basic education

Department:
Basic Education
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL
SENIOR CERTIFICATE**

**GRADE 12**

**ENGFA.1**

**ENGLISH FIRST ADDITIONAL LANGUAGE P1**

**FEBRUARY/MARCH 2017**

**MARKS: 80**

**TIME: 2 hours**

**This question paper consists of 14 pages.**

# AFTERNOON SESSION

**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 between answers.

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

7.      Pay special attention to spelling and sentence construction.

8.      Use the following time frames as a guideline:

        SECTION A:   50 minutes
        SECTION B:   30 minutes
        SECTION C:   40 minutes

9.      Write neatly and legibly.

**SECTION A:  COMPREHENSION**

**QUESTION 1**

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

**TEXT A**

<table>
<tr><td colspan="2"><b>THE BRAND THAT IS YOU</b></td></tr>
<tr><td>1</td><td>Mention Coca-Cola, BMW, Standard Bank, <i>DRUM Magazine</i>, Koo or Nando's and everyone knows what you are talking about. This is because they are big brands that have set themselves apart from the ordinary. Then again, you have probably also heard celebrities referring to themselves as brands and thought to yourself, 'Well, I could never be a brand because I am not a celebrity and I am not a big product like iPhone.' Right? Wrong! You are a brand, a personal brand, whether you own it or not.    5</td></tr>
<tr><td>2</td><td>A personal brand is an identity you give yourself. It is what you communicate about who you are, and it is about what sets you apart from other people. The way you present yourself in the community or workplace has an impact on how people perceive you and how they interact with you. This is what ultimately determines your success in life. You do not have to be a celebrity – you can be an entrepreneur, a salesman or even a community worker to create your personal brand. Your values, the pride and passion you put into your work and image are some of the things that build the brand that is you. This is your identity.    10    15</td></tr>
<tr><td>3</td><td>Timothy Maurice Webster, a Johannesburg-based author, speaker and consultant explains that before you present yourself to the world, you first have to understand who you are, your values and what is important to you. Your values are based on your background, culture and experiences. They inspire you to do something and that is how your passion and commitment come through. A brand like Nike is instantly recognisable because it is associated with athletics and winning. As an individual you have to take some time to think about this – how to make your brand recognisable.    20</td></tr>
<tr><td>4</td><td>Khabonina Qubeka is an actress and choreographer who has developed a name for herself through her work on television and in the community. She says that presenting yourself as a brand starts from the moment you begin your career. You need to do what you believe in and what you love doing. She adds that while it is important to have role models, you cannot start your career and three years down the line decide that this is not the way you want people to view you.    25    30</td></tr>
<tr><td>5</td><td>According to Pula Matsaung, a life coach based in Alberton, personal branding is a matter of understanding your 'rule book' – things you value – because you will make decisions based on them. 'For example,' she says, 'if you do not value respect, then you will not be respectable in the way you treat others.' Pula further states, 'You have to ask yourself why you do what you do and what purpose it serves in helping you achieve your goals in life.'    35</td></tr>
</table>

| | | |
|---|---|---|
| 6 | These experts say that in order to build your brand for success in life you must identify your strengths and weaknesses. Once you have done this, you can choose specific areas to work on. | 40 |
| 7 | It is important to know what image you want to portray. This will be revealed in your posture, style and dress sense. Image, however, is not the only thing that will build your brand. You also have to ask yourself how best you can live out your values and put them into practice. Understand how you come across to people and change your behaviour to fit your goal. | 45 |
| 8 | You may have valuable knowledge and skills but do not have the confidence to share this with others, then you need to move out of your comfort zone. If, for example, you volunteer to speak at a family function first, then you will find it easier to do so in a professional environment. In addition, being well prepared will help you overcome your anxiety and boost your self-esteem. | 50 |
| 9 | Let your actions demonstrate that you are who you say you are. If you claim to be a hard worker, then go the extra mile by putting in more time without expecting payment for it. Community involvement and associating with like-minded people can also help you build your brand. It is important to constantly update your knowledge base so that you keep the brand that is you fresh. | 55 |
| 10 | Building your own brand makes you unique. This will allow you to put your best foot forward in life. | |

[Adapted from *DRUM Magazine*, July 2013]

**NOTE:**

- For one-word answers, write only the question number and the word.
- For multiple-choice questions, write only the question number and the letter (A–D) of the correct answer.

