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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

ENGLISH HOME LANGUAGE P1

NOVEMBER 2013

MARKS: 70

TIME: 2 hours

This question paper consists of 12 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

SECTION A: Comprehension	(30 marks)
SECTION B: Summary	(10 marks)
SECTION C: Language in context	(30 marks)
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. Use the following time frames as a guideline:

SECTION A: 50 minutes
SECTION B: 25 minutes
SECTION C: 45 minutes
10. Write neatly and legibly.

SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

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

TEXT A

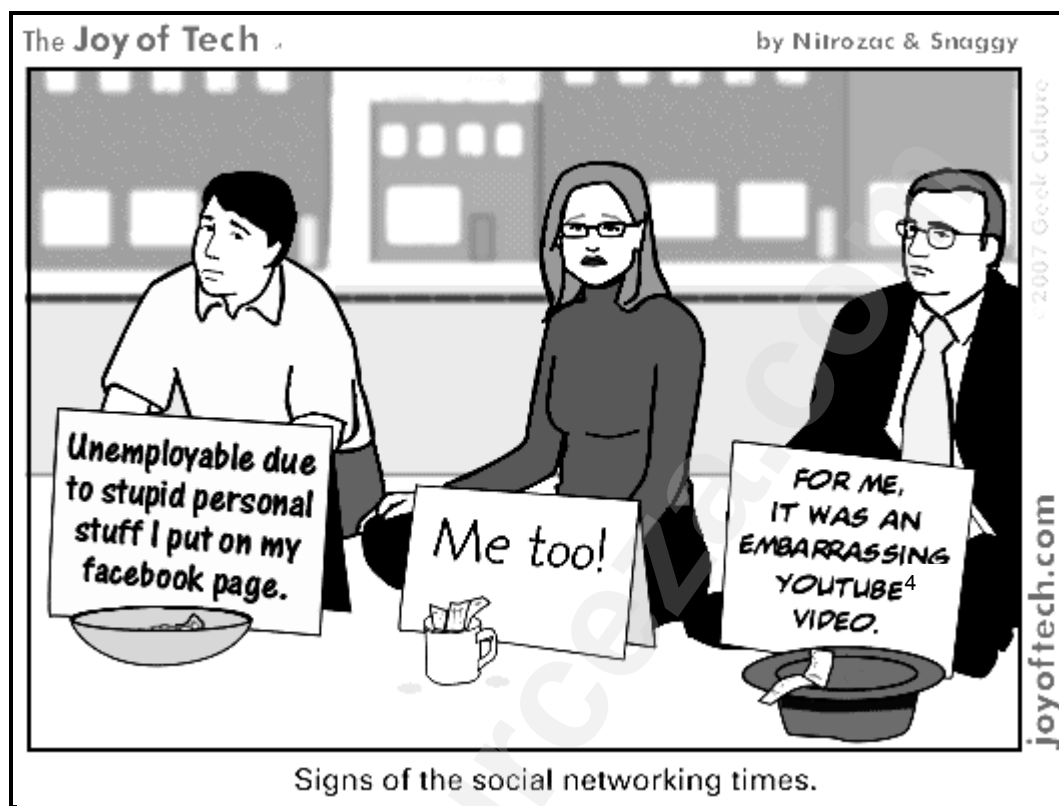
DOES SOCIAL MEDIA CREATE A COMMUNICATION GAP?		
Are emoticons replacing body language? Is social media an ally to befriend or an adversary to be wary of?		
1	As human beings, our only real method of connection is through authentic communication. Research has shown that 93% of communication is based on non-verbal body language, with only 7% based on the written or spoken word. It's only when we hear a tone of voice or see an expression on someone's face that we realise that 'I'm fine' means anything but.	5
2	This is where social media is put in front of judge and jury.	
3	Technology – be it an SMS, a BBM, a WhatsApp message, a tweet, a blog, an e-mail or a Facebook ¹ post – allows us to present the self we want to be. It gives us an element of anonymity and allows a level of confrontation which would, in all likelihood, never be equalled in a face-to-face situation. It adds an element of bravado because the emotional element is negated as non-verbal cues are taken out of the equation.	10
4	This presents an unparalleled contradiction. With all the powerful social technologies at our fingertips, we are more connected – and potentially more disconnected – than ever. We are interacting at breakneck speed and frequency. With so much communication context stripped away, we are now attempting to forge relationships and make decisions based on phrases, abbreviations and emoticons ² .	15
5	Social technologies have broken the barriers of space and time, enabling us to interact 24/7 with more people than ever before. But like any radical concept, it has created new barriers and threats. Where is the communication focus? Is it on quantity as opposed to quality? Superficiality as opposed to authenticity? In an ironic twist, social media has the potential to make us less social; a replacement for the real thing. For it to take its place as a truly effective communication channel, all parties must accept responsibility to be genuine, accurate and not to allow it to replace human contact altogether.	20 25
6	So how do we make this happen, bearing in mind that in the workplace, the use of electronic communication has overtaken face-to-face and voice-to-voice communication by a wide margin? This is due to the speed and geographic distribution of business and the tendency for the growing younger segment of our employee population to thumb-type rather than to talk directly to someone.	30

