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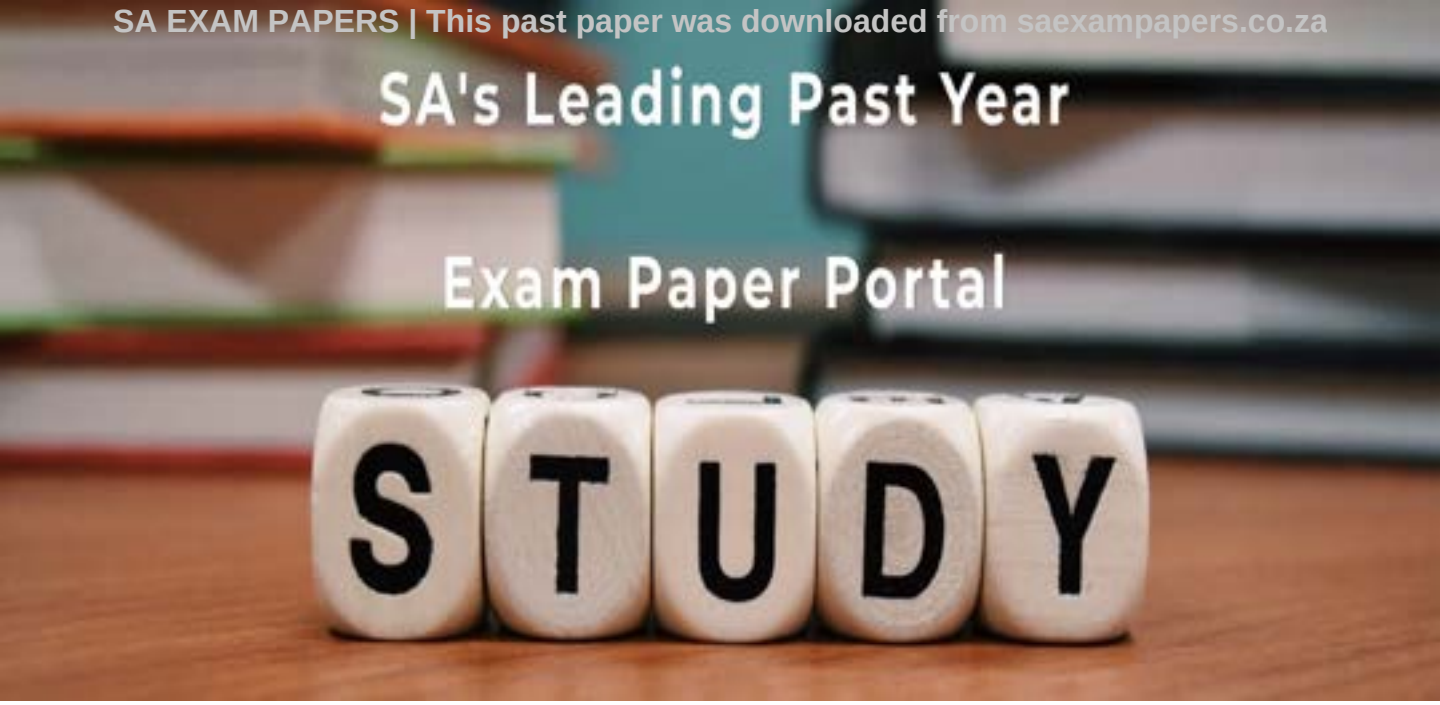

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NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2024

ENGLISH HOME LANGUAGE P1
MARKING GUIDELINE

MARKS: 70

This marking guideline consists of 10 pages.

