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**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2024**

**ENGLISH FIRST ADDITIONAL LANGUAGE P1**

**MARKS: 80**

**TIME: 2 hours**

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This question paper consists of 13 pages.



**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of THREE sections:  
SECTION A: Comprehension (30)  
SECTION B: Summary (10)  
SECTION C: Language (40)
2. Answer ALL the questions.
3. Read ALL the instructions carefully.
4. Start EACH section on a NEW page.
5. Leave a line after each answer.
6. Number the answers correctly according to the numbering system used in this question paper.
7. For multiple-choice questions, write only the letter (A–D) next to the question number in the ANSWER BOOK.
8. Pay special attention to spelling and sentence construction.
9. Use the following timeframe as a guideline:  
SECTION A: 50 minutes  
SECTION B: 20 minutes  
SECTION C: 50 minutes
10. Write neatly and legibly.

**SECTION A: COMPREHENSION****QUESTION 1**

Read BOTH TEXT A and TEXT B and answer the set questions.

**TEXT A****INFLUENCERS: THE MODERN ENTREPRENEUR**

- |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1 | You might ask yourself the question, 'Are influencers entrepreneurs?' The answer is not as simple as you may think, because although there are quite a few similarities, there are also some key differences between them.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |          |
| 2 | Social media influencers are individuals who utilise social media platforms to build their own personal brand <sup>1</sup> or influence their followers to buy products, support a brand or vacation in a certain location. They share anything with their followers, from clothes and beauty products to DIY renovations. While it might seem like senseless fun, some influencers are making significant amounts of money from their connection to their fans, making them the modern entrepreneur.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5        |
| 3 | Entrepreneurs are people who organise, manage, and take on the risks of a business. They often start a new business in response to a perceived need for a service. An influencer, on the other hand, is someone who has the power to affect or change people and their behaviour through social media. Influencers who start their own business certainly fall under the definition of an entrepreneur, as they are managing their business and taking on risks. Are they fulfilling a need? Many would say yes, as companies can target highly specific groups that might be missed by traditional advertising, through employing an influencer.                                                                                                                                                                                                                                                                                                                                  | 10<br>15 |
| 4 | One area where entrepreneurs and influencers differ the most is in their processes of starting a business. Nearly all traditional businesses have start-up costs, which go toward buying materials to create goods, equipment to manufacture items or provide a service, or office space. Entrepreneurs do not always have to put their own savings into a business because they could receive start-up funds from outside investors, often in exchange for part ownership of the company. Influencers, on the other hand, have fewer start-up costs, although it can vary according to the influencer's speciality. Beauty and fashion influencers may have to get new clothes, buy the latest makeup, or hire a professional photographer to start out, while others only need their social media accounts and a smartphone. Additionally, one of the costs that apply to starting a business – like renting office space – do not apply to influencers, as many work from home. | 20<br>25 |
| 5 | Building a brand is critical for both influencers and entrepreneurs, but they do it in different ways. Entrepreneurs build their brands slowly over time as they create their business. First, they determine what sets their brand apart from others, then they figure out how to communicate that to consumers. While a lot of brand-building happens before a company goes to market, some of it happens when the product or service hits the marketplace and gets feedback from the consumers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 30<br>35 |

	For entrepreneurs, the profit-making product or service comes first, and the brand comes second.	
6	Influencers also develop their brand over time, but because their brand is their personality, it must be honed <sup>2</sup> and proven to be appealing to followers before there can be a profit stream. Influencers know how their personalities are different from other influencers. They develop a message to reach and gain followers, then monetise <sup>3</sup> it through partnering with brands. For them, brand comes first, and the service of reaching followers comes second.	40
7	Entrepreneurship is a major driver of economic growth, and as influencers have grown in numbers, it has become clear that they are helping to drive the economy as well. They can fulfil a need for a service, create new categories and markets, and create competition. Influencers can drive the economy in similar ways: in using social media to connect with followers, they have created a new market. Their need for professional help in creating content can create employment opportunities, and competition becomes stronger as more people become influencers. Influencers also drive followers to join new social media platforms and provide marketing opportunities for companies, both of which stimulate larger overall economic growth.	45 50
8	To decide which route you want to pursue, ask yourself whether you are interested in money and profits more than influence. If the answer is yes, being an entrepreneur is a better option. If you are about the influence over people and visibility on social platforms – become an influencer.	55