1.1     Name ONE beverage and ONE media brand mentioned in the passage.     (2)

1.2     Why has the writer referred to big brands in line 1?     (2)

1.3     The writer has used the words 'Right? Wrong!' next to each other in line 6. Why has he done this?     (2)

1.4     What aspects of your personal brand will influence people's opinion of you? State TWO points.     (2)

1.5     Refer to paragraph 3.

     1.5.1     How, according to Webster, do values contribute to personal branding?     (2)

     1.5.2     Discuss why Nike is such a successful brand.     (2)

1.6     Choose the correct answer to complete the following sentence:

The word 'choreographer' (line 25) means a person who trains …

A      actors.
B      dancers.
C      singers.
D      comedians.                                                                              (1)

1.7     Why, according to Khabonina Qubeka, is it not always good to have role
models?                                                                                       (2)

1.8     What is your view on Pula Matsaung's advice on building a personal brand?      (2)

1.9     Pick out a single word from the passage that means the same as 'posture,
style and dress sense' (paragraph 7).                                                         (1)

1.10    Explain what is meant by 'like-minded people' (paragraph 9).                    (1)

1.11    Why has the writer decided to use the advice of Timothy Maurice Webster,
Khabonina Qubeka and Pula Matsaung in this article?                                           (2)

1.12    The writer uses a conversational style of writing in this article. Explain how he
does this AND discuss how it is effective.                                                    (3)

**TEXT B**

We rounded up some of SA's most popular sauces and compared their sugar content to a can of Coca-Cola. No, we're not saying you'll be consuming a bottle of sauce like you would a can of Coca-Cola, but it's still important to note how much sugar is in our food.
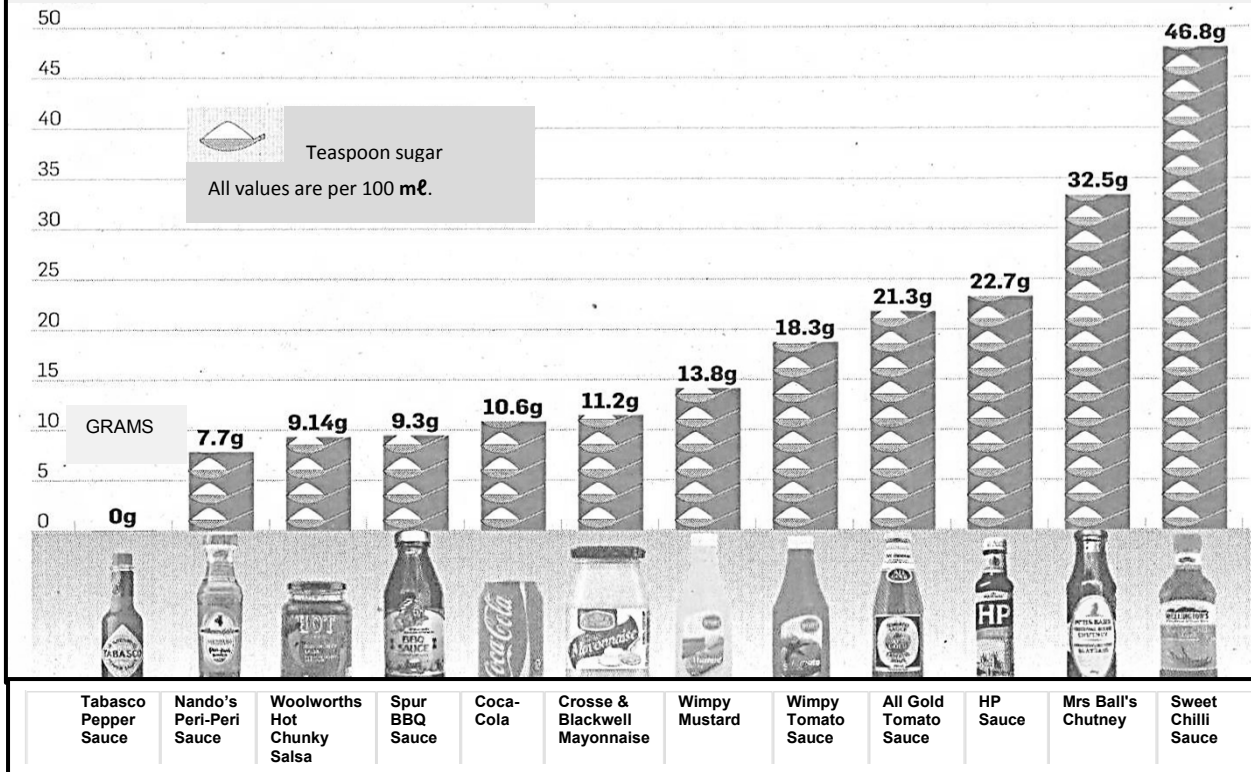


