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ENGLISH HOME LANGUAGE

PAPER 1

QUESTION 3: ADVERTISEMENTS MEMORANDA

2014 - 2016



COMPILED FOR METRO SOUTH EDUCATION DISTRICT'S TUTORIAL PROGRAMME

SECTION C: LANGUAGE IN CONTEXT

QUESTION 3: ANALYSING ADVERTISING

- 3.1 SAA is a dynamic company (FOREVER YOUNG) and it is the preferred airline of young people (THE YOUTH HAS SPOKEN).
[Candidates must address both parts of the statement to be credited with full marks.] (2)
- 3.2 The flight attendant is happy and proud to represent a young, dynamic company: this is revealed by her confident smile. It is an advertising technique used to portray SAA in a favourable light. (2)
- 3.3 These words are supported by the visual imagery, which shows the flight attendants' postures – tilting forward. The aeroplane in the background and the flight attendants' actions (cases on wheels, bent legs) reinforce the sense of movement. The modernity of the airline is revealed by the young, vibrant-looking and fashionably dressed attendants. (3)
- 3.4 The advertiser uses the colloquial expression, 'COOLEST AIRLINE' to appeal to a younger target market. SAA's achievement in the *Sunday Times* Generation Next Awards is based on the youth's responses to a survey. The colloquial language supports the overall register of the advertisement and reinforces the idea that SAA is a 'modern, forward-thinking airline'. (3)
[10]

November 2014

QUESTION 3: ANALYSING ADVERTISING

- 3.1 The advertiser gives the jacket the attributes of energy/motion/athleticism. These qualities make the jacket appealing to the target market/people who like clothing which is associated with outdoor adventures.

[Award full marks only if reference is made to both motion/energy/athleticism and intention.] (2)

- 3.2 Taking twenty years to develop a product suggests that it has been made with great care/that it is superior./It shows that the company has invested time and resources to manufacture a jacket of outstanding quality. (2)

- 3.3 The advertiser contrasts heaviness and lightness. The word 'heavy' is depicted as being composed of feathers, signifying the lightweight quality of the product. Wordplay on the idiom 'light as a feather' draws attention to the denial of the standard notion that a jacket is heavy.

[Award 2 marks for a well developed point and 1 mark for the second point.]
[Award full marks only if reference is made to both image and words.] (3)

- 3.4 Yes.
The style is narrative. The anecdotal statements are meant to engage the reader. The use of informal language, e.g. 'haul their stuff', appeals to a wide target market. The dialogue creates a conversational tone. The advertiser blends casual expressions with sophisticated language to appeal to upmarket clients as well.

OR

No.
(Although an unlikely response, assess on merit.)

[Credit cogent alternative/mixed responses.]
[Award full marks only for a discussion of any two examples of style.] (3)
[10]

SECTION C: LANGUAGE IN CONTEXT

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

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3.1 The introductory line challenges the reader to explore something novel, the Chevrolet brand, by appealing to his/her sense of adventure. (2)

3.2 The font resembles free handwriting. The font is unconventional and reinforces the idea of new roads that need to be explored. (2)

3.3 Effective.

It indicates that the driver of a Chevrolet will be able to explore any terrain, however remote. It implies that drivers of Chevrolet are more daring and adventurous than other drivers.

OR

Not effective.

The target market would prefer to see the product being advertised as opposed to just a winding road in a rural setting. Appearance is important to an assessment of desirability. (3)

3.4 An emotional appeal is made because the product is seen as going beyond borders. The clause, 'when imagination can take you everywhere' dares the reader to transcend his limitations. The rhetorical question compels the driver to consider new experiences. The use of the words, 'imagining', 'ingenuity', 'inspire' and 'empower' challenge the driver to explore new terrain. (3)
[10]

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- 3.1 The advertiser highlights the fact that **careersuite.co.za** allows individuals to discover their strengths and weaknesses (1) by means of competency assessment tests (1). (2)
- 3.2 It is meant to persuade the career-seeking reader that careersuite.co.za is the only service provider that can address their needs.
[Award 1 mark if the candidate mentions only that the reader needs to take the test.] (2)
- 3.3 The tone is reassuring/persuasive/convincing/assertive/conversational/encouraging/confident
The tone reassures the reader that the uncertainties of finding a suitable career can be dealt with.
The conversational approach of the advertisement could be seen as more effective than a hard-sell approach, and this appeals to many readers.
[Credit cogent alternative responses.] (3)
- 3.4 The collage of words emphasises the overwhelming thought processes that someone has to go through when planning a career.
The woman exudes confidence, as illustrated by her smile, suggesting that this service will help her to resolve the conflict in her mind.
Repetition of certain words, e.g. 'ambition', could be mentioned.
[Credit cogent alternative responses] (3)
- [10]**

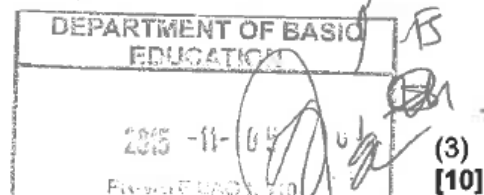
SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

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 not 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.
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QUESTION 3: ANALYSING ADVERTISING

- 3.1 The advertiser wishes to emphasise the speed at which the bicycle can travel./This bicycle can hold its own among leading bicycles./The advertiser's metaphor, 'the F29 is pure speed' puts the bicycle in a class of its own.
[Award 1 mark for mere identification of a concept.]
[Award 2 marks for both identification and elaboration.] (2)
- 3.2 The advertiser has linked the distinctive qualities of the horse to the bicycle. The manufacturers of the bicycle are renowned for the creation of technologically advanced vehicles. Famous brand names appeal to the reader's desire for excellence/quality.
[Credit answers making reference to the Ferrari insignia.]
[Award 1 mark for reference to eye-catching font.] (2)
- 3.3 'handcrafted'/'hand built':
The quality of the product is guaranteed because the manufacture of the individual bicycle has been directly under the control of experts/does not depend on mass-production techniques.
'unique'/'exclusively':
The advertiser reinforces the exclusivity of the bicycle. It would appeal to the snobbishness of some buyers. The word 'exclusive' underscores the claim that this bicycle is 'the preferred choice of world champions'.
[Award 3 marks for a reference to both the quotations and a critical comment.] (3)
- 3.4 YES
The stallion, on its hind legs/raised tail/flowing mane, exemplifies strength and beauty. The bicycle mirrors this stance and in doing so the reader is led to believe that the F29 is both strong/durable and fast.
[Credit responses that refer to the stallion as the insignia of Ferrari.]
OR
NO
[Credit cogent alternative responses.]



SECTION C: LANGUAGE IN CONTEXT

Marking Section C:

- **No ½ marks may be awarded.**
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QUESTION 3: ANALYSING ADVERTISING

3.1 The company is unique/superior to all other investment companies. (2)

3.2 The salmon covers extraordinary distances to achieve its goals. Similarly, Allan Gray is willing to go to extreme lengths to ensure financial success for its clients. (2)

3.3 The advertiser uses these pronouns to create collegiality and friendship. This promotes a sense of assurance and financial security. Allan Gray initiates a partnership with its investors through developing a relationship based on trust. (3)

3.4 YES

The curved shape of the fish shows the dynamic nature of the company. The text-book image reveals the analytical approach of Allan Gray. The skeleton suggests how streamlined are the organisational skills of the company.

[Credit reference to the transparency and Roman numerals.]

OR

NO

[Award marks for cogent negative responses.]

(3)
[10]