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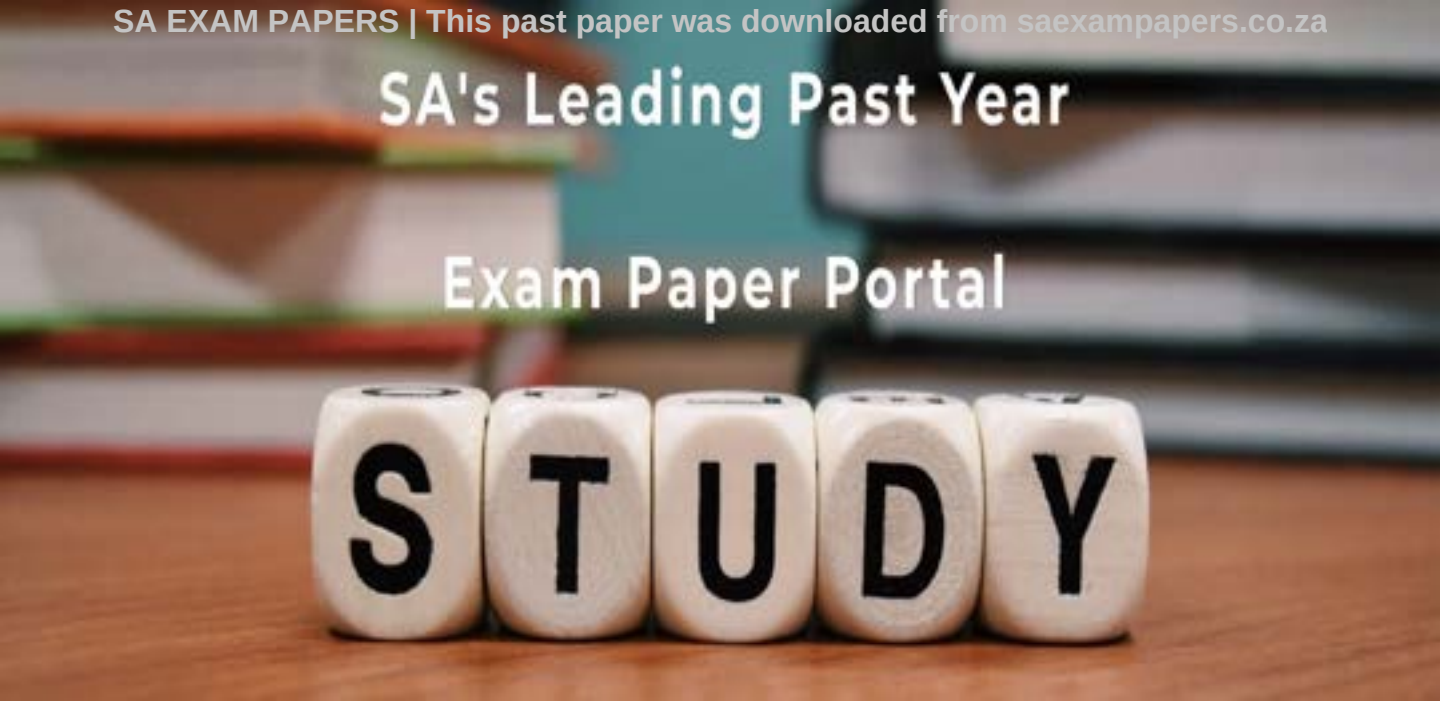

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NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2024

ENGLISH FIRST ADDITIONAL LANGUAGE P1 MARKING GUIDELINE

MARKS: 80

These marking guidelines consist of 11 pages.

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INSTRUCTIONS TO MARKERS

1. Candidates are required to answer ALL the questions.

2. These marking guidelines serve as a guide to markers. Some responses may require a marker's discretion.

3. Candidates' responses should be assessed as objectively as possible.

MARKING THE COMPREHENSION

- Because the focus is on understanding, incorrect spelling and language errors in responses should not be penalised unless such errors change the meaning/ understanding. (Errors must still be indicated.)