[Source: *CITY PRESS*, 29 March 2015]

1.13     Which TWO sauces have the closest sugar content to that of a can of Coca-Cola?      (2)

1.14     Which sauce contains no sugar?      (1)

1.15     If you are on a low-sugar diet, why should you avoid Mrs Ball's Chutney?      (1)

1.16     Discuss whether this graph is effective in conveying an important message.      (2)

**TOTAL SECTION A:    30**

## SECTION B: SUMMARY

## QUESTION 2

South Africa is experiencing electricity shortages.

Read the passage (TEXT C) below and list SEVEN electricity-saving tips that South Africans can follow in their households.

## 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 total number of words you have used in brackets at the end of your summary.

## TEXT C

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### USE ELECTRICITY WISELY

We enjoy a very comfortable life by using electric energy but we must also be aware that energy is a limited resource. Without electricity, you would not be able to use your cellphone or grab a cold drink from the refrigerator.

You can light up your home using less electricity for less money. The first step to saving electricity is to install energy-saving lighting in your household which will use about 8% less electricity and last six times longer. The geyser consumes the biggest amount of electricity so switch off the geyser during the day. While a hot shower is comforting, ensure that the temperature of the water is not too hot.

Electrical appliances, like the television, continue to consume energy when they are plugged in or on standby, therefore unplug them when not in use. You could be saving electricity every time you cook. Consider that a gas stove can cost half as much to operate in comparison to an electric stove.

It is estimated that most of us use double the quantity of water we need when we boil the kettle. That is twice as much energy and time. When using the kettle, boil only the exact amount of water that is needed. Do not overload your refrigerator as more electricity will be used. Overfilling impedes the flow of cold air which results in a waste of electricity.
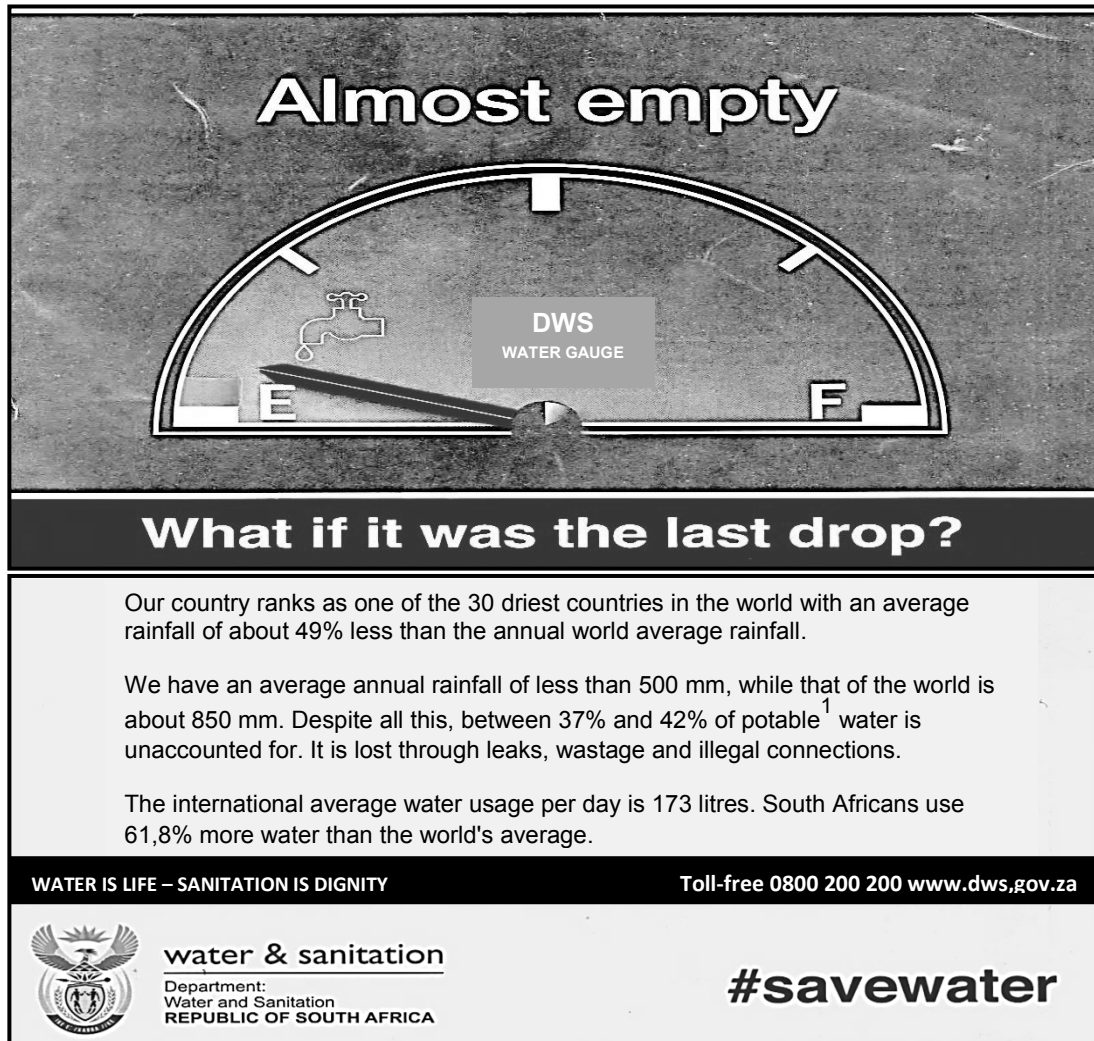
When you spend more time indoors, you can consume more electricity. Enjoy time outdoors and save energy at the same time. Every household in South Africa can save electricity by using it wisely.