7	What's more, the potential for misinterpretation, due to lack of visual cues, is growing. Rushed and stressed, people often don't consider the nuances of their writing. Conflicts explode over a tone (supposed or real) of an e-mail. When someone writes an SMS in capital letters, is that person shouting? Are one- or two-word responses a sign that the person isn't interested? On the flip side, does a smiley face or an acknowledgement of agreement <i>really</i> mean the writer has bought in? Conclusions are drawn on frighteningly little information.	35 40
8	We need to cast the net wider: e-mail didn't kill conversation, so why should social networking? The medium through which you communicate does not destroy your interpersonal skills; it merely reflects and amplifies them. Social media can have a positive effect on our communication skills, but we need to take some responsibility. Social channels provide a communication tool that enables people to share and discuss information instantly and globally. This is actually opening up interpersonal skills and improving communication. The reach of social media has grown greatly.	45
9	Writers have always understood that it's far more difficult to write something in 20 words than in 100. Extend this to social media such as Twitter ³ – it takes considerable skill to communicate clearly and explicitly in just 140 characters, hopefully forcing people to focus on what is relevant and important, thereby improving communication.	50
10	Social media is starting to change the way companies communicate internally. Successful internal communications campaigns use social elements to encourage individuals to become involved on a personal level with company policy and culture. These campaigns work because they drive engagement and encourage participation and knowledge-sharing.	55
11	Is social media just another communication tool? Surely it's better that people engage online than not at all? Our ability to interact socially has not been adversely affected and we don't see the replacing of more traditional forms of communication by social media; we see social media as another tool in the box that allows us to communicate on a more global level. On the other hand, are we so busy communicating that we don't have time to talk to one another about what matters? Are we sacrificing conversation for connection?	60 65
12	Human relationships are rewarding, muddled and demanding and we're learning to manage them with technology. We expect more from technology and less from one another. We all need to 'speak social'. But above all of this we need to remember – in-between texts, e-mails, tweets, blogs and Facebook posts – to listen to one another, look at one another, and to keep the conversation going.	70

[Adapted from *Business Brief*, December/January 2012/2013]

AND

TEXT B



[Source: www.joyoftech.com]

Glossary:

- ¹ Facebook: a social networking website that allows users to create profiles and upload photos and videos
- ² emoticons: small symbols that denote emotion
- ³ Twitter: a popular messaging system that enables a person to send brief messages to followers
- ⁴ YouTube: a video-sharing website on which a user can upload, share and view videos

QUESTIONS: TEXT A

- 1.1 In a single sentence, state the writer's intention in this article. (2)
- 1.2 Refer to paragraph 1.
What is the benefit of having face-to-face communication? (2)
- 1.3 Refer to paragraph 3.
Give TWO advantages of using social media as a platform for communication. (2)
- 1.4 Explain what the writer means by 'we are more connected – and potentially more disconnected – than ever' (lines 14–15). (2)

- 1.5 Why does the writer hold social media responsible for creating 'barriers and threats' (line 21) to communication? (2)
- 1.6 Discuss what the word 'frighteningly' (line 39) conveys about the writer's attitude towards electronic communication in the workplace. (3)
- 1.7 Consider the views expressed by the writer of TEXT A.
Explain the effect created by using a single-line paragraph early in the text (paragraph 2). (3)
- 1.8 Comment on the effectiveness of any ONE technique used by the writer to engage the reader personally in the debate. (3)
- 1.9 Is the writer's statement in lines 16–18 ('With so much communication ... abbreviations and emoticons') supported by her closing comments in lines 68–71 ('We all need ... the conversation going')? Motivate your answer. (3)

QUESTIONS: TEXT B

- 1.10 After a close examination of the cartoon as a whole, discuss the irony of the title, 'The Joy of Tech'. (2)
- 1.11 Does the picture effectively illustrate the negative impact of social media? Motivate your response. (3)

QUESTIONS: TEXTS A AND B

- 1.12 In your view, does TEXT B support the writer's viewpoint expressed in paragraph 8 of TEXT A? Justify your response. (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

TEXT C gives an alternative perspective on graffiti.

