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NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2024

ENGLISH HOME LANGUAGE P1

MARKS: 70

TIME: 2 hours

This question paper consists of 14 pages.



INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

SECTION A: Comprehension (30)

SECTION B: Summary (10)

SECTION C: Language in Context (30)

2. Read ALL the instructions carefully.

3. Answer ALL the questions.

4. Start EACH section on a NEW page.

5. Rule off after each section.

6. Number the answers correctly according to the numbering system used in this question paper.

7. Leave a line after each answer.

8. Pay special attention to spelling and sentence construction.

9. Suggested time allocation:

SECTION A: 50 minutes

SECTION B: 30 minutes

SECTION C: 40 minutes

10. Write neatly and legibly.

SECTION A: COMPREHENSION**QUESTION 1: READING FOR MEANING AND UNDERSTANDING**

Read TEXT A and TEXT B and answer the questions in your own words as far as possible.

TEXT A**HOW TO MASTER THE ART OF SELF-DISCIPLINE AND TIME MANAGEMENT**

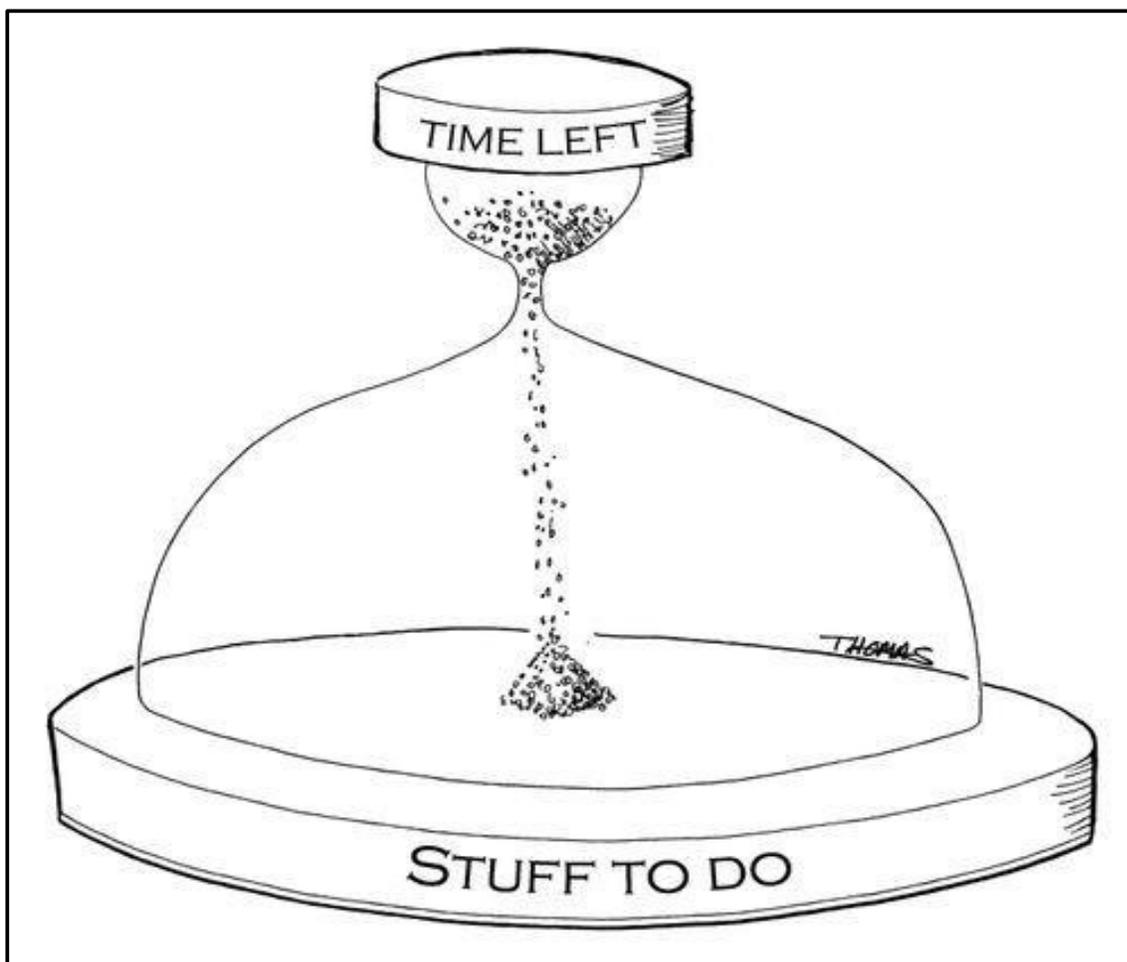
- 1 Mastering self-discipline and time management is no small feat. It's a dance between knowing when to say "no" to distractions and when to say "yes" to opportunities.
- 2 As someone who's been there, done that, I can tell you that the signs of mastering this art are subtle but impactful. They're not just about crossing items off your to-do list or waking up at 5 am every day. Instead, they're about the sense of calm you feel when you're in control of your life and about the satisfaction of knowing you're not just busy, but productive. 5
- 3 The first element of mastering self-discipline and time management is effective prioritisation. You know what should be done first and you focus on that. You know how to break down tasks into manageable chunks and prioritise them according to urgency and importance. Urgent tasks demand immediate attention but may not necessarily contribute towards your long-term goals. Important tasks, on the other hand, contribute to your long-term goals and values but may not require immediate attention. Being able to discern between the two and prioritising accordingly – focusing on the important tasks first – is a skill worth mastering! 10 15
- 4 Setting boundaries and protecting your time and energy for what truly matters to you means knowing when to say 'no'. Warren Buffet, one of the most successful investors ever, once said, "The difference between successful people and really successful people is that really successful people say 'no' to almost everything." Saying 'no' to things that don't align with your goals or values, frees up space for those things that do. 20
- 5 Having a routine allows you to automate certain decisions, saving mental energy for more important tasks. It provides a structure that can help you manage your time more effectively. A routine can be as simple as making your bed every morning, or as complex as following a strict schedule for your entire day. Routines can be flexible and adjusted to fit your lifestyle and goals. They're not about restricting your freedom, but about creating habits that align with your objectives and help you achieve them. 25 30
- 6 A common misconception about self-discipline and time management is that it means working non-stop and pushing yourself to the limit. But understanding the value of rest is a crucial part of mastering this art. Rest isn't just sleeping or taking breaks. It's allowing your mind and body to recover and rejuvenate. It's acknowledging that you're not a machine, but a human being who needs time to relax and recharge. Without rest, productivity drops, decision-making abilities falter and overall well-being suffers. But with adequate rest, you're better equipped to tackle tasks with renewed energy and focus. 35