[Source: *SATYAGRAHA*, February 2015]

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**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**



[Source: *Indwe,* December 2015]

**GLOSSARY:**
[1]potable:    safe to drink

3.1      Who is the advertiser?                                   (1)

3.2      Discuss ONE verbal and ONE visual technique that the advertiser uses to capture the reader's attention.        (2)

3.3      Study the following sentence and give a synonym for the underlined word:

            We have an average <u>annual</u> rainfall of less than 500 mm.        (1)

3.4     Rewrite the following sentence by giving the correct form of the word in brackets:

        South Africa is (dry) than many other countries.                                   (1)

3.5     State the part of speech of the underlined word in the following sentence:

        <u>The</u> international average water usage per day is 173 litres.                 (1)

3.6     Why has the advertiser included a toll-free number?                                 (2)

3.7     Discuss whether statistics are effective in bringing across the message of the advertisement.                                                                    (2)
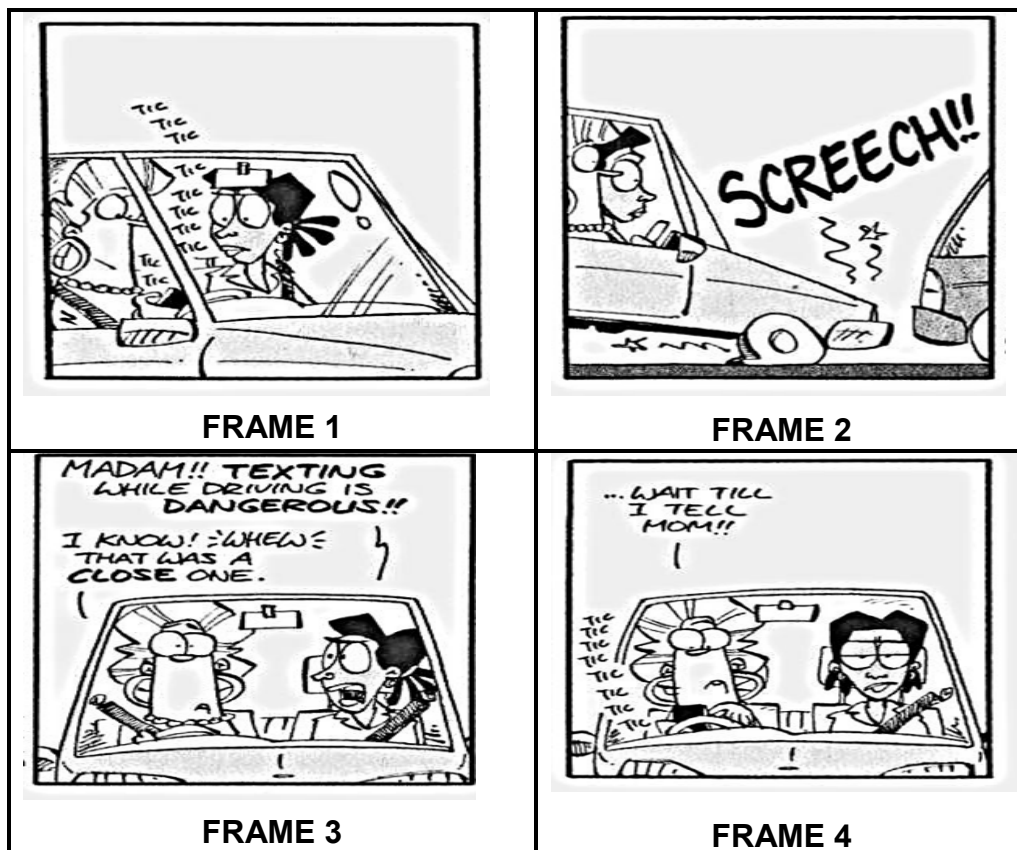                                                                                           **[10]**