You have been asked to convince your school that graffiti can be a form of art, and not merely vandalism. Summarise, in your own words, **how graffiti could be considered to be a form of art**.

- NOTE:**
1. Your summary should include 7 points and NOT exceed **90 words**.
 2. You may write a fluent paragraph OR in point form.
 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

GRAFFITI – VANDALISM OR ART?

Very often, graffiti is seen as a form of vandalism, but in many ways, it is an effective form of communication and art. Believe it or not, people are often hired to come to a barren building and to enliven it with beautiful murals, with graffiti. When you walk along the street, you do see vulgar graffiti, but you also see beautiful murals that can brighten up your day.

Graffiti is something most of us see every day. It is all over walls and buildings downtown. But have you ever thought about graffiti? When you *do* think of graffiti, does your mind go to vandalism ... or art? Yes, there is plenty of graffiti that is rude and disrespectful. But it can be used for good. Like art, graffiti is a good way to express your true feelings.

Graffiti is a form of self-expression and creativity. Graffiti artists, who might be angry at something or someone, take it out on the walls. But some people create graffiti with a hidden message or a purpose – to vent their feelings and to add a bit of colour to everyone's life. Such graffiti is not disrespectful. Some people are actually paid to paint graffiti. For example, the so-called 'Mural Kings' are actually paid for painting graffiti advertisements in subways and streets.

Graffiti has been around for thousands of years. Cave men, who drew illustrations on cave walls, and Romans, who wrote on the walls of buildings they had conquered, conveyed important information in this way. Centuries later, gangs used graffiti as a way to mark their territory. Not long after, graffiti became a form of art. It inspired young artists to come out and use this new art as a form of self-expression.

Graffiti started moving from streets to subways and quickly became competitive. Graffiti artists had to compete for space and it inevitably offended property owners. The misunderstanding that all graffiti represented gang activity, led to community pressure on politicians to prosecute graffiti artists. But still, graffiti artists strive to improve an art form which is constantly changing.

[Source: Adapted from www.library.thinkquest.org]

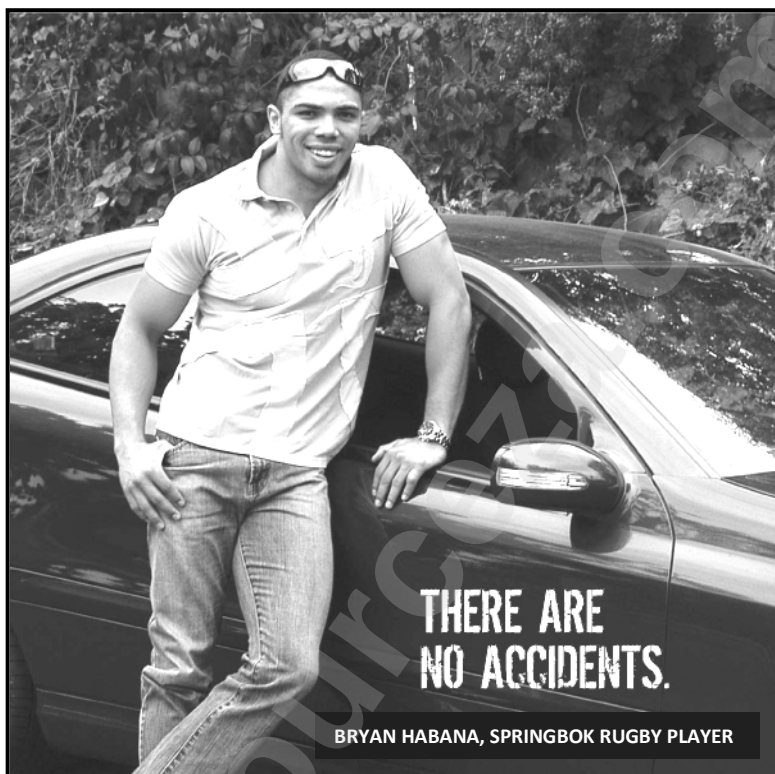
TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT

QUESTION 3: ANALYSING ADVERTISING

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

TEXT D



THERE ARE NO ACCIDENTS.

BRYAN HABANA, SPRINGBOK RUGBY PLAYER

I love this country. I am so proud of all we've achieved since 1994. During the run up to the world cup in 1995 and again in 2007, South Africa rallied behind the national team with a spirit that could be felt everywhere, and we did it!

