



DEPARTMENT OF EDUCATION  
REPUBLIC OF SOUTH AFRICA

**SENIOR CERTIFICATE EXAMINATION - 2004**

**ENGLISH ADDITIONAL LANGUAGE P1**

**HIGHER GRADE**

**OCTOBER/NOVEMBER 2004**

**105-1/1**

**COMPREHENSION, SUMMARY AND LANGUAGE**

**Marks: 80**

**2 Hours**

**This question paper consists of 10 pages.**

ENGLISH SECOND LANG HG: Paper 1



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**INSTRUCTIONS**

1. Answer ALL the questions.
2. Start each section on a new page and rule off after each section.
3. Leave a line between your answers.
4. Write neatly and legibly to assist the markers to mark your work.
5. Pay special attention to spelling and sentence construction.



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

Read the following passage and answer the questions set on it.

**SMOKE SCREEN*****Who's really winning the tobacco war?***

**By Donald Paul**

*In spite of a draconian ban on cigarette advertising, the tobacco and cigarette industries continue to grow and prosper, thanks to ingenious and powerful alternative marketing strategies. This means that children are still getting the message – that smoking is cool – in other, more subtle, ways.*

1. Before leaving the health ministry, Minister Nkosazana Dlamini-Zuma pushed through tough anti-smoking legislation that, among other things, aimed to 'keep the tobacco industry's hands off kids' by banning all advertising, promotions and sponsorships. Michael\*, who has worked in the cigarette-advertising business, reckons this legislation is now irrelevant. 'The traditional advertising format of mass marketing is history,' he says. 'This is one-on-one at an intense level. The overt message is that we're looking not to create new smokers but to convert existing smokers to our brand. And we do this by making the brand become part of their lifestyle.'
2. A survey conducted by a marketing and communications firm revealed that cigarette companies are targeting smokers individually, with product pitches\*\* and promotions other than traditional advertising. 39% of cigarette companies' marketing budget is spent on direct delivery of promotional materials. And it's obviously working – or at least keeping the product firmly 'in mind'. As one of the advertising agencies that handled cigarette advertising put it, 'Why should they stop marketing their products simply because advertising is banned?'
3. Why, indeed. This is big business, worth more than R11 billion a year in South Africa alone. The irony is that because the advertising restrictions are so much harsher, the ingenuity needed to avoid them is more creative.
4. It could be argued that the government restrictions are actually counter-productive, and have created instead a sense of 'cool' rebellion against the establishment. 'If Government wanted to stifle smoking, then it has largely failed,' says Michael. 'Especially with the youth, who don't take to being told what to do.' Statistics seem to support this: The 30-something-plus smoker is on the decline, but the under-24 market is growing.
5. The cigarette industry has fought legislation for decades, but part of its strategy is to remain ahead of the game, to predict what might come next and respond before it is law. That's why the new marketing strategies play such an important role in their future.



6. Peter Stuyvesant is part of an innovative marketing model, pioneered and operating in South Africa, that legally avoids the advertising ban. The programme is a highly sophisticated form of customer relationship marketing which makes use of the Internet, SMS and personal delivery mechanisms. Marketers spend their days and nights looking for potential customers. If you smoke, they dangle the possibility that they can get you an invitation to a major event, open to only a 'select' group of people. Rumours abound that teens under 18 are also being targeted, but this is still unfounded. The industry is too smart to fall into that trap.
7. Interestingly, the industry claims it has been proactive about lifting the legal age from 16 to 18 years – a claim that cannot be taken at face value. A survey by the Medical Research Council and the National Department of Health found that almost 'two thirds of current smokers (64,2 percent) were not refused cigarettes because of their age when they purchased them from a shop'. Teenagers spoken to said they got their first cigarettes from the same place their parents probably got theirs. 'My friend's mom smokes, and so do her friends,' says David\*. 'We just take one or two from the packs – they never notice.' They may also get them from an older sibling.
8. This explains why the cigarette industry can afford to be so strict about talking only to legal smokers. They can rely on the trickle-down effect. And if they make it clear that these 'older' consumers are having fun, then who can put a fence around that and stop the wannabe youngsters?

\* Names have been changed

\*\* pitches: aiming or directing a product or service at a particular group of people

Adapted from – *Fairlady*, 23 October 2002

- 1.1 Choose the correct answer from the options given below. Write **ONLY** the number of the question and the **LETTER** of the option you have chosen.

The main focus of the article is on the ...

