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**GET ENGLISH FAL
TEACHER DEVELOPMENT PROGRAMME
Grade 9 Resource Activities
Advertisement Poster Memorandum**

QUESTION 1

[22]

Suggested answers Billboard advertisement.

- 1.1 Who is this advertisement aimed at?
It is aimed at everyone who uses electricity from Eskom in their homes and at work. ✓ (1)
- 1.2 What is the purpose of the advertisement?
It tries to persuade people to use electricity carefully and thoughtfully. ✓ (1)
- 1.3 How is this advertisement different from a normal billboard advertisement?
The stand is either on an electricity pylon or a copy of a pylon. Billboards are normally supported by poles. ✓ ✓ (2)
- 1.4 How does the billboard put across its message?
There are four lights on the billboard but only the important light is switched on. This highlights what the advert is trying to say, use lights when necessary. ✓ ✓ (2)
- 1.5 Do you think the slogan is a good one? Give reasons for your answer.
Learners to express their own opinions. They should correctly identify the slogan as "Use electricity Wisely". They should also mention the simplicity and directness of the slogan. ✓ ✓ ✓ ✓ (4)

Suggested answers Mug advertisement.

- 1.6 Who is this advertisement aimed at?
Aimed at the business community to create awareness and save electricity. ✓ ✓ (2)
- 1.7 What is the purpose of the advertisement?
Attempts to persuade people to use electricity wisely and everyone needs to play their part. ✓ (1)
- 1.8 How is this advertisement different from the billboard advertisement above?
Targeted at the person using the mug while drinking their tea or coffee. This is a more personal approach than the Billboard advertisement. It addresses the individual themselves. It speaks about "your help" and uses inclusive language by stating "we." ✓ ✓ ✓ (3)

1.9 How does the mug put across its message?

The mug reveals its message when it is filled with hot water. If the hot water came from a kettle users will be reminded that they should use this resource sparingly. ✓ ✓ ✓

(3)

1.10 Do you think the slogan is a good one? Give reasons for your answer.

Learners should express their own opinions. Identify the slogan, choice of words. They should also mention the simplicity of the slogan and how this speaks directly to the user. ✓ ✓ ✓

(3)

QUESTION 2: EDITING

[20]

Correct the spelling errors in the following text.

businesses are requested to:

2.1 Turn of all non-essential liting and office equipment during the day.

Turn of all non-essential lighting and office equipment during the day. ✓

(1)

2.2 Only leve on essential lighting at night.

Only leave on essential lighting at night. ✓

(1)

2.3 Residentia consumers are requet to:

Residential consumers are requested to: ✓ ✓

(2)

2.4 Keep lites off in roms which are not okupied.

Keep lights off in rooms which are not occupied. ✓ ✓ ✓

(3)

2.5 Use hot water sper.

Use hot water sparingly. ✓

(1)

2.6 Use heeters to heet the room and note the whole house.

Use heaters to heat the room and note the whole house. ✓ ✓

(2)

2.7 Switch of apliances in stand-by mode such as hi-fi sistems, video and DVD layers and other electronic decises.

Switch of appliances in stand-by mode such as hi-fi systems, video and DVD layers and other electronic devises. ✓ ✓ ✓

(3)

2.8 Fill thermos flas with boiling water for use durng the day.

Fill thermos flasks with boiling water for use during the day. ✓ ✓

(2)

2.9 Lymit the use of poole pumps.

Limit the use of pool pumps. ✓ ✓

(2)

2.10 Use microwave ofens ratha then stoves.

Use microwave often rather than stoves. ✓ ✓

(2)

2.11 Swit off geysers during the day.

Switch off geysers during the day. ✓

(1)