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NOTE:
- **This marking guideline is intended as a guide for markers.**
- **It is by no means prescriptive or exhaustive.**
- **Candidates' responses should be considered on merit.**
- **Answers should be assessed holistically and marks awarded where applicable.**
- **The marking guideline should be discussed before the commencement of marking.**

INSTRUCTIONS TO MARKERS

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 should 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.
- No marks should be awarded for TRUE/FALSE or FACT/OPINION. The reason/substantiation/motivation/quotation is what should be considered.
- For questions which require quotations from the text, do not penalise candidates for omitting the quotation marks or for an incorrect spelling within the quotation.
- 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 to the correct answer AND/OR the answer written out in full.

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SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

QUESTIONS: TEXT A

1.1 Just like a dance requires a balance of good timing and rhythm, ✓ time management and self-discipline require one to choose between what is a distraction and what is an opportunity. ✓

[Candidates have to explain the metaphor sufficiently, using their own words.] (2)

1.2 Subjective.
'As someone who's been there, done that' ✓ (1)

1.3 One has mastered self-discipline and time management when one feels calm because one is in control of one's life, ✓ and when one has a sense of satisfaction because one is not just busy but actually being productive. ✓

[Candidates have to use their own words.] (2)

1.4 Really successful people understand the difference between urgent and important tasks, which is necessary because it enables one to prioritise tasks according to their contribution to long-term goals, ✓ focusing on important tasks first rather than solely on those that demand immediate attention. ✓ (2)

1.5 The passage challenges the misconceptions that routines restrict freedom by emphasising that routines can be flexible and tailored to fit one's lifestyle and goals, ✓ serving as habits that align with objectives and aid in achievement without imposing limitations on freedom. ✓

[Candidates have to use their own words.] (2)

1.6 People generally misunderstand the concepts of self-discipline and time management. They are not about working until one is burnt out. ✓ The author states that we should recognise that there is value in rest. ✓ We should allow the body and mind to recover and rejuvenate so that we can perform optimally. ✓

[Candidates must refer to BOTH the general misconception regarding self-discipline and time management AND the author's view.] (3)

1.7 The passage highlights the significance of setting realistic goals by breaking down large goals into smaller, more manageable chunks. ✓ This allows for steady progress without feeling overwhelmed. ✓ When the steps of building the 'rocket' (symbolic for seemingly huge tasks) are realistic and measurable, one will maintain motivation. ✓ Eventually, when the 'rocket' has been built, one can aim for the ultimate goal. (3)

1.8 People who rise early have time to plan their day in an uninterrupted manner, ✓ which gives them a head start on the day, since their day is planned. ✓ They also tend to get started on their tasks easier, thus ensuring a greater chance of completing them. ✓ (3)

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1.9 One would think that a perfectionist would have mastered time management. ✓ However, perfectionism will hinder progress, as a perfectionist would dwell on a task until it is perfect. ✓ So, accepting finishing something imperfectly, will enable one to finish tasks and chase one's goals. ✓

[Candidates need to differentiate between the two aspects of the paradox AND discuss how the perfectionist mindset is not encouraged by this paragraph.] (3)

1.10 The writer's opinion is valid, since mastering self-discipline and time management takes time: it is a learning process where one has to learn what one's strengths and weaknesses/challenges are. ✓ This knowledge leads to personal growth, ✓ which eventually leads to becoming a better version of oneself than the previous version. ✓

[Although a NO response is unlikely, consider a NO response on merit.]

[Candidates must evaluate the writers opinion 'that every step you take towards better self-discipline and time management is a step towards becoming the best version of yourself' (lines 71–73).] (3)

1.11 The image is an hourglass with a huge bottom and a small top half. It shows how many things we have to do each day (as seen in the huge bottom half of the hourglass), ✓ but how little time we feel we have in which to do all these tasks (as seen in the small top half of the hourglass). ✓

[Candidates must refer to the image and not just interpret the image.] (2)

1.12 The image in Text B shows how we have too many things to do and too little time in which to do them. ✓ However, in paragraph 10 of Text A the author asserts that if anybody wants to reach a certain goal, he/she needs to know the reason for wanting to obtain that goal. ✓ If he/she does not have that reason/ 'why', it would be extremely easy to be derailed by unimportant things. ✓ If the 'why' is known, the things to do in the bottom bubble of the hourglass would become fewer, and time management would become easier. ✓

[Candidates must refer to BOTH Text A AND Text B. The necessity of knowing the 'why' must be motivated and then the image must be interpreted in terms of knowing the 'why'.] (4)

TOTAL SECTION A: 30

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SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

Use the following main points that the candidate should include in the summary as a **guideline**.