[Adapted from [www.nationalgeographic.com](http://www.nationalgeographic.com)]

**GLOSSARY:**

personal brand<sup>1</sup> – is the image customers have of your business  
 honed<sup>2</sup> – to make something perfect or completely suitable  
 monetise<sup>3</sup> – to earn money from something

1.1 Refer to paragraph 1.

1.1.1 Why do you think the writer starts the passage with a question? (1)

1.1.2 Quote FIVE consecutive words which prove the question asked in line 1, is difficult to answer. (1)

1.2 Refer to paragraph 2.

1.2.1 In your OWN words, explain what a 'social media influencer' is. (2)

1.2.2 What does the abbreviation 'DIY' stand for? (1)

1.2.3 State TWO advantages of being an influencer. (2)

- 1.3 Refer to paragraph 3.
- 1.3.1 What must an entrepreneur do before starting a business? (1)
- 1.3.2 State ONE way in which an influencer can change a person's behaviour. (1)
- 1.3.3 How would a company benefit through hiring an influencer? (1)
- 1.4 Refer to paragraph 4.
- 1.4.1 Explain the difference between how an entrepreneur and an influencer would start a business. (2)
- 1.4.2 Choose the correct answer to complete the following sentence.
- 'Start-up costs' (line 24) means to have money to ...
- A buy a car.  
B start a business.  
C enjoy an adventure.  
D plan a holiday. (1)
- 1.5 Refer to paragraph 5.
- Explain why it takes longer for an entrepreneur to build a brand. (2)
- 1.6 Refer to paragraph 6.
- 1.6.1 Why do you think building a brand is very important to an influencer? (2)
- 1.6.2 Why is the following statement FALSE?
- As soon as an influencer posts something on social media, he/she makes a profit. (1)
- 1.7 Refer to paragraph 7.
- Explain the statement, 'Entrepreneurship is a major driver of economic growth ...' (2)
- 1.8 Refer to paragraph 8.
- Do you agree with the writer's view in lines 55–56 regarding becoming an influencer? Substantiate your answer. (2)
- 1.9 Discuss the suitability of the title, 'INFLUENCERS: THE MODERN ENTREPRENEUR'. (2)

## TEXT B



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

- 1.10 Write 23,3 million as a number. (1)
- 1.11 Why do you think 60% of people prefer to do their shopping online? State TWO points. (2)
- 1.12 Name ONE social media app people access using their phones. (1)
- 1.13 Do you think the information shared would be better illustrated in a bar graph? Substantiate your answer. (2)

**TOTAL SECTION A: 30**

**SECTION B: SUMMARY****QUESTION 2**

Having all your personal information on your phone is convenient however, there are many risks involved.

Read TEXT C below and list **SEVEN points on how to stay safe while online**.

**INSTRUCTIONS**

1. Your summary must be written in point form.
2. List your **SEVEN** points in full sentences, using no more than 70 words.
3. Number your sentences from 1 to 7.
4. Write only **ONE** point per sentence.
5. Use your **OWN** words as far as possible.
6. Indicate the number of words you have used in brackets at the end of your summary.

**TEXT C****ONLINE SAFETY**

If you do not take the proper precautions to protect your personal information, you could be opening the door for hackers to steal your identity or commit credit card fraud.

Public Wi-Fi is convenient, but it is not so great when it comes to protecting your personal data. Avoid logging into important accounts or sending messages with personal information while using public Wi-Fi. Using a Virtual Private Network (VPN) can help protect your personal data and allow you to browse anonymously.

It is tempting to reuse the same password to keep things simple, but that means if someone cracks the code, they will have access to all your accounts. Make sure your passwords are different. It is best to use a variety of numbers, letters, capitalisation and special characters when creating a password. To protect your personal information always update your software and operating system on all devices.

