealing insights. ✓ (1)

5.3 inteligent – inte**ll**igent ✓ (1)

5.4 'bold' (line 13) ✓ (1)

5.5 'a person or thing that is easy to learn about and understand' – www.merriam-webster.com ✓

OR

'someone or something that is easy to understand or interpret; clear; straightforward; easy to solve; an honest and frank person' – www.idioms.online ✓

[Candidates will use their own words. Use discretion.] (1)

5.6 her first album ✓ (1)

5.7 She said that she ✓ was ✓ just going to go for it and write the lyrics about that. ✓

[Award the fourth ½-mark if ALL punctuation is correct.] (4 x ½) (2)

5.8 Max and Ilya and I / Max, Ilya and I ✓ (1)

5.9 figuratively ✓ (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70

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