Any seven valid points are to be credited in paragraph form.

(Sentences and/or sentence fragments must be coherent.)

QUOTATIONS		POINTS	
1	'The preferred form of advertising has changed dramatically since social media took over.'/ 'Traditional forms of advertising via newspaper, television, and direct mail have been replaced by the internet.'	1	Social media has become the preferred platform for advertising. / Conventional forms of advertising have been replaced by advertising on social media.
2	'Search engine optimisation, which favours sites with strong brand awareness … is the modern-day marketing strategy.'	2	The modern advertising strategy is search engine optimisation for products with brand awareness.
3	'Social media advertising is an extremely lucrative way to make sales.'	3	Advertising on social media sells many products.
4	'Instagram is one such outlet where companies use influencers with a strong audience or network of followers to promote goods.'	4	Advertisers use influencers on social media to promote their products.
5	'Nearly 70% of users access social media daily in North America and spend even more time on social media than watching TV – an obvious disadvantage to TV advertising.'	5	About 70% of social media users spend more time on social media every day than they spend watching TV.
6	'statistics show that user-generated content (pictures and videos) are more likely to get consumers to buy a product from a social media channel.	6	Influencers sell more products than traditional advertising.
7	'the most important aspect is making sure that information is communicated to consumers transparently and accurately.'	7	Therefore, it is very important that advertisers use transparent and accurate information.
8	'It's hard for a company to regain its reputation once their brand, product, or campaign is tarnished.'	8	Once a company has lost its reputation, it cannot be easily regained.

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PARAGRAPH FORM

NOTE: What follows is merely an example. It is not prescriptive and must be used very carefully.

Social media has become the preferred advertising platform. Modern advertising strategies focus on Search Engine Optimisation, since advertising on social media is very successful. Advertisers now use influencers to promote their products: they sell more products than traditional advertising. About 70% of social media users spend more time on social media every day than they spend watching TV, which means that it is even more important than in the past that advertisers use transparent and accurate information: once a company has lost its reputation, it cannot be easily regained. [89 words]

Marking the summary

The summary must 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:**
  - 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
  - 1–5 points quoted: award 1 language mark

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

QUESTION 3: ANALYSING ADVERTISING

3.1 C / simple sentence (1)

3.2 The target market would be people who are health conscious/mothers who want to feed their children healthy food. ✓ If the target market is convinced that the product is superior/of the best quality ('no-one' makes such good ketchup), they would be convinced to buy the ketchup. ✓

[Identification of target market AS WELL AS a discussion of how 'No one grows Ketchup like Heinz' would affect the target market.] (2)

3.3 The image is a bottle of Heinz ketchup which consists of sliced tomatoes and the top part of a tomato which serves as the lid of the bottle. ✓ Since the advertisement claims that their product is superior, the visual shows that the ONLY ingredient is tomatoes. The image, therefore, is suitable as it shows what is in the product. ✓

OR

The image is not suitable for the product being advertised, as it does not show everything that is in the product. ✓ Even though the image shows that the product only contains tomatoes, it is not possible for a product to have only those ingredients and still have such a long shelf life. ✓ It is an example of misleading advertising.