- 7 Setting realistic goals – ones that you can actually achieve within the given timeframe – is a skill. You don't aim for the stars without building the rocket first. You break down large goals into smaller, manageable tasks and plan how to accomplish them step by step. This approach allows for steady progress without feeling overwhelmed. It keeps you motivated and focused on your path to success. 40
- 8 Did you know many successful people swear by the power of early mornings? Early risers have a head start on the day. They have quiet, uninterrupted time to plan, organise, and get a jump on tasks before the world wakes up. You don't have to be up at the crack of dawn to benefit from this. Simply waking up a little earlier can give you precious time to set your intentions for the day and get started on your tasks. 50
- 9 However, mastering self-discipline and time management entails embracing imperfection. Not every task can be executed perfectly. That's okay. The acceptance of imperfection allows you to move forward without getting stuck in the complexity of perfectionism. It enables you to make progress, even when things aren't perfect. 55
- 10 At the heart of mastering self-discipline and time management is finding your "why": your purpose, your reason, your motivation. Your "why" could be a personal goal, like wanting to get in shape. It could be a professional aim, like starting your own business. Or it could be something more abstract, like living a more balanced, fulfilling life. Without a strong "why", discipline can feel like punishment and time management like a chore. But with a clear "why", discipline becomes a tool for achievement and time management a path to success. 60
- 11 Mastering self-discipline and time management doesn't happen overnight. It's a journey of continuously learning, adapting, and refining strategies to ensure you're making the most of your time and staying true to your goals. It requires a deep understanding of yourself – your strengths, weaknesses, motivations, and distractions. It's about being introspective: understanding why you behave the way you do, and what you can do to improve. This path is not a straight line, but a journey with twists and turns. It's about progress, not perfection. Remember that every step you take towards better self-discipline and time management is a step towards becoming the best version of yourself. Just keep going. Celebrate victories, learn from setbacks, and above all, keep moving forward. Because every step counts. 70

