



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2008

ENGLISH FIRST ADDITIONAL LANGUAGE: PAPER I

Time: 2½ hours

100 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This paper consists of 11 pages. Please check that your paper is complete.
 2. Read all the questions carefully.
 3. Answer ALL the questions.
 4. Please start each question on a new page.
 5. It is in your own interest to write legibly and to present your work neatly.
 6. Number your answers exactly as the questions are numbered.
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QUESTION 1 MAKING MEANING OF TEXTS**Passage 1**

Read the passage below and answer the questions that follow.

Interesting facts about the SA teen market

- 1 You may be surprised to learn that close to 80 per cent of all brands purchased by parents is controlled by their offspring. But what will undoubtedly startle you are the figures that show a whopping 67 per cent of all car purchases is also determined by the children of the home – and not by the parents. Teenagers have become an increasingly powerful and smart consumer group and according to Jane Lynne, MD of a youth research company, Logistix Kids, marketers are beginning to realise the enormous power of the young market. 'In South Africa, 54 percent of the population is under 24 – and they control between R6 billion and R7 billion spending every year,' she says.
- 2 The following interesting facts came to light at a conference sponsored by Logistix Kids SA:
Kids are getting older younger. It's a fact that should be recognised if advertisers hope to communicate to address the teen market successfully. Life is a lot faster for youngsters today. Access to technology may make teens more impatient and lower their attention span but it's also teaching them better attention to detail and multitasking. As the younger generation are becoming exposed to competing brands, they become more discerning and expect better service. This generation can speak for themselves.
- 3 **If you could buy peer pressure, there would be no need for marketing!** The teen market relies heavily on 'style leaders' to set the trends, which all the rest will then follow! As soon as everyone else cottons on, the style leaders will then find a new trend to latch onto.
- 4 **There is a convergence of cultures.** Modern teens 'pluck' what they need from various cultures and create unique identities of their own. Especially among black youth, it is creative people like DJs, singers and fashion designers that are being emulated.
- 5 **The role of the family is extremely important.** Interestingly, the second highest ranked activity amongst teens is spending time with family. The lines of communication between parents and teens seem to be a lot more open than in the past.
- 6 **All teens are extremely media savvy.** Communication via electronic means such as the Internet, email and SMS, is crucial. Advertisers must find out what teens want and need by building databases and sending out regular email newsletters, or running competitions via websites, SMS and so on. Teens want to interact with the media and they like things to happen quickly and spontaneously.

[Adapted from a website <www.amasa.org.za> and an article in *Fairlady*, September 2003]

- 1.1 What is the main idea of the first paragraph? Use your own words in a full sentence. (2)
- 1.2 Answer the following questions about the sub-heading in paragraph 2, 'Kids are getting older younger':
- 1.2.1 In your own words, explain the meaning of this heading. (1)
- 1.2.2 Which figure of speech is used to make this heading striking? (1)
- 1.3 What do you think is meant by the phrase, 'Life is a lot faster ...' (paragraph 2)? (1)
- 1.4 An ever-increasing variety of products and services is becoming available. Explain how this influences the teenage market. Use your own words. (2)
- 1.5 In what way is peer pressure similar to marketing? (1)
- 1.6 Explain the meaning of the following expressions as they are used in paragraph 3.
- 1.6.1 ... cottons on ... (1)
- 1.6.2 ... latch onto ... (1)
- 1.7 In no more than **two words** give the meaning of 'convergence' as it is used in the heading and context of paragraph 4. (1)
- 1.8 Is the following statement **true** or **false**? Quote no more than **eight words** from the passage to prove your answer.
- 'According to research, the generation gap between parents and children has increased.' (2)
- 1.9 Suggest a synonym for the word 'savvy', as used in the heading of paragraph 6. (1)
- 1.10 Can the heading of paragraph 6 be described as a fact or an opinion? Give a reason for your answer. (2)

[16]

Passage 2

Study the advertisement below and answer the questions that follow.

cityvarsity
school of media & creative arts

GET CREATIVE!

Great careers in the media and creative arts with rewarding prospects in South Africa and worldwide!

If you have the passion and ambition to succeed and you want to be in the media and entertainment arts industries then CityVarsity is just the place to start your journey.

