

**ENGLISH ADDITIONAL LANGUAGE
HIGHER GRADE PAPER 1**

QUESTION 1

- 1.1 D – innovative marketing strategies by cigarette companies√√ (2)
- 1.2 They use innovative marketing methods.√√ OR They use creative ways of marketing. √√ (“...ingenious and powerful alternative marketing strategies.”)
Any answer which explains or paraphrases the quotation is acceptable. (2)
- 1.3 Banning of advertisements, √ promotions√ and sponsorships. √ (3)
- 1.4 Traditional methods use mass marketing techniques while the new methods market on a personal level (Internet, SMS, personal delivery mechanisms). √√ (2)
- 1.5 They will be aware of the availability of the product. √√ OR It will sell. √√ OR They will buy the product. √√ OR They focus on the brand. √√ OR They keep on smoking. √√ (2)
(OR ANY WORDING TO THIS EFFECT)
- 1.6 True. √ “... worth more than R11 billion...”√ OR “...more than R11 billion...” √ OR “... R11 billion a year...” √ (2)
- 1.7 They do not like being told what to do. √√ OR They rebel. √√ OR They think it is cool. √√ (2)
- 1.8 stifle/restrictions√ (1)
- 1.9 False. √ “ ... fought legislation for decades, ...” √ (2)
- 1.10 They try to pre-empt /anticipate government legislation.√√ OR They develop new marketing strategies in anticipation of government legislation. √√ OR
“Part of its strategy is to remain ahead of the game, to predict what might come next √and respond before it is law.” √√ (2)
- 1.11 Internet, √SMS, √ personal delivery√ (Any TWO) (2)
- 1.12 Being charged with selling cigarettes to under-age teens. √√ OR Going against the law. √√ (2)
- 1.13.1 One should not just believe/accept what is being said or claimed by cigarette companies. √√ (2)
- 1.13.2 Underage children are still able to buy cigarettes. √√ OR (2)
“... not refused cigarettes because of their age when they purchased them from a shop.” √√ (2)

- 1.14 Despite legislation children are still able to get cigarettes from older siblings or from their parents' bags. /imitating or copying adult smokers.√√ (2)
- 1.15 Youngsters who want to become smokers. √√ (2)
- 1.16 Smokers. √ (1)
- 1.17 To protect the identities of people. √√ (2)
(OR WORDS TO THIS EFFECT)

35 MARKS

Criteria for TRUE/FALSE questions:

1. If True or False is correct and there is a quote but it is wrong – 1 mark.
2. If True or False is incorrect – **NO** mark irrespective of quote.
3. If True or False is correct and quote is correct – 2 marks.
4. Words must be quoted from the passage and not contextualised – True or False is correct but contextualisation is given – 1 mark.
5. If only True or False and no quote – no marks.
6. If **Yes** or **No** instead of True or False – no marks.
7. If **T** or **F** instead of True or False – no marks.
8. Look out for **key phrase** in the quotation.
9. Words contained in the quotation **MUST** be spelt 100% correctly.
10. No word(s) may be omitted from a quotation.
11. If **only** the quotation is given without True/False – **NO MARKS**.

SECTION B: SUMMARY

QUESTION 2

“Taming that mad, bad angry streak.” SEVEN WAYS TO CONTROL ANGER.

QUOTES

The bold parts are the core ideas which must be assessed.

1. “Make a conscious effort to **replace emotive thoughts with more logical ones.**”
2. “When conversation becomes heated, **listen extra carefully to what’s being said.**” OR “**It’s vital to hear what lies behind anger.**”
3. “**...take your time responding.**”
4. “The solution is to **find a safe outlet for anger and its underlying pain.**”
5. “ But long-term relief is best when you **vent to someone who is understanding –** who can listen to you without interruption, judgement or advice.”
6. “**Deep breathing...**”
7. “**...visualising relaxing imagery can help calm you.**”

7+2+1 = (10)

MARKING:

- The candidate must rewrite the core idea in his **OWN WORDS** as far as possible.
- Changes in the word order of the quote are acceptable if they are grammatically correct.
- Award **ONE** mark for each different fact.
- The facts need not be in a specific order.
- Write down the number of the credited fact next to the tick.
- Number of words correctly indicated earns **ONE** mark.
- Indicate quotes by placing a capital **Q** in the left-hand margin.
- Mark only **ONE** fact per line – ignore the other facts. If an incorrect fact occurs first, the candidate unfortunately forfeits the mark for the other possibly correct facts.
- If given in paragraph format, treat one sentence as one fact. The candidate automatically forfeits both language marks.
- Count number of words up to the maximum and draw //. Ignore the rest.