But on the roads, we really drop the ball. Why should road crashes cause more than 15 000 South Africans to lose their lives each year? Let's be responsible for the great nation that we are. There is no such thing as an accident, only irresponsible road behaviour.

HERE'S THE GAME PLAN: BUCKLE UP, DON'T SPEED AND NEVER EVER DRIVE DRUNK.

 **transport**
Department
Transport
REPUBLIC OF SOUTH AFRICA



[Source: www.arrivealive.co.za]

The text in small font reads as follows:

I love this country. I am so proud of all we've achieved since 1994.

During the run-up to the World Cup in 1995 and again in 2007, South Africa rallied behind the national team with a spirit that could be felt everywhere, and we did it!

But on the roads, we really drop the ball. Why should road crashes cause more than 15 000 South Africans to lose their lives each year? Let's be responsible for the great nation that we are. There is no such thing as an accident, only irresponsible road behaviour.

HERE'S THE GAME PLAN: BUCKLE UP, DON'T SPEED AND NEVER, EVER DRIVE DRUNK.

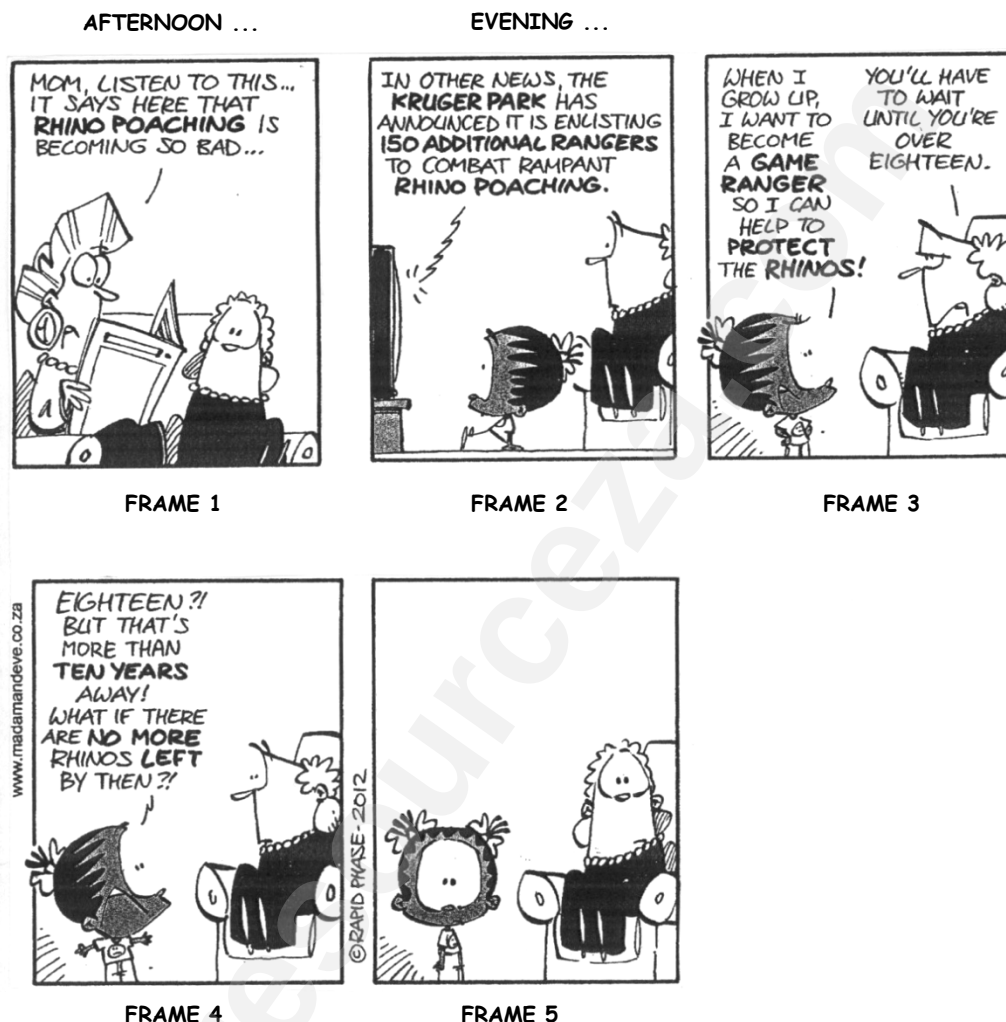
QUESTIONS: TEXT D

- 3.1 Explain how the choice and portrayal of Bryan Habana strengthens the 'Arrive Alive' campaign. (2)
- 3.2 'Why should road crashes cause more than 15 000 South Africans to lose their lives each year?'
How is this sentence intended to influence the reader? (2)
- 3.3 The advertiser uses figurative language as an advertising technique, to convey two meanings. Quote TWO examples and discuss their effectiveness. (3)
- 3.4 'THERE ARE NO ACCIDENTS.'
Critically discuss the effectiveness of the tone of this slogan in the context of the advertisement as a whole. (3)
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E and answer the set questions.