- * **Filmmaking**
- * **Professional Acting**
- * **Animation**
- * **Multimedia Design**
- * **Sound Engineering**
- * **Motion Picture Make-up**
- * **Production Design**

Choose from a range of educational programs with certificate, diploma and advanced diploma qualifications accredited by the Council on Higher Education and **ENROL TODAY!**

Visit our website for course outlines, enrolment forms, tuition fees and more!
www.cityvarsity.co.za
info@cityvarsity.co.za

JO'BURG
T: 011 634 9840 F: 011 634 9840
39 Gwi Gwi Mrwebi St, Newtown, JHB 2001

ARTgraphica
CVSP/2/0108

CityVarsity is registered with the Department of Education as a private higher education institution under the Higher Education Act of 1997 for the qualifications shown on certificate no: 01HB04. CityVarsity (Pty) Ltd registration no: 1998/21806/07

- 1.11 Do you think the name 'CityVarsity' will appeal to young people? Motivate your opinion. (1)
- 1.12 Quote the slogan (catch phrase) in the advertisement. (1)
- 1.13 Explain the meanings of the following words as used in the context of the advertisement:
- 1.13.1 rewarding
- 1.13.2 prospects (2)
- 1.14 Give two characteristics of the kinds of people who are likely to do well at CityVarsity. (2)
- 1.15 Do you think the CityVarsity advertisement will attract the attention of readers who scan through the job advertisement pages of a newspaper? Give two good reasons for your answer. (2)
- 1.16 Quote two examples of persuasive language used in the advertisement. Explain why these examples are likely to encourage people to enrol at CityVarsity. (2)
- [10]**

Passage 3

Study the cartoon below and answer the questions that follow.



- 1.17 The man and his wife have different attitudes towards brand-name products. Explain how their attitudes differ. (2)
- 1.18 The cartoon reveals stereotypical attitudes towards the roles of men and women. Explain this statement. (2)

[4]

30 marks

QUESTION 2 SHOW UNDERSTANDING BY SUMMARISING

Read the passage below. In no more than **60 words**, summarise **the aspects that companies need to consider when marketing their brand to children**.

- List 7 aspects.
- Write in full sentences.
- Number your sentences from 1 to 7.
- Give only one aspect per sentence.
- Use your own words as far as possible.
- Count the number of words you have used, and write the figure in brackets below your summary.
- One mark will be awarded for each point correctly summarised.
- Two marks will be awarded for language use and style.
- One mark will be awarded if you have accurately counted and given the number of words used.
- You will be penalised for writing more than 60 words or for failing to correctly indicate the total number of words used.

Summary Passage**Cool means not crowing about it**

The coolest thing about companies that earn the seal of approval from today's youth market is that they don't ram coolness down the throats of their young fans – young people want to decide for themselves.

The growing popularity and dominance of the KFC brand in South Africa is no coincidence. In the 2008 Generation Next research, KFC emerged as the number one fast food outlet, while the new slim line, funkier version of Chicky KFC was named the country's top brand character. KFC was nominated the fifth-coolest brand and the seventh-coolest company and as having the second-best brand slogan.

So how does KFC go about upping the cool factor? Nikki Rule, chief marketing officer of KFC says, "Kids seem to be saying – especially when it comes to fast foods – 'don't make me embarrassed to come to you. As long as your brand relates to me as a person and you are cool enough in the way you communicate with me, I'm prepared to open up and listen to what you say. After all, we are individuals'."

Companies should not go out of their way to be cool and should be especially careful not to talk down to kids – they will see through it. Kids know they are smart and don't want to be belittled.

In their research, KFC found that kids expressed their approval of brands that were prepared to take an interest in their future lives, up to high school and beyond. Kids are focused on what lies ahead. They expect marketers to show an interest in their well-being, not just as individuals, but also as a group and to get involved with the causes that they find worthy and interesting. Over the past 18 months, for example, KFC has linked up with MTV and 5FM in promotions showcasing the singing talent of youngsters. This campaign has been magnificently successful.

10 marks

QUESTION 3 MAKING MEANING OF POETRY**SEEN POEM**

Read the poem below (that you have studied in class) and answer the questions that follow.