PENALTIES:

- If the maximum of **50** words is exceeded, no mark is allocated for length, **OR** if number of words isn’t indicated or obviously incorrectly indicated, the candidate also forfeits the mark.
- Indicate **ALL** grammar, spelling and punctuation errors:
0 - 3 errors = 2 marks
4 – 6 errors = 1 mark
7 – more errors = 0 marks
- Each quote should be regarded as a language error.
- The marks for language and number of words combined (Bonus Marks) **MAY NOT** exceed the mark obtained for the facts.

SECTION B TOTAL: 10

SECTION C: LANGUAGE

All items must be spelled correctly. **Indiscriminate use of capital letters MUST be penalised.**

QUESTION 3

- 3.1 Not only does craftsmanship entail sharing and developing techniques but (it) also (entails) identifying features of specific tribes and clans. ✓✓ OR
Not only does craftsmanship entail identifying features of specific tribes and clans but (it) also (entails) sharing and developing techniques. ✓✓ OR
Not only does craftsmanship entail sharing but also developing techniques. ✓✓
OR Not only does craftsmanship entail identifying features of specific tribes and clans but also developing techniques. ✓✓ (2)
- 3.2.1 is ✓
3.2.2 remarkable ✓
3.2.3 worthy ✓
3.2.4 have ✓
3.2.5 not been destroyed ✓
3.2.6 patriotic ✓
3.2.7 It's ✓ (N.B. Capital "I") (7)

(9)

QUESTION 4

- 4.1 Letter size/font size/different fonts ✓
Bold type ✓
Use of images (paw, picture of product, name of product in box) ✓
Product information. ✓
Idiomatic expressions. ✓
Figures of speech ✓
(ANY TWO) (2)
- 4.2 dog owners ✓ (1)
- 4.3 "Wrap your dog in an invisible collar" ✓ OR "A dog's second best friend" ✓ (1)
- 4.4 It indicates that it is a registered/patented trademark/product. ✓ ✓ (2)
- 4.5 That a dog is man's best friend is known (by everybody). ✓✓
That a man's best friend is a dog is known (by everybody). ✓✓
That a dog is man's best friend, everybody knows. ✓✓
That a man's best friend s a dog, everybody knows. ✓✓ (2)
- 4.6.1 hosts ✓
4.6.2 One's ✓ (N.B. Capital "O")
4.6.3 ensuring ✓
4.6.4 A ✓
4.6.5 easily ✓

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4.6.6 functions✓

4.6.7 greatest✓

4.6.8 towardss/to✓

(8)

4.7.1 dog✓

4.7.2 dog✓

(2)

(18)

QUESTION 5

5.1 "You look familiar but I cannot/can't quite place you." ✓✓

(2)

(1 mark for the correct pronouns)

(1 mark for the correct verbs)

(Marks to only be awarded if both pronouns and both verbs are correct)

5.2.1 D - recognition and embarrassment ✓ **(BONUS MARK)**

(1)

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

(1)

5.3 nor✓

(1)

5.4 Only after the doctor had told her✓ to lean back and look at him did she recognise ✓ him. ✓

Only after he had told her✓ to lean back and look at him did she recognise ✓ the doctor. ✓

(3)

(8)

TOTAL :

35 MARKS

[80 MARKS]

ANALYSIS
ENGLISH ADDITIONAL LANGUAGE
COMPREHENSION
HIGHER GRADE

NO.	TYPE	MARKS
1.1	Deduction	2
1.2	Inference	2
1.3	Fact Retrieval	3
1.4	Deduction	2
1.5	Inference	2
1.6	Fact Retrieval	2
1.7	Fact Retrieval	2
1.8	Vocabulary	1
1.9.	Fact Retrieval	2
1.10	Deduction	2
1.11	Fact Retrieval	2
1.12	Inference	2
1.13.1	Deduction	2
1.13.2	Deduction	2
1.14	Deduction	2
1.15	Deduction	2
1.16	Deduction	2
1.17	Inference	2
	TOTAL	35

TYPE	MARKS
Inference	8
Deduction	15
Fact retrieval	11
Vocabulary	1
TOTAL	35

SECTION C: LANGUAGE

QUESTION 3

- 3.1 Correlative
- 3.2.1 verb tense
- 3.2.2 adjective
- 3.2.3 adjective
- 3.2.4 concord
- 3.2.5 verb tense
- 3.2.6 noun
- 3.2.7 Pronoun

QUESTION 4

- 4.1 Advertising techniques
- 4.2 Interpretation of advertisement
- 4.3 Interpretation of advertisement
- 4.4 General knowledge
- 4.5 Passive Voice
- 4.6.1 Antonym
- 4.6.2 Apostrophe use
- 4.6.3 Infinitive
- 4.6.4 Article
- 4.6.5 Adverb
- 4.6.6 Verb
- 4.6.7 Degrees of comparison
- 4.6.8 Preposition
- 4.7 Idiomatic expression

QUESTION 5

- 5.1 Direct speech – pronoun and verb
- 5.2
 - 5.2.1 tone
 - 5.2.2 register
- 5.3 conjunction
- 5.4 Conjunction