[Adapted from <https://experteditor.com.au/blog/signs-youve-mastered-the-art-of-self-discipline-and-time-management/>]

AND

TEXT B



[Source: <https://www.cartoonstock.com/cartoon?searchID=CS105019>]

QUESTIONS: TEXT A

1.1 Refer to paragraph 1.

'It's a dance between knowing when to say "no" to distractions and when to say "yes" to opportunities.' (lines 1–3)

State the reason for the author comparing 'mastering self-discipline and time management' (line 1) to 'a dance'. (2)

1.2 Refer to paragraph 2.

Is the writer's perspective in this paragraph **subjective** or **objective**? Quote SEVEN consecutive words to prove your answer. (1)

- 1.3 Identify the TWO clues that the author has identified that suggest that one has mastered the art of self-discipline and time management. Use your own words. (2)
- 1.4 Refer to paragraphs 3 and 4.
According to the passage, how would 'really successful people' (line 21) know when to say 'no' (line 19). (2)
- 1.5 Refer to paragraph 5.
Explain how the passage challenges the misconception that routines restrict freedom. (2)
- 1.6 Refer to paragraph 6.
Compare the author's opinion about time management and self-discipline to the general attitude regarding these two concepts. (3)
- 1.7 Refer to paragraph 7.
'You don't aim for the stars without building the rocket first.' (lines 40–41)
How does this image affect your understanding of the importance of setting realistic goals? (3)
- 1.8 Refer to paragraph 8.
Explain the effect that becoming an early riser has on a person. (3)
- 1.9 Refer to paragraph 9.
According to the writer, how is perfectionism paradoxical to mastering time management? (3)
- 1.10 Refer to paragraph 11.
Evaluate the writer's assertion that every step taken towards better self-discipline and time management is a step towards becoming a better version of yourself. (3)

QUESTION: TEXT B

- 1.11 How does the image affect your understanding of time management? (2)

QUESTION: TEXT A AND TEXT B

- 1.12 Critically discuss to which extent the image in TEXT B reinforces the importance of knowing one's 'why' to which the author refers in paragraph 10 of Text A. (4)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2: SUMMARISING IN YOUR OWN WORDS.**

Studies show that there are advantages and disadvantages to advertising. Read TEXT C and write a cohesive paragraph to explain how the advent of social media influences advertising in the modern era.

1. Your article should include SEVEN points and NOT exceed **90 words**.
2. You must write a fluent paragraph.
3. You are NOT required to include a title for the summary.
4. Indicate your word count at the end of your summary.

TEXT C**THE ADVENT OF SOCIAL MEDIA MARKETING**

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.

Search Engine Optimisation, which favours sites with strong brand awareness and converts visits to money via pay-per-click (PPC) ads, banner ads, and Google's AdWords (for example), is the modern-day marketing strategy. Many digital advertising agencies will work with clients to convert potential customers in the most cost-effective and strategic manner possible through Search Engine Optimisation, campaigns, and branding.

Social media advertising is an extremely lucrative way to make sales. Instagram is one such outlet where companies use influencers with a strong audience or network of followers to promote goods. Influencers are used for anything from products or services like environmental campaigns to promoting an all-natural market by using store-bought ingredients for a how-to video. According to the *Hootsuite.com* blog: 'As of 2018, there are 3,196 billion people using social media on the planet, up 13 percent from 2017 to 2018.'

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. Even so, ad revenue for 2018 is up to \$51,3 billion USD and is predicted to grow at 10% annually. With this kind of information, statistics show that user-generated content (pictures and videos) are more likely to get consumers to buy a product from a social media channel. *WhoSay* found that 89% of U.S. agency and brand marketers said influencer marketing can positively impact how people or an audience feels about a brand.

While there are both disadvantages and advantages to advertising, the most important aspect is making sure that information is communicated to consumers transparently and accurately. It's hard for a company to regain its reputation once their brand, product, or campaign is tarnished.