Firewalls protect your internet network and the devices on it by blocking connections from unknown sources thus protecting your personal information from prying eyes. Two-factor authentication verifies each login attempt to block logins from individuals who may have stolen an account password by sending the account owner a second way to verify their identity.

Social media brings people together, but you do not want to invite scammers into your life. Be careful about sharing information on social media because basic information like your favourite colour or your pet's name could help hackers answer security questions and access your accounts without your consent.

[Adapted from [www.kaspersky.com](http://www.kaspersky.com)]

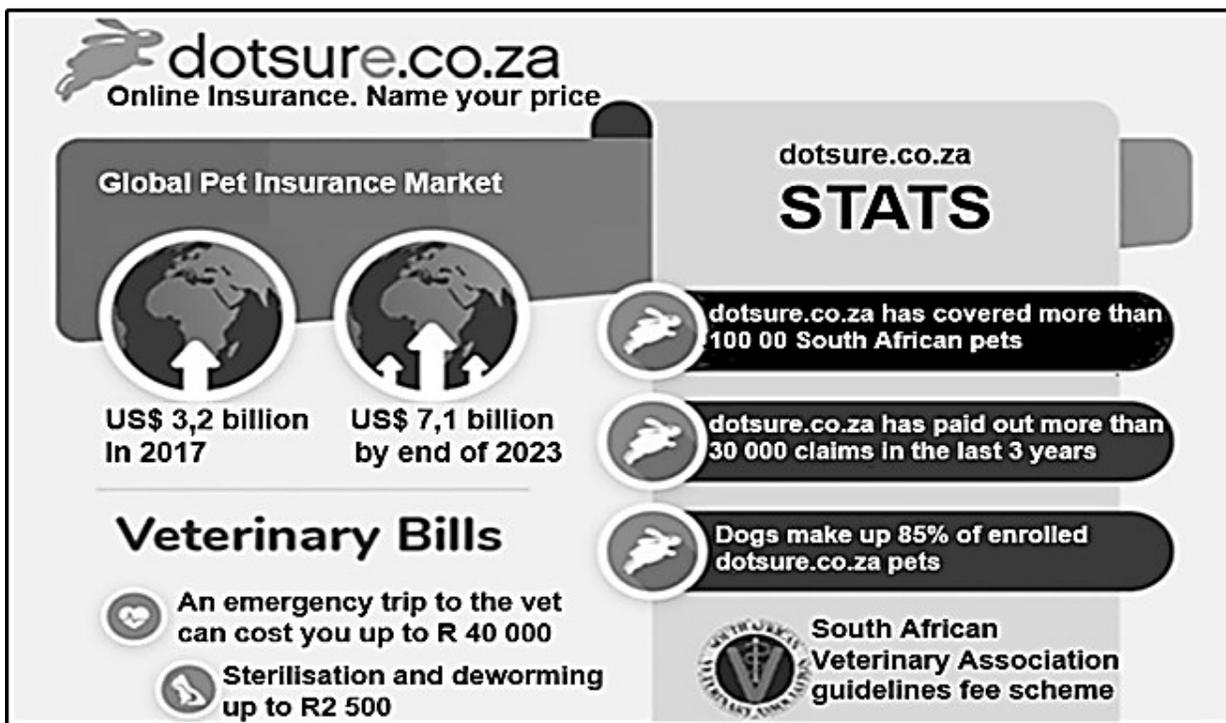
**TOTAL SECTION B: 10**

## SECTION C: LANGUAGE

## QUESTION 3: ANALYSING AN ADVERTISEMENT

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

## TEXT D



[Adapted from [www.google.com](http://www.google.com)]

- 3.1 Who is the target audience in this advertisement? (1)
- 3.2 Which 'STATS' is the advertiser referring to? (1)
- 3.3 What type of business is being advertised? (1)
- 3.4 How does the inclusion of the information below the heading 'Global Pet Insurance Market', support the message of the advertisement? State TWO points. (2)
- 3.5 Study the following sentence:  
An emergency trip to the vet can cost up to R40 000.  
Use a homonym for the word 'trip' in a sentence of your own. (1)
- 3.6 What do you call a doctor who specialises in taking care of animals' health? (1)
- 3.7 Why is this called an 'online' insurance? (1)
- 3.8 Is the information provided effective in convincing readers to use this product? Substantiate your answer. (2)

[10]

**QUESTION 4: ANALYSING A CARTOON**

Read the cartoon (TEXT E) below and answer the set questions.