- A success of government anti-smoking legislation.
- B history of advertising by cigarette companies.
- C various ways teenagers become smokers.
- D innovative marketing strategies by cigarette companies. (2)
- 1.2 In your **OWN WORDS** explain why, despite bans, cigarette and tobacco companies still continue to grow. (2)
- 1.3 List **THREE** ways in which children are protected by the anti-smoking legislation. (3)
- 1.4 In your **OWN WORDS** explain how the traditional method of advertising differs from the new method. (2)



- 1.5 Why is it necessary for cigarette companies to ensure that people keep their “**product firmly ‘in mind’**” (paragraph 2)? (2)
- 1.6 Indicate whether the following statement is **TRUE** or **FALSE** and **QUOTE FIVE CONSECUTIVE WORDS** to prove your answer.  
The tobacco industry is very profitable. (2)
- 1.7 Give a reason why smoking by the under-24 age group is increasing. (2)
- 1.8 Give **ONE** word from paragraph 4 which means that the government wanted to discourage smoking. (1)
- 1.9 Indicate whether the following statement is **TRUE** or **FALSE** and **QUOTE FOUR CONSECUTIVE WORDS** to prove your answer.  
The battle between cigarette companies and government is a recent one. (2)
- 1.10 Why are marketing strategies by cigarette companies successful (paragraph 5)? (2)
- 1.11 List **TWO** marketing mechanisms used by the Peter Stuyvesant programme. (2)
- 1.12 “**The industry is too smart to fall into that trap.**” (paragraph 6).  
What trap is the writer referring to? (2)
- 1.13 “**... cannot be taken at face value.**” (paragraph 7)  
1.13.1 Explain the meaning of this expression. (2)  
1.13.2 Why does the writer say that cigarette companies’ claims cannot be taken at face value? (2)
- 1.14 What is meant by the “**trickle-down effect**” as used in paragraph 8? (2)
- 1.15 Explain what is meant by “**wannabe youngsters**” (paragraph 8). (2)
- 1.16 According to this article, who is the target group of the cigarette companies? (1)
- 1.17 Suggest a reason why names have been changed in this article. (2)

[35]

**TOTAL SECTION A: 35**

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

Anger is a powerful and potentially explosive emotion. Read through the passage "Taming that mad, bad angry streak" and in **NOT MORE THAN 50 WORDS** list **SEVEN** ways to control anger.

**INSTRUCTIONS:**

List **SEVEN** facts in full sentences.

- ❖ Number your sentences from 1 to 7.
- ❖ Write down only **ONE** fact per line.
- ❖ Use your own words as far as possible.
- ❖ Indicate the number of words you have used in brackets at the end of your summary.
- ❖ You will be penalised for exceeding the maximum number of words or failing to indicate the number of words used.

**TAMING THAT MAD, BAD ANGRY STREAK**

Anger in its many forms, from mild frustration to raging fury, affects each one of us for worse – or for better. Anger is an entirely appropriate response when you've suffered hurt or injustice, or have been confronted with a major stumbling block. The trouble is that you were probably raised to believe that every problem has a solution. But this is not always true and expecting it may compound your frustration and anger. Instead of focusing on finding a solution, it can be more helpful to look at the way you deal with the problem.

When you're angry, your heart rate and blood pressure soar, along with your level of energy hormones, but you can learn to harness this. It may feel cathartic to "let it all out", but current psychological thinking is that letting rip escalates anger and does nothing to resolve the situation. Repressing anger brings other problems ranging from hypertension to depression. You may feel no matter what you do, there's a negative outcome. It is much better to learn to manage your anger constructively.

Anger makes your thinking overly dramatic, prompting swearing and exaggerated terms that feed the anger. Make a conscious effort to replace emotive thoughts with more logical ones. When conversation becomes heated, listen extra carefully to what's being said, and take your time responding. It's vital to hear what lies behind anger.

To act on anger and take vengeance, is to perpetuate violence. The solution is to find a safe outlet for anger and its underlying pain. But long-term relief is best when you vent to someone who is understanding – who can listen to you without interruption, judgement or advice.

Deep breathing and visualising relaxing imagery can help calm you. Use personal cues like words or images – a flower, perhaps, – to help you relax the moment you recognise a trigger.

Adapted from **O MAGAZINE**, September 2003

**TOTAL SECTION B: 10**



**SECTION C: LANGUAGE****QUESTION 3**

Read the following passage and answer the questions that follow.

**Creativity through tradition, transition and transformation**

Craftsmanship is a symbol of cohesion and unity – through the sharing and developing of techniques, as well as identifying features of specific tribes and clans. To celebrate freedom and democracy KwaZulu-Natal will be showcasing some exceptional pieces and sharing how crafts have developed and are developing.

Crafts link cultures across the continent, reflecting the movement of people, socio-economic developments and the history of Africa. Regardless of whether they are considered utensils or heirlooms, craft or art, have a purpose or are a symbol of status, power and wealth – the quality of design and craftsmanship inherent in African artifacts is worth celebrating!