[Based on <https://toughnickel.com/industries/DISADVANTAGES-OF-ADVERTISING/>]

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3: ANALYSING ADVERTISING**

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

TEXT D

[Source: <https://pinterest.com/pin/439663982344082111/>]

TEXT E



[Source: <https://www.facebook.com/tigerbrandsfoodservicesolutions/>]

QUESTIONS: TEXT D

3.1 'No one grows Ketchup like Heinz'

This sentence is an example of a ...

- A complex sentence.
- B compound sentence.
- C simple sentence.
- D complex compound sentence.

(1)

3.2 Explain the effect of the advertisement's catchphrase on the target market of this advertisement.

(2)

3.3 Do you think the visual image is suitable for the product being advertised? Justify your answer.

(2)

QUESTIONS: TEXT E

- 3.4 Rewrite the copy of the advertisement in Reported Speech. Start your answer with:

He said that ... (1)

- 3.5 Comment on the exclusion of a visual image of the product being advertised. (2)

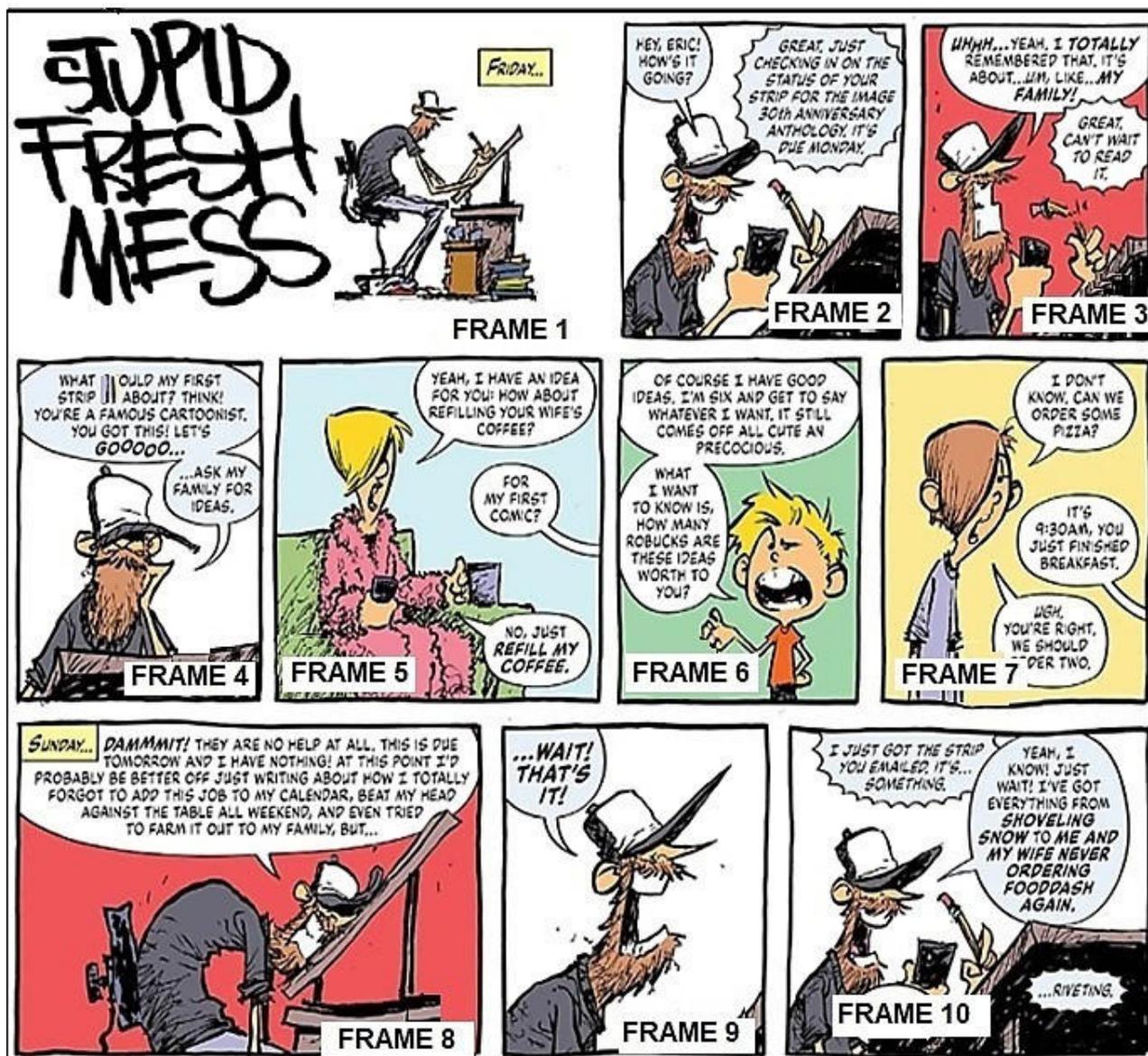
QUESTION: TEXTS D AND E

- 3.6 Which advertisement would be more effective, in your opinion? Refer to the visuals and the copy (words). (2)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT F and answer the set questions.

TEXT F: CARTOON[Source: <https://skottieyoung.substack.com/p/stupid-fresh-mess-the-comic-strip>]**QUESTIONS: TEXT F**

4.1 Refer to FRAME 2.

Supply a synonym for 'status in the context of FRAME 2. (1)

4.2 Refer to FRAME 3.

How do the man's body language and words indicate that he has come up with the topic of his cartoon strip off the cuff? (2)

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ENGLISH HOME LANGUAGE P1

(EC/SEPTEMBER 2024)

- 4.3 Discuss how humour is created in FRAMES 4 to 7. (3)
- 4.4 Refer to FRAME 8.
- What does it mean when the man says, 'even tried to farm it out to my family'? (1)
- 4.5 Critically comment on the irony in FRAMES 9 and 10. (3)
- [10]**

QUESTION 5: USING LANGUAGE CORRECTLY

Read TEXT G, which contains some deliberate errors, and answer the set questions.

TEXT G**SOME CONS TO USING CHATGPT**

- | | | |
|---|---|----------|