**TEXT E**



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

**NOTE:** In this cartoon the man is Hagar and the older lady is his wife, Helga.



- 4.1 Refer to the visuals in the heading.  
What evidence is there that Hagar is 'horrible'? (1)
- 4.2 Refer to FRAME 1.  
Provide a synonym for the word 'seashore'. (1)
- 4.3 Refer to FRAME 2.  
What is the function of the ellipsis? (1)
- 4.4 Refer to FRAME 5.  
Provide ONE visual clue and ONE verbal clue which proves Helga is angry at Hagar. (2)
- 4.5 Refer to FRAME 6  
Choose the correct answer to complete the following sentence:  
Helga wants to leave because ...  
A she does not have a beach towel.  
B Hagar is looking at the young lady.  
C she is tired of reading her book.  
D Hagar is not enjoying himself. (1)
- 4.6 Explain how Helga's attitude in FRAME 2 is in contrast to her attitude in FRAME 6. (2)
- 4.7 Do you think Helga's behaviour towards Hagar is justified? Substantiate your answer. (2)

**[10]**

**QUESTION 5: LANGUAGE AND EDITING SKILLS**

- 5.1 Read the passage (TEXT F) below, which has some deliberate errors, and answer the set questions.

**TEXT F**

<b>THE ART OF FORGIVENESS</b>	
1	‘Forgiveness’ is easy to talk about, but forgiving someone is another story.
2	We have all been the victim of wrongdoing, whether it is someone cutting in front of you in traffic or being let down by your partner. Sometimes, been the victim spurs us on to greater achievements. However, it just feels awful.
3	Nothing feels worse than when wrongdoing was in your hand. Maybe it is time to be a little easier on ourselves and on the people who have done us wrong. After all, forgiveness has been shown to result in a range of health benefits. <span style="float: right;">5</span>
4	It is easy to talk about letting go of hurt, but the hard part is doing it. The key question of cause is, ‘how?’ How do I let go?
5	Rabbi Irwin Kula suggests a combination of stillness and action to rid yourself of guilt. He recommend 10–15 minutes of meditation a day for three months. Focus on your own personal error. Repeat the mantra, ‘although you are experiencing a negative feeling, you are not the feeling’. By donating your time, you can begin to readdress the balance of good and bad actions and realise that you are worthy of forgiveness. <span style="float: right;">10 15</span>
[Adapted from <a href="http://www.miladys.com">www.miladys.com</a> ]	

- 5.1.1 Correct the SINGLE error in EACH of the following sentences. Write down ONLY the question numbers and the words you have corrected.
- (a) Sometimes, been the victim spurs us on to greater achievements. (1)
- (b) Nothing feels worse than when wrongdoing was in your hand. (1)
- (c) The key question of cause is, ‘how’. (1)
- (d) He recommend 10–15 minutes of meditation a day for three months. (1)
- 5.1.2 Rewrite the following sentence in the negative form:
- Forgiveness has a range of health benefits. (1)
- 5.1.3 Give the singular form of the underlined word in the following sentence:
- Being able to forgive, can make lives easier. (1)

- 5.1.4 Rewrite the following sentence in the simple past tense:  
You need to ask for forgiveness. (1)
- 5.1.5 Rewrite the following sentence in direct speech.  
The writer said he needed to forgive others first. (3)
- 5.1.6 Give the correct degree of comparison in the following sentence:  
Letting go of hurt is the (difficult) thing to do. (1)
- 5.1.7 Combine the following sentences into a single sentence:  
Talking about forgiveness is important.  
Forgiving the person is important.  
Begin with the following words: Not only ... (2)
- 5.1.8 Complete the following tag question. Write down only the missing words.  
You are worthy of forgiveness, ... (1)