TEXT E: CARTOON



[Source: Adapted from *Madam and Eve TWENTY*, Stephen Francis & Rico, 2012]

QUESTIONS: TEXT E

- 4.1 How does the use of different media (frames 1 and 2) reinforce the message of the cartoon? (2)
 - 4.2 Refer to frame 3.
How does the old woman's facial expression support her words in this frame? (2)
 - 4.3 Account for the change in the illustration of Thandi (the little girl) from frame 2 to frame 4. (3)
 - 4.4 After a close scrutiny of frame 5, critically discuss how the seriousness of the underlying message of the cartoon is conveyed. (3)
- [10]

QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT F

TEENAGERS – WHAT'S COOL NOW?

- 1 They say spending time with young people keeps you young yourself. Rubbish. I've just spent a day with four teenagers, and I feel about 95. There is nothing like discovering exactly how ancient you appear to the youth of today ...
- 2 But it was ever thus. To be a teenager is to live in a parallel universe to the world of grownups and little kids. Every teenager has their own vocabulary, their own jokes, their own heroes. The typical teenager has always policed peers and adults with exacting systems of etiquette. 5
- 3 Teenagers rapidly adopt trends set by their friends. Their motto seems to be: 'If you think you must wait, don't. Always follow the crowd.' Yet, at the nub of teenage rebellion is their compulsion to flaunt their difference. Why else do they come down to breakfast sporting those weird and wonderful outfits? Isn't it a fanciful notion, as our parents always said, that any adult could actually understand a teenager's mind? Most teens refuse to share their innermost feelings on the subject with adults. 10 15
- 4 Teenagers have always loved music even more than fashion. Music strikes a chord with them whether they are happy or sad. Wearing those outsized, fire-engine red headphones, parents are warned that their teenagers are off-limits for the next ten minutes.
- 5 The amount of teenagers who acquire brand labels has increased, stretching parents' budgets to the limit. Teenagers are able to earn pocket money in their spare time: their journey towards financial independent autonomy starts at this time. They could earn money by mowing the lawn, or washing the dog which they can spend at fashion shows. Parents are relieved when they don't have to fork out copious amounts of money to buy the latest brands. 20 25

[Source: Adapted from *The Guardian*, 16 July 2010]

QUESTIONS: TEXT F

- 5.1 'There is nothing like discovering exactly how ancient you appear to the youth of today' (lines 3–4).

Replace 'you' with 'one' and rewrite the sentence correctly. (1)

- 5.2 Give the adverbial form of the word 'appear' (line 3). (1)

- 5.3 'Every teenager has their own vocabulary, their own jokes, their own heroes' (lines 6–7).
Identify and correct the pronoun error in the above sentence. (1)
- 5.4 Rewrite the following in the passive voice:
'The typical teenager has always policed peers and adults with exacting systems of etiquette' (lines 7–8). (1)
- 5.5 'Isn't it a fanciful notion, as our parents always said, that any adult could actually understand a teenager's mind?' (Lines 13–14)
- 5.5.1 What is the function of the commas in this sentence? (1)
- 5.5.2 What punctuation mark could be used instead of the commas? (1)
- 5.6 'Wearing those outsized, fire-engine red headphones, parents are warned that their teenagers are off-limits for the next ten minutes' (lines 17–19).
Rewrite the above sentence so that it is grammatically correct. (1)
- 5.7 Identify a word that has been used incorrectly in paragraph 5 and correct it. (1)
- 5.8 'Teenagers are able to earn pocket money in their spare time: their journey towards financial independent autonomy starts at this time' (lines 21–23).
Which word in the above sentence is redundant? (1)
- 5.9 'They could earn money by mowing the lawn, or washing the dog which they can spend at fashion shows' (lines 23–25).
Reconstruct the above sentence by inserting the adjectival clause in its correct position. (1)
- [10]**
- TOTAL SECTION C: 30**
GRAND TOTAL: 70