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# ENGLISH HOME LANGUAGE

## PAPER 1

### QUESTION 3: ADVERTISEMENTS

2014 – 2016



COMPILED FOR METRO SOUTH EDUCATION DISTRICT'S TUTORIAL PROGRAMME

## SECTION C: LANGUAGE IN CONTEXT

## QUESTION 3: ANALYSING ADVERTISING

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

## TEXT D

**FOREVER YOUNG  
THE YOUTH HAS SPOKEN**

**At South African Airways,**  
we've always been young at heart - we are a modern, forward-thinking airline that moves with the times. No matter how far we go, we never forget where we come from. That's probably why we've once again been voted the **COOLEST AIRLINE** in the *Sunday Times* Generation Next Awards - an annual youth brand preference and consumer behaviour survey. Thank you South Africa! It's an honour to be so close to your hearts and we will continue to make you proud.

**SAA BRINGING THE WORLD TO AFRICA,  
TAKING AFRICA TO THE WORLD.**

**Sunday Times  
GENERATION  
NEXT**

**SOUTH AFRICAN AIRWAYS**  
A STAR ALLIANCE MEMBER

The text in small font reads as follows:

**At South African Airways,**  
we've always been young at heart – we are a modern, forward-thinking airline that moves with the times. No matter how far we go, we never forget where we come from. That's probably why we've once again been voted the **COOLEST AIRLINE** in the *Sunday Times* Generation Next Awards – an annual youth brand preference and consumer behaviour survey. Thank you South Africa! It's an honour to be so close to your hearts and we will continue to make you proud.  
**SAA BRINGING THE WORLD TO AFRICA  
TAKING AFRICA TO THE WORLD**

[Source: [www.flysaa.com](http://www.flysaa.com)]

**QUESTIONS: TEXT D**

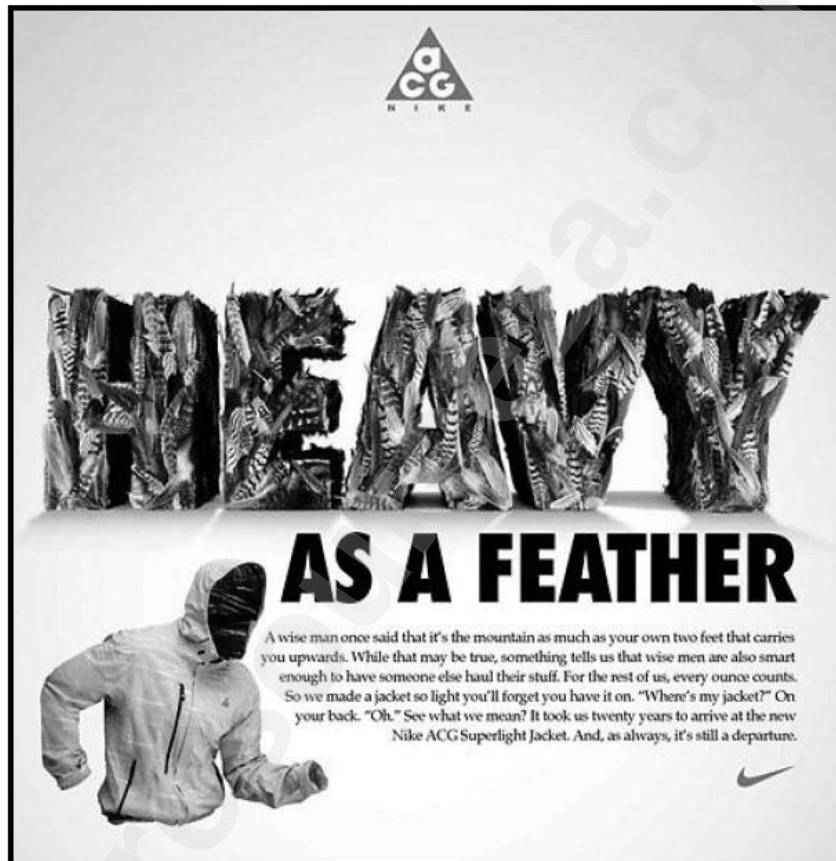
- 3.1 What message is conveyed by the statement, 'FOREVER YOUNG THE YOUTH HAS SPOKEN'? (2)
- 3.2 Account for the flight attendant's facial expression. (2)
- 3.3 Referring to the advertisement as a whole, discuss the effectiveness of the claim in the textbox, 'we are a modern, forward-thinking airline that moves with the times'. Motivate your answer by making close reference to the visual images. (3)
- 3.4 Comment critically on the use of colloquial language in the advertisement. (3)
- [10]**

**SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**

**QUESTION 3: ANALYSING ADVERTISING**

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

**TEXT D**

A black and white advertisement for the Nike ACG Superlight Jacket. At the top center is the ACG logo, which consists of a triangle containing the letters 'a', 'c', and 'g' stacked vertically, with 'NIKE' written below it. Below the logo, the word 'HEAVY' is written in large, bold, block letters that are filled with a detailed, textured pattern resembling feathers or fur. Underneath 'HEAVY', the words 'AS A FEATHER' are written in a similar large, bold, block font. To the left of this text is a photograph of a person wearing the Nike ACG Superlight Jacket, which is a light-colored, hooded jacket. To the right of the jacket image is a paragraph of text. At the bottom right of the advertisement is the Nike swoosh logo.

**HEAVY**

**AS A FEATHER**

A wise man once said that it's the mountain as much as your own two feet that carries you upwards. While that may be true, something tells us that wise men are also smart enough to have someone else haul their stuff. For the rest of us, every ounce counts. So we made a jacket so light you'll forget you have it on. "Where's my jacket?" On your back. "Oh." See what we mean? It took us twenty years to arrive at the new Nike ACG Superlight Jacket. And, as always, it's still a departure.

[Source: <http://media02.hongkiat.com>]

The text in the advertisement reads:

A wise man once said that it's the mountain as much as your own two feet that carries you upwards. While that may be true, something tells us that wise men are also smart enough to have someone else haul their stuff. For the rest of us, every ounce counts. So we made a jacket so light you'll forget you have it on. 'Where's my jacket?' On your back. 'Oh.' See what we mean? It took us twenty years to arrive at the new Nike ACG Superlight Jacket. And, as always, it's still a departure.

**QUESTIONS: TEXT D**

- 3.1 Closely examine the image of the jacket. Explain the advertiser's intention in using this image. (2)
- 3.2 Account for the advertiser's reference to 'twenty years'. (2)
- 3.3 Comment on the advertiser's technique in using the catch-phrase, 'Heavy as a feather'. Refer to both the image and the words. (3)
- 3.4 Refer to the written text, 'A wise man ... still a departure'.  
In your view, is the style of expression effective in promoting the product?  
Justify your response. (3)  
**[10]**

**SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**

**QUESTION 3: ANALYSING ADVERTISING**

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

**TEXT D**

**FIND NEW ROADS**

**CHEVROLET**

*WE'RE FOR THOSE WHO DARE FOR NEW*

*Those who take brave steps forward and help build our nation—  
We're for imagining new possibilities and sharing ideas  
For those who take on new challenges and search for new roads  
We're for ingenuity cars that perform cars that inspire  
Cars that evolve with your big dreams and empower even bigger ones*

*After all, why just go from A to B  
when imagination can take you everywhere*

[www.chevrolet.co.za](http://www.chevrolet.co.za)

f t YouTube ChevroletSA

[Source: Sunday Times, 25 August 2013]

- 3.1 How is the introductory line, 'We're for those who dare for new', intended to promote the product? (2)
- 3.2 Explain how the font used in 'We're for those ... take you everywhere' reinforces the slogan, 'FIND NEW ROADS'. (2)
- 3.3 Comment on the effectiveness of the visual image. (3)
- 3.4 'After all, why just go from A to B  
when imagination can take you everywhere'
- Critically discuss the impact of these lines in the context of the advertisement as a whole. (3)
- [10]**

## SECTION C: LANGUAGE IN CONTEXT

### QUESTION 3: ANALYSING ADVERTISING

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

#### TEXT D

**When planning your career it pays to know yourself before others get to know you**

Knowing your strengths and weaknesses is vital to planning your next career move. As SA's only all-in-one online career management portal for the financial services industry, [careersuite.co.za](http://careersuite.co.za) gives you exclusive access to competency assessment tests. This value-added service will measure your current competencies and help you to decide which of them you need to develop in order to realise your immediate and long-term career ambitions with detailed reports.