[Consider each answer on merit. Candidates must refer to the image and the suitability of the image in context of the advertisement.] (2)

3.4 He said that the tomato sauce was available in a variety of formats for his/her/their establishment.

[Candidate can only be awarded the mark if all three changes have been made AND punctuation is correct.] (1)

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3.5 The product being advertised is All Gold Tomato sauce. The advertiser has chosen not to include a visual of the product, as the advertisement is about the variety of formats in which the tomato sauce is available. The advertiser might think that the product is sufficiently well known that only the name is enough. / The advertiser might want the target audience (restaurant owners, etc. – 'your establishment') to imagine the format of his choice on the table, instead of prescribing a specific format to the target audience. ✓✓

[Consider valid alternative responses.]

[Candidates can only be awarded the mark if a comment has been made.] (2)

3.6 TEXT D is more effective, as it would persuade the health-conscious customer that the product is healthy. The text states that Heinz is unrivalled when it comes to making their tomato sauce and emphasises this by showing the healthy tomatoes that have been used in the manufacturing of this product. Text E only advertises the different formats of the All Gold tomato sauce and does not even describe anything about the contents of the product. ✓✓

OR

Text E is more effective. The advertiser knows that the target audience would be loyal customers and would not need an image to know which product is being advertised. The copy is also short and to the point. People who use this product would know that it contains only healthy tomatoes. TEXT D is of an American product. Proud South Africans would prefer to buy a South African product. The image is unimaginative as it only shows sliced tomatoes. ✓✓

[Consider valid alternative responses.]

[Candidates must mention both texts in their responses. 1 mark is awarded for each text: both the copy and the image of each text must be mentioned to be awarded the mark for that text.] (2)

[10]

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QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

4.1 Progress ✓ (1)

4.2 Visual clues: The man is smiling very broadly, as if trying to convince the man on the other side of the phone that he is in control of the situation. / He pops off the cap of his pen in his nervousness. ✓

Verbal clues: He uses 'um' and ellipsis to indicate that he is pausing while he is thinking. / He stops himself from saying 'WHAT' when he realises that he has forgotten. / He uses the word 'TOTALLY' emphatically (as seen in the bold font) to convince the caller that he has not forgotten about the deadline. ✓

[Candidates need to identify one verbal clue and one visual clue AND interpret each in order to be awarded the mark for each.] (2)

4.3 The man determines to ask his family about advice on the topic of his upcoming cartoon strip. But his wife is of no help – she just demands that he makes her coffee. His youngest son is being selfish – like 6-year-olds are. His teenage son is just interested in what will be for lunch – typical of teenage boys. ✓✓

This creates humour as the reader knows how desperate he is for some help, but they are of no help whatsoever. ✓

OR

I do not think that this is humorous at all: all three of his family members show him disrespect. This is never funny. ✓

[Candidates must comment on the responses of at least two characters for 2 marks – not merely paraphrasing the frames.
A comment must be made about the humour being created to be awarded the third mark.] (3)

4.4 He wanted to GIVE the work to his family / he wanted his family to come up with the storyline of his comic strip. ✓ (1)

4.5 The man is extremely excited about his work in frames 9 and 10. ✓ However, his publicist/agent does not like his work. ✓ He pauses before he says 'something' and is sarcastic when he says 'riveting' at the end of the comic strip – he finds it anything BUT riveting. ✓ (3)

[10]

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QUESTION 5: USING LANGUAGE CORRECTLY

5.1 disadvantages ✓

[Spelling must be correct and the word must be in the plural form.] (1)

5.2 Extra information in parenthesis ✓ (1)

5.3 high - highly ✓ (1)

5.4 'This issue is particularly concerning in fields where precise and up-to-date knowledge **is** …' ✓ (1)

5.5 Advice ✓ (1)

5.6 EITHER 'overreliance' **OR** 'dependence' ✓ (1)

5.7 We/They/People see a real-life example of this in the workplace. ✓

[Both changes must be done to be awarded the mark.] (1)

5.8 She spoke in the same instant than he did. ✓

['instant' must be used as a noun in the candidate's answer.] (1)

5.9 not ✓ (1)

5.10 affecting ✓ (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70

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