| 1 | One significant con of ChatGPT is the potential inaccuracy of the information it provides. Being trained on vast datasets, ChatGPT can generate responses based on the information it has learned, but this does not guarantee accuracy. For instance, in a real-life scenario, a student relying on ChatGPT for academic research may receive outdated or incorrect information, leading to inaccuracies in their work. ChatGPT's knowledge is limited to its training data, and it cannot verify current or high specialised information. | 5 |
| 2 | Furthermore, the model can inadvertently generate plausible but false information, posing a risk for users who might not have the means to cross-check the provided data. This issue is particularly concerning in fields where precise and up-to-date knowledge are crucial, such as medical advice or legal matters. Therefore, while ChatGPT can be a helpful starting point, proper research and expert consultation cannot be replaced. | 10 |
| 3 | ChatGPT can lead to an overreliance and dependence on AI for problem-solving and decision-making. A real-life example of this is seen in the workplace, where employees might depend too heavily on ChatGPT for tasks such as drafting emails or preparing reports. This dependency can diminish critical thinking and problem-solving skills as individuals become accustomed to receiving instant solutions from AI, thus stifling innovation and personal development, as individuals miss out on the learning experiences of tackling challenges independently. In situations where ChatGPT is unavailable or unsuitable, such dependency can leave individuals ill-prepared to handle tasks alone, effecting productivity and effectiveness. | 15
20 |

[Adapted from <https://projectmanagers.net/top-10-cons-of-chatgpt/>]

QUESTIONS: TEXT G

5.1 Refer to the title of the passage.

Supply a synonym for 'cons'. (1)

5.2 'For instance, in a real-life scenario, a student relying on ChatGPT ...' (line 4–5).

Identify the function of the commas. (1)

5.3 Correct the adverb error in paragraph 1. (1)

5.4 Identify and correct the concord error in paragraph 2. (1)

5.5 Identify and correct the spelling error in paragraph 2. (1)

- 5.6 Remove the redundancy in paragraph 3. (1)
- 5.7 'A real-life example of this is seen in the workplace.' (lines 15–16)
Rewrite this sentence in the active voice. (1)
- 5.8 Use the homophone of 'instant' (line 19) in a sentence to illustrate the meaning clearly. (1)
- 5.9 Refer to 'unavailable' (line 21).
Supply the meaning of the prefix in the above word. (1)
- 5.10 Identify and correct the malapropism in paragraph 3. (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70