[Source: [www.careersuite.co.za](http://www.careersuite.co.za)]

The text in small font reads as follows:

Knowing your strengths and weaknesses is vital to planning your next career move. As SA's only all-in-one online career management portal for the financial services industry, [careersuite.co.za](http://careersuite.co.za) gives you exclusive access to competency assessment tests. This value-added service will measure your current competencies and help you to decide which of them you need to develop in order to realise your immediate and long-term career ambitions with detailed reports.

**QUESTIONS: TEXT D**

- 3.1 Explain how **careersuite.co.za** helps the reader plan his/her career. (2)
- 3.2 Refer to the phrases, 'SA's only all-in-one online career management portal' and 'exclusive access', in the written text.  
Discuss how these phrases are intended to influence the reader. (2)
- 3.3 Comment on the tone used in this advertisement. (3)
- 3.4 In your view, is the image effective in promoting the service offered? Substantiate your response. (3)  
[10]

**SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**

**QUESTION 3: ANALYSING ADVERTISING**

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

**TEXT D**

**SAME BLOOD**

**FULL-DYNAMIX F29** ITALIAN MADE RACE BIKES

Compared only to the very best, the F29 is pure speed.

The carbon fibre components of this Italian race machine are passionately handcrafted in the same production facility that manufacture Ferrari, Ducati and Augusta Helicopters in Varese, Italy. What's unique to the bloodline of Full-Dynamix is that each bike is exclusively hand built with nothing but speed in mind. Winning across Olympics, XC, Marathon and Cape Epic podiums, no wonder the F29 is the preferred choice of world champions.

**F29 and Swat29 available now at leading cycle retailers. Visit [www.full-dynamix.co.za](http://www.full-dynamix.co.za)**

The Bicycle Company are exclusive distributors of Full Dynamix mountain bikes. [www.thebicyclecompany.co.za](http://www.thebicyclecompany.co.za)  
9 Queenspark Ave, Salt River, Cape Town, 7925 / Trade Enquiries - Shan Wilson 082 584 2761 / Scott Fraser 082 378 8853

[Source: [www.thebicyclecompany.co.za](http://www.thebicyclecompany.co.za)]

The text in small font reads as follows:

**FULL-DYNAMIX F29** ITALIAN MADE RACE BIKES

Compared only to the very best, the F29 is pure speed.

The carbon fibre components of this Italian race machine are passionately handcrafted in the same production facility that manufactures Ferrari, Ducati and Augusta Helicopters in Varese, Italy. What's unique to the bloodline of Full-Dynamix is that each bike is exclusively hand built with nothing but speed in mind. Winning across Olympics, XC, Marathon and Cape Epic podiums, no wonder the F29 is the preferred choice of world champions.

**F29 and Swat29 available now at leading cycle retailers. Visit [www.full-dynamix.co.za](http://www.full-dynamix.co.za)**

The Bicycle Company are exclusive distributors of Full Dynamix mountain bikes, [www.thebicyclecompany.co.za](http://www.thebicyclecompany.co.za)  
9 Queenspark Ave, Salt River, Cape Town, 7925/Trade Enquiries – Shan Wilson 082 584 2761 /  
Scott Fraser 082 378 8853

**QUESTIONS: TEXT D**

- 3.1 Account for the use of 'very best' in 'Compared only to the very best, the F29 is pure speed'. (2)
- 3.2 Discuss the persuasive appeal of 'Same Blood'. (2)
- 3.3 Critically discuss the effectiveness of the words, 'handcrafted'/'hand built' and 'unique'/'exclusively'. (3)
- 3.4 In your view, do the visuals support the advertiser's message? Justify your response. (3)
- [10]**

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

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

**TEXT D**

**THE FURTHER YOU TRAVEL,  
THE MORE OPPORTUNITIES YOU'LL FIND.**

When it comes to migration, the sockeye salmon is in a league of its own. They have been known to migrate up to 1 600 km from the waters of the Northern Pacific Ocean to the rivers of Alaska and Canada. And they do it for one reason – to find the perfect breeding grounds. Like us, they know that seeking success often means having to travel great distances. This is why Allan Gray gives you access to opportunities beyond the boundaries of South Africa. To make things simpler, we've narrowed down the options to what we think are the most attractive offshore investment opportunities.