The Unknown Citizen

To JS/07/M378

This marble monument
is erected by the State

He was found by the Bureau of Statistics to be	1
One against whom there was no official complaint,	2
And all the reports on his conduct agree	3
That, in the modern sense of an old-fashioned word, he was a saint,	4
For in everything he did he served the Greater Community.	5
Except for the War till the day he retired	6
He worked in a factory and never got fired	7
But satisfied his employers, Fudge Motors Inc.	8
Yet he wasn't a scab or odd in his views,	9
For his Union reports that he paid his dues,	10
(Our report on his Union shows it was sound)	11
And our Social Psychology workers found	12
That he was popular with his mates and liked a drink.	13
The Press are convinced that he bought a paper every day	14
And that his reactions to advertisements were normal in every way.	15
Policies taken out in his name prove that he was fully insured,	16
And his Health-card shows he was once in hospital but left it cured.	17
Both Producers Research and High Grade Living declare	18
He was fully sensible to the advantages of the Instalment Plan	19
And had everything necessary to the Modern Man,	20
A phonograph, a radio, a car and a frigidaire.	21
Our researchers into Public Opinion are content	22
That he held the proper opinions for the time of year;	23
When there was peace, he was for peace; When there was war, he went.	24
He was married and added five children to the population,	25
Which our Eugenist says was the right number for a parent of his generation.	26
And our teachers report that he never interfered with their education.	27
Was he free? Was he happy? The question is absurd:	28
Had anything been wrong, we should certainly have heard.	29

[W. H. Auden]

3.1 Choose the best option to complete the sentence below. Write only the correct symbol. The poem is satirical because the poet ...

- A shows what a boring person the unknown citizen is.
- B mocks the state and its depersonalisation of people.
- C gives so many statistics about an unknown person.
- D shows how the state does not care about its citizens.

(2)

- 3.2 Monuments are usually erected for citizens who rise above the rest or achieve greatness. How is the monument to the unknown citizen different? Motivate your answer by referring to the text. (2)
- 3.3 Explain the old-fashioned meaning of the word 'saint' (line 4). (1)
- 3.4 **In your own words**, list 5 things mentioned in lines 5 to 9 that make the citizen a 'saint' according to the State. (5)
- 3.5 Answer the following questions based on lines 10 and 11. **Use your own words.**
- 3.5.1 What criterion does the Union use to decide if a member is worthy or not? (1)
- 3.5.2 Give a synonym for the word 'sound' as used in line 11. (1)
- 3.5.3 Comment on the relevance of line 11. Why is this line included? (2)
- 3.6 Explain why the terms 'Producer's Research' and 'High Grade Living' have been capitalised (line 18). (2)
- 3.7 Do you think that the man had strong opinions about the affairs of his day? Motivate your answer by referring to the poem. (2)
- 3.8 Read the last two lines of the poem (lines 28 to 29) and answer the question below.
- Was he free? Was he happy? The question is absurd:
Had anything been wrong, we should certainly have heard.**
- Explain in what way lines 28 and 29 are ironic. (2)

[20]

UNSEEN POEM

Read the following unseen poem and answer the questions that follow.

Solly's corner in Fordsburg

no-one makes better chips than solly 1
 the man says as he shuffles 2
 white chips which look strangely naked 3
 into bubbling hot oil 4
 which looks too brown 5
 and looking at the counter and 6
 huge oil pans I wonder if the 7
 surfeit of oil and 8
 could that be dirt 9
 caked into corners and edges 10
 have anything to do with the taste 11
 and afterwards I tentatively touch 12
 steaming hot chips that are 13
 now suitably covered with fiery masala 14
 and doused with vinegar 15
 and tasting them I decide 16
 notwithstanding all that 17
 no-one makes better chips than solly 18



- 3.9 Is the metaphor used to describe the uncooked chips, effective? Motivate your answer by referring to the similarities between the things being compared. (2)
- 3.10 What do the words 'tentatively' and 'touch' (line 12) suggest about the speaker's feelings about the chips? (2)
- 3.11 Explain the difference between 'hot' (line 13) and 'fiery' (line 14) which also means hot. (2)
- 3.12 Describe two things that the words '**all that**' in line 17 refer to. (2)
- 3.13 The poem begins and ends with the same statement.
- 3.13.1 Who do you think speaks the first line and who speaks the last line? (1)
- 3.13.2 Explain what impact the repetition of the line, by the two different characters, has on the meaning of the poem. (1)

[10]

30 marks

QUESTION 4 COMMUNICATIVE LANGUAGE**Passage 1**

In the passage below, a teenager expresses her views on wearing expensive clothes that carry famous brand names. There are a few deliberate errors in the passage. Read what she has written and answer the questions that follow.