- If a candidate uses words from a language other than the one being examined, disregard those words, and if the answer still makes sense, do not penalise. However, if a word from another language is used in a text and required in an answer, this will be acceptable.

- For **open-ended questions**, no marks should be awarded for YES/NO or I AGREE/I DISAGREE. The reason/substantiation/motivation is what should be considered.

- When one-word answers are required and the candidate gives a whole sentence, mark correct **provided that** the correct word is underlined/highlighted.

- When two/three facts/points are required and a range is given, mark **only** the first two/three.

- Accept dialectal variations.

- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full.

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SECTION A: COMPREHENSION

QUESTION 1

1.1 1.1.1 The writer wants us to think about what is asked. / The writer wants us to read the text to find a possible answer to the question. ✓ (1)

1.1.2 '… answer is not as simple …' ✓ (1)

1.2 1.2.1 It is a person who uses social media to build a brand of their own ✓and who tries to influence people to follow him or her /buy what is being sold. ✓ (2)

1.2.2 Do It Yourself (do it yourself) ✓ (1)

1.2.3 You can have fun while 'working'. ✓
You can earn money while having fun. ✓ (2)

1.3 1.3.1 The entrepreneur should first see what the need is where they intend starting their business. ✓ (1)

1.3.2 They would do or say things in a way that people are persuaded to believe what the influencer is doing is right. ✓ (1)

1.3.3 The influencer would reach people who are missed by normal advertising. ✓ (1)

1.4 1.4.1 An entrepreneur would find investors to assist with start-up costs to purchase what is needed to start a business / in exchange for part ownership of the entrepreneur's business. / An entrepreneur might need cash to rent office space. ✓
Influencers do not need to look for investors as their start-up costs are far less. / They do not necessarily need capital but would need a social media account and a smartphone. / An influencer will most likely work from home, so cash for office space is not needed. ✓ (2)

1.4.2 B/start a business (1)

1.5 1.5.1 Entrepreneurs would first determine what makes their brand different, then decide how to market their product. ✓ Once the product reaches the market, they must wait for feedback from the consumers. ✓ (2)

1.6 1.6.1 It is how they attract followers to make their business succeed. ✓
The brand represents the influencer because it is who they are. ✓ (2)

1.6.2 They would first need to gain followers before they can make a profit. ✓ (1)

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1.7 Entrepreneurs contribute positively to economic growth by creating job opportunities. ✓
They provide a service where needed – and create opportunities which expands into a bigger market. ✓
Entrepreneurs create competition amongst each other. ✓

NOTE: Accept any TWO suitable answers. (2)

1.8 Open-ended. Accept a suitable answer, e.g.,

Yes/Agree. Being an influencer means your job is to influence people to follow you. This would mean that you need to do whatever you can to ensure that you can get as many followers as possible. Being an influencer also means that, depending on your following, you can earn money. All this is done on social media – which means that you must expose yourself to all forms of social media if you want people to follow you. ✓✓

OR

No/Disagree. Sometimes it is not so much about influencing people to do what you want them to do, like buying a product you are advertising. Sometimes it is about sharing something you find that works for you and you feel it could help them. It is not about how many followers you have but about how many people you can assist with something. You might not be someone who enjoys social media but because that is the platform you can use to reach so many people you make the sacrifice and do it.

NOTE: The above are merely examples. Do not award a mark for Yes or No. Accept other suitable responses. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer. (2)

1.9 Open-ended. Accept a suitable response e.g.,

The title is suitable because the passage has not only highlighted the differences between influencers and entrepreneurs, but it also shares the similarities between the two. The passage points out that the modern-day influencers do not only have fun on social media, but they are also earning money. So just like you have an entrepreneur who starts a business and does what he/she can to reach as many people as possible and earn a living, influencers also try to reach as many people as possible and in so doing, earn money.