To be more like the sockeye salmon, call Allan Gray on 0860 000 654 or your financial adviser, or visit [www.allangray.co.za](http://www.allangray.co.za)

**ORBIS**  
**ALLAN GRAY**

LONG-TERM INVESTING

[Source: *The Star*, 7 March 2014]

The text in small font reads as follows:

**THE FURTHER YOU TRAVEL,  
THE MORE OPPORTUNITIES YOU'LL FIND.**

When it comes to migration, the sockeye salmon is in a league of its own. They have been known to migrate up to 1 600 km from the waters of the Northern Pacific Ocean to the rivers of Alaska and Canada. And they do it for one reason – to find the perfect breeding grounds. Like us, they know that seeking success often means having to travel great distances. This is why Allan Gray gives you access to opportunities beyond the boundaries of South Africa. To make things simpler, we've narrowed down the options to what we think are the most attractive offshore investment opportunities.

To be more like the sockeye salmon, call Allan Gray on 0860 000 654 or your financial adviser, or visit [www.allangray.co.za](http://www.allangray.co.za)

**QUESTIONS: TEXT D**

- 3.1 Account for the use of the phrase, 'in a league of its own'. (2)
- 3.2 Discuss why the advertiser mentions that the salmon has 'been known to migrate up to 1 600 km'? (2)
- 3.3 Comment critically on the advertiser's use of the personal pronouns, 'we', 'you' and 'us' in the context of the advertisement. (3)
- 3.4 In your view, does the visual portrayal of the fish support the advertiser's message? Justify your response. (3)
- [10]**

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**SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**

**QUESTION 3: ANALYSING ADVERTISING**

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

**TEXT D**



**THE FEELING  
OF FLYING  
WITHOUT  
THE FEAR  
OF FALLING.**

"Higher!" your child calls as you give her a push. The wind tousles her hair, and you don't give a thought to the rigidity of the swing's chains or the sturdiness of the frame. As her toes touch the sky and she squeals with delight, you realise that the things you trust most, never stop working to earn it.

To find out how Coronation can earn your trust, speak to your financial advisor or visit [www.coronation.com](http://www.coronation.com)

**CORONATION**   
FUND MANAGERS  
**TRUST IS EARNED**

Coronation Asset Management (Pty) Ltd is an authorised financial services provider. Trust is Earned™

[Source: *The Star*, 28 September 2015]

The text printed over the picture of the girl on the swing reads as follows:

**THE FEELING  
OF FLYING  
WITHOUT  
THE FEAR  
OF FALLING.**

The text in small font reads as follows:

'Higher!' your child calls as you give her a push. The wind tousles her hair, and you don't give a thought to the rigidity of the swing's chains or the sturdiness of the frame. As her toes touch the sky and she squeals with delight, you realise that the things you trust most, never stop working to earn it.

To find out how Coronation can earn your trust, speak to your financial advisor or visit [www.coronation.com](http://www.coronation.com).

**CORONATION**   
FUND MANAGERS  
**TRUST IS EARNED**

**QUESTIONS: TEXT D**

- 3.1 Explain how the advertiser uses the company logo as a marketing tool. (2)
  - 3.2 Discuss ONE of the advertising techniques used in the headline of TEXT D: 'THE FEELING OF ... FEAR OF FALLING.' (2)
  - 3.3 Comment on the appropriateness of the image of the girl on the swing in the context of the advertisement as a whole. (3)
  - 3.4 Critically discuss the style used in this advertisement. (3)
- [10]**