Today modern utensils, plastic containers, tins and metal cutlery have taken their place in the average rural homestead. However, the skills and talent required to produce traditional artifacts are alive and well and are being passed from generation to generation.

Crafts form an important part of our local industry - with artists, crafters and retailers growing in number, improving the quality of products and offering an ever-increasing range - so let's support them.

Adapted from *What, Where & When* April-May 2004

3.1 Rewrite the following sentences. Begin as indicated.

Craftsmanship entails sharing and developing techniques.  
Craftsmanship entails identifying features of specific tribes and clans.

Not only .....

(2)

3.2 Give the correct form of the words in brackets or choose the correct words.  
Write only the answer next to the question number.

The link between craft and culture **3.2.1**(be) seen daily on our continent and reflects the migration of people, economic development and African history. Many people consider traditional artifacts as utensils but it is their **3.2.2** (remark) design quality that is **3.2.3** (worth) of celebrating. Despite the replacement of traditional artifacts with modern utensils in many rural homes, the skills of producing traditional artifacts **3.2.4** (has/have) **3.2.5** (not destroy). Buying local artifacts shows that we are **3.2.6** (patriot) and this is the best way of growing the economy. **3.2.7** (It's/Its) also a way of showing that we are Proudly South African.

(7)  
[9]





## QUESTION 4

Study the following advertisement carefully and answer the questions.



# A dog's second best friend.

Everybody knows that a dog is man's best friend. But a dog's second best friend must surely be 'Pour On' from Pulvex. Just pour it on and protect your dog from fleas and ticks for up to four weeks.

It's easy to apply with no mess and no fuss! Which is great news for dogs, but bad news for your pooch's unwelcome guests.

Wrap your dog in an invisible collar **Pulvex®**

## 'Pour-On'

Available at supermarkets nationwide. Or for your nearest stockist call (011) 606-2490

You, 29 January 2004

- 4.1 List any **TWO** advertising features used in the advertisement. (2)
- 4.2 Who is the target group of the advertisement? (1)
- 4.3 Provide the slogan of the advertisement. (1)
- 4.4 What is the significance of ® next to the word "Pulvex"? (2)
- 4.5 Rewrite the following sentence. Begin as indicated:  
 Everybody knows that a dog is man's best friend.  
 Begin: That ... (2)



4.6 Give the correct form of the words in brackets, choose the correct words, provide one word for or fill in the numbered spaces. Write only the answer next to the question number.

Owning a dog is no easy task. Dogs are natural 4.6.1(opposite of guests) for ticks and fleas. 4.6.2 (Ones/One's) life is constantly spent 4.6.3 (ensure) that the dog is protected from ticks and fleas. 4.6.4 (A/The) product like Pulvex gives a dog protection. Pulvex can be 4.6.5 (easy) applied and is hardly noticed by the dog because it 4.6.6 (function) like an invisible collar. Pulvex is available nationally. Caring for a pet is the 4.6.7 (great) love one can display 4.6.8 ... a pet.

(8)

4.7 Complete the idiomatic expression by providing ONE word per numbered space. Write only the question number and answer.

It's a 4.7.1 ... eat 4.7.2 ... situation when there is a lot of competition and people are willing to harm each other to succeed.

(2)

[18]

QUESTION 5

Read the following passage and then answer the questions.

**LIFE'S LIKE THAT**

While walking through an airport, my dentist ran into a group of people from his hometown. Among them was one of his patients. When he said hello, she gave him a curious look, saying he looked familiar but she could not quite place him. "Lean back and look up at me," he suggested.

She did. "Oh! Dr Harrison!" she said.

from *Reader's Digest*, January 2002

5.1 Rewrite the following sentence.

She said he looked familiar but she could not quite place him.

Begin as indicated: She said, "You ...

(2)

5.2 Choose the CORRECT answer from the options given below. Write ONLY the number of the question and the LETTER of the option you have chosen.

5.2.1 The lady's words "Oh! Dr Harrison!" indicates a tone of ...

- A recognition and shock.
- B amazement and recognition.
- C shock and embarrassment.
- D recognition and embarrassment.

(1)



5.2.2 The most polite way of indicating that you don't readily recognise someone would be ...

A "Do I know you?"

B "Who are you?"

C "I'm sorry, but have we met before?"

D "Where do I know you from?"

(1)

5.3 Complete the following sentence by filling in the numbered space.

The patient neither recognised **5.3.1** ... greeted Dr Harrison.

(1)

5.4 Rewrite the following sentences.

The doctor told her to lean back and look at him.  
She recognised the doctor.

Begin as indicated: Only after ...

(3)

**[8]**

**TOTAL SECTION C: 35**

**GRAND TOTAL: 80**