OR

The title is not suitable because it states that influencers are modern day entrepreneurs. The passage on the other hand shares information highlighting the differences and similarities between influencers and entrepreneurs. Furthermore, it ends by suggesting that you can either become the one or the other, depending on the type of person you are. ✓✓

NOTE: The above are merely examples. Do not award a mark for Yes or No. Accept other suitable responses. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer. (2)

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1.10 23,3 000 000 ✓ (1)

1.11 They might find it convenient. ✓
They do not want to stand in queues. ✓
They do not want to be amongst people. ✓
They can order whatever they need from the comfort of their homes. ✓
They might fear being a victim of a crime/contracting a virus. ✓

NOTE: Accept any TWO of the above answers. (2)

1.12 Facebook ✓/ WhatsApp ✓/ Twitter ✓/ Instagram ✓/ TikTok ✓ / YouTube ✓

NOTE: Accept any ONE of the above answers. (1)

1.13 Open-ended. Accept a suitable response, e.g.,

No. A bar graph would not be able to provide all the information given in the text as it contains both numerical numbers and percentages. This could be too much information to be illustrated on a bar graph which could be confusing. Not everybody can analyse a bar graph.

OR

Yes. The information in the text has both numerical numbers as well as percentages which could be confusing. Using a bar graph could illustrate both factors using different shadings or indicators. Some people might not understand the symbols being used and what it represents. The bar graph would clearly indicate the information given.

NOTE: The above are merely examples. Do not award a mark for Yes or No. Accept other suitable responses. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer. (2)

TOTAL SECTION A: 30

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SECTION B: SUMMARY

QUESTION 2

The following points form the answer to the question.

	QUOTATIONS	FACTS (NOTE: Candidates may phrase the facts differently.)	
1	'Avoid logging into important accounts or sending messages with personal information while using public Wi-Fi.'	1	Do not log into important accounts while you are using public Wi-Fi. / Do not send messages which includes personal information using public Wi-Fi.
2	'Using a Virtual Private Network (VPN) can help protect your personal data (and allow you to browse anonymously).'	2	Use a VPN to protect your personal data. / A VPN would allow you to browse without being identified.
3	'Make sure your passwords are different.'	3	Ensure your passwords are different.
4	'It is best to use a variety of numbers, letters, capitalisation and special characters when creating a password.'	4	Make use of a variety of symbols when you create your password.
5	'… always update your software and operating system (on all devices).'	5	Software/operating systems must be updated regularly.
6	'Firewalls protect your internet network and the devices on it by blocking connections from unknown sources…'	6	Block connections from unknown sources by installing a firewall.
7	'Two-factor authentication verifies each login attempt to block logins from individuals who may have stolen an account password…'	7	Use two-factor authentication to block those who might have stolen your password.
8	'Be careful about sharing information on social media…'	8	Take care when sharing information on social media.

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MARKING THE SUMMARY

Marking is on the basis of the inclusion of valid material and the exclusion of invalid material.

The summary should be marked as follows:

- **Mark allocation:**
  - 7 marks for 7 points (1 mark per main point)
  - 3 marks for language
  - Total marks: 10
- **Distribution of language marks when candidate has not quoted verbatim (word for word):**
  - 1–3 points correct: award 1 mark
  - 4–5 points correct: award 2 marks
  - 6–7 points correct: award 3 marks
- **Distribution of language marks when candidate has quoted verbatim:**
  - 6–7 quotes: award no language mark
  - 4–5 quotes: award a maximum of 1 language mark
  - 2–3 quotes: award a maximum of 2 language marks

NOTE:

- **Format**
  - Even if the summary is presented in the incorrect format, it must be assessed.
- **Word Count:**
  - Markers are required to verify the number of words used.
  - Do not deduct any marks if the candidate fails to indicate the number of words used, or if the number of words used is indicated incorrectly.
  - If the word limit is exceeded, read up to the last sentence above the stipulated upper limit and ignore the rest of the summary.

TOTAL SECTION B: 10

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SECTION C: LANGUAGE

- **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/ per instructions.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING AN ADVERTISEMENT

3.1 People who love their pets. / People who believe that pets are important and need to be insured. / People who realise that taking a pet to a veterinarian can be expensive, so they need to take out an insurance to cover the costs. ✓ (1)

3.2 It is the total number of clients and claims as well as the percentage of pets covered by dotsure.co.za. ✓ (1)

NOTE: Accept other suitable responses.