1	It's the end of the term and most school's close early. Teenagers flock to the malls dressed in their finest feathers – Soviet, Levis, Diesel – the list goes on and on. It is truly unbelievable that these young people, who pride themselves on being original and unique, are so brand conscience that they think a fashion label will make or break them.
2	Some of my classmates pay R400 – R600 for a pair of Soviets when they can pay R100 for a pair of perfectly good jeans without the label. Are they feather brained? Are they so insecure that they need to impress their peers with what they wear? Are these very expensive items really of superior quality?
3	Please do not get me wrong. I have nothing against wearing fancy brand names. We should just not think that the labels we wear define who we are. If you have a sound value system and a bit of self confidence, you do not need to hide behind fashion labels.
4	Believe me when I say that I've been there, done that and bought the T-Shirt. It didn't make me a better person. "Better broad minded than brand minded" is my motto.

- 4.1 One word in the first line is incorrect. Rewrite the word correctly. (1)
- 4.2 Identify the spelling error in the third line. Rewrite the word correctly. (1)
- 4.3 The bold word in the first paragraph has been used incorrectly. Give a word that is very similar but would be correct in the context. (1)
- 4.4 **Homonyms** are words that sound the same and are spelt in the same way but have different meanings.
- Write a sentence in which you use a homonym for the word 'pride' in paragraph 1. Your sentence should demonstrate the meaning of the homonym that you have used. (1)
- 4.5 Rewrite the first sentence of paragraph 2 in Reported Speech. Start with the words:
She said that some of ... (2)
- 4.6 The first sentence in paragraph 3 is very informal. Rewrite the sentence so that it is more formal but conveys the same message. (2)
- 4.7 Complete the following idiom about dressing well. Do not use **more** than one or two words.
When teenagers visit the malls they are usually dressed to ... (1)

- 4.8 4.8.1 Name one persuasive technique that the writer uses to try to convince readers of her point of view. (1)
- 4.8.2 Give an example of this technique from the passage. (1)
- 4.9 Rewrite the first sentence of the last paragraph (**Believe me ... T-shirt.**) in simple, direct language. Your sentence must convey the same meaning as the one in the passage. (2)
- [13]

Passage 2

Complete the following passage by

- giving the correct form of the word in brackets; or
- by choosing the correct option from those given; or
- by filling in an appropriate word in the space.

Write only the number and the correct answer next to it. Do not rewrite the passage.

It's not the cowboys you have to thank for your favourite pair of blues. Jeans were originally worn by **4.10 (Italy)** sailors in the late **4.11 (eighteen)** century. These sailors were called 'jeans' and the heavy, blue material they **4.12 (wear)** was from a town called Nimes. The name denim is derived **4.13 (___)** this place name. In America, denim material **4.14 (use)** to clothe miners during the California gold rush. The fancy copper studs and double stitching used to **4.15 (strong)** the seams and the pockets, date from this time. Although we associate denims **4.16 (___)** cowboys, they **4.17 (not)** actually wear jeans in those days, except in the movies!

What we call T-shirts today **4.18 (dates/ date/ dated)** back **4.19 (___)** the First World War when sailors worked in their cotton underwear while **4.20 (perform)** manual labour. The high, round crew-necks were supposed to hide the **4.21 (scandal)** sight of their chest hair! By World War II these undershirts had become **4.22 (___)** popular that sailors routinely ignored the rules and wore these without their shirts.

These days, T-shirts with designer-name logos **4.23 (be)** high fashion and they can probably be seen as the **4.24 (popular)** fashion item today. It is unlikely that these **4.25 (afford)**, versatile garments will ever **4.26 (loose/ have lost/ lose/ lost)** their attraction.

[17]

30 marks

Total: 100 marks