## QUESTION 4:  ANALYSING A CARTOON

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

**TEXT E**

**MADAM AND EVE**



[Source: *Jacana Media*, 2009]

**NOTE:**   In this cartoon, the woman driving the car is Madam and the woman seated next to her is Eve.

4.1     Explain what Madam is doing in FRAME 1.                                    (2)

4.2     Discuss TWO techniques that the cartoonist used in FRAME 2 to indicate that Madam has slammed on the brakes.                                    (2)

4.3     Why do some of Eve's words in FRAME 3 appear in bold print?          (1)

4.4     Consider the cartoon as a whole and discuss the irony in FRAME 4.     (3)

4.5     In your view, how effective is this cartoon in conveying an important message? 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**

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**TABLETS REPLACE THE BUCKET AND SPADE**

1　　Buckets and spades will soon be more common in musuems than on the beach, as today's children prefer to take their tablets[1] and smartphones on holiday.

2　　The average child will spend two hours a day staring in a small screen. 13% will spend more than four hours playing with gadgets, according to UK-based insurance company Protect Your Bubble.　　5

3　　That sounds bad, if you want them to enjoy new experiences at the destination youve taken them to. But it works both ways – more than half of parents are grateful for gadgets to distract their children while travelling, and 40% wouldn't attempt to fly long-haul without tablets, smartphones, laptops or netbooks to occupy their under-sevens.　　10

4　　In monetary terms, it's pretty scary, as the research found that kids aged 16 and under will stuff gadgets worth a whopping R9 162 into suitcases this summer. Even children of six and under will pack tech worth R7157.　　15

5　　'Gadgets has become an essential part of the holiday checklist. There's no doubt they're invaluable on long journeys to keep kids happy and quiet, and parents sane,' says Stephen Ebbet, global director of Protect Your Bubble.

[Source: *Sawubona*, September 2015]

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**GLOSSARY:**
[1]tablet:　a small hand-held computer with a touch screen

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)　Buckets and spades will soon be more common in musuems than on the beach.　　(1)

(b)　The average child will spend two hours a day staring in a small screen.　　(1)

(c)　That sounds bad, if you want them to enjoy new experiences at the destination youve taken them to.　　(1)

(d)　Gadgets has become an essential part of the holiday checklist.　　(1)

5.1.2    Rewrite the following sentence in the future continuous tense:

Some children will spend more than four hours playing with gadgets.    (2)

5.1.3    Change the following sentence into a tag question:

That sounds bad.    (2)

5.1.4    Give an antonym for the underlined word in the following sentence:

Gadgets <u>distract</u> children while they are travelling.    (1)

5.1.5    Study the following sentence and replace the underlined slang word with a formal one:

Even children of six and under will pack <u>tech</u> worth R7157.    (1)

5.1.6    Choose the correct answer to complete the following sentence:

The word 'invaluable' means having …

A    no cost.
B    some importance.
C    great value.
D    no meaning.    (1)

5.1.7    Rewrite the following sentence in reported speech:

Stephen said, 'There's no doubt these buckets and spades will soon be forgotten.'    (4)

5.2      Study the text (TEXT G) below and answer the questions.

**TEXT G**



[Adapted from *The Times*, 30 April 2015]

5.2.1      Study the following sentence:

The cost of the car is R3 999 P/M.

Write out *P/M* in full.            (1)

5.2.2      Give the correct form of the word in brackets:

I enjoy the (independent) that I am given.      (1)

5.2.3    Rewrite the following sentence in the negative:

The car has seven airbags.    (1)

5.2.4    Combine the following sentences into a single sentence:

The car has airbags. The airbags will protect the occupants in an accident.    (1)

5.2.5    Rewrite the following sentence in the passive voice:

The driver used the windscreen wipers.    (1)

**[20]**

**TOTAL SECTION C:    40
GRAND TOTAL:    80**

WESTERN CAPE