3.3 An insurance company/business ✓ (1)

3.4 The amount of money spent on pet insurance has doubled in 6 years. ✓ This shows that people are taking better care of their pets/treating their pets well/have decided their pets need an insurance just like they do. ✓ (2)

3.5 If he is not careful, he might trip and fall down the stairs. ✓ (1)

3.6 veterinarian ✓ (1)

3.7 You can apply for insurance by using your computer / cell phone. (There is no need for you to go to a branch of the insurance company.) ✓ (1)

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3.8 Open-ended. Accept a suitable response, e.g.,

Yes. People who own pets will see that the cost of having their pets undergo surgery can be expensive. Some might not have the money readily available to cover the cost. Reading the information given might convince them of the benefit of having pet insurance.

OR

No. People who do not own pets will not be interested in taking out this insurance. Some pet owners might feel it is unnecessary to pay so much for an insurance for their pets because there are organisations which provide free services for animals which have been injured. ✓✓

NOTE: The above are merely examples. Do not award a mark for Yes or No. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer. (2)

[10]

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QUESTION 4: ANALYSING A CARTOON

4.1 He is seen running with a sword and shield in his hand. ✓ (1)

4.2 beach / seaside / shore / coast / beachfront ✓

NOTE: Accept other suitable responses. (1)

4.3 Helga first thinks about what she wants to tell Hagar. / After thinking for a while, she tells Hagar he is lucky (because there will be sand). ✓ (1)

4.4 **Visual:** The lines above her eyes show that she is frowning. ✓/She points her finger at herself. ✓

Verbal: She shouts that the decision to leave is hers (not his). ✓/The exclamation mark shows she is shouting. ✓

NOTE: One **verbal** and one **visual** clue must be mentioned. (2)

4.5 B / Hagar is looking at the young lady. ✓ (1)

4.6 In FRAME 2 Helga is calm and happy to be going to the beach. In FRAME 6 she is upset and angry and wants to leave. ✓✓

NOTE:
- Accept ANY other suitable answer provided the contrast is clear.
- Award 2 or 0 marks. (2)

4.7 Open-ended. Accept a suitable response, e.g.,

Yes. Helga had been waiting a long time to spend a day at the beach with her husband. She was very excited and had prepared everything, but he did not want to spend time with her and was annoying and irritating. When he sees the young lady, he immediately sits up straight and seems focused on her. This is not fair towards his wife who is right there with him.

OR

No. Hagar had been honest with Helga the entire time she was preparing to spend the day at the beach. He did not want to go and seemed bored while sitting on the log. When he sees the young lady, he sits up straight because now he found something/somebody to look at. ✓✓

NOTE: The above are merely examples. Do not award a mark for Yes or No. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer. (2)

[10]

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QUESTION 5: LANGUAGE AND EDITING SKILLS

5.1 5.1.1 (a) being ✓ (1)

(b) by ✓ (1)

(c) course ✓ (1)

(d) recommends ✓ (1)

5.1.2 Forgiveness does not/doesn't have a range of health benefits. ✓ (1)

5.1.3 life ✓ (1)

5.1.4 You needed to ask for forgiveness. ✓ (1)

5.1.5 The writer said, "I ✓ need ✓ to forgive others first."

NOTE: Award ONE mark for each underlined change and ONE mark for correct punctuation. (3)

5.1.6 most difficult ✓ (1)

5.1.7 Not only is talking about forgiveness important, ✓ but also forgiving the person. ✓

OR

Not only is forgiving the person important, ✓ but also talking about forgiveness. ✓ (2)

5.1.8 aren't you / are you not? ✓ (1)

5.2 5.2.1 Your vision board should be created by you. ✓ (1)

5.2.2 weigh/whey ✓ (1)

5.2.3 you would ✓ (1)

5.2.4 forget ✓ (1)

5.2.5 vision – adjective ✓

visualise – verb ✓ (2)

[20]

TOTAL SECTION C: 40
GRAND TOTAL: 80

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