

GAUTENG DEPARTMENT OF EDUCATION

SENIOR CERTIFICATE EXAMINATION

ENGLISH PRIMARY LANGUAGE HG
(First Paper)QUESTION 1
COMPREHENSION

It's the end of the world as we know it.

- 1.1 The destruction of the World is again in people's minds and is being advocated by many influential people (film makers, pop stars, novelists, academics) as a necessary end to humanity, as Earth would be better off without mankind. (3)

1.2

- 1.2.1 The end of the world / the mass destruction of humanity

OR

- 1.2.2 Selling / promoting the belief that the end of the world is nigh (2)

- 1.3 Film makers – their film and TV characters
Pop stars / songwriters
Philosophers / novelists / intellectuals / academics (3)

- 1.4 Impending nuclear holocaust (1)

- 1.5 Life on Earth shown to us through the mass media and the arts (films, plays, songs) (2)

- 1.6 Pre-millennium: the destruction of humanity is no longer seen as imminent / the world is safe except for natural disasters and disease; the arts reflect a 'safe' world
Post-millennium: reversion to the apocalyptic vision of the 80s; visions of impending apocalypse reappear in the arts and literature. 2+2=(4)

- 1.7 facetious, cynical, mocking, satirical, dismissive, unconcerned etc. (1)

- 1.8 It is not a sentence / there is no finite verb / co-ordinate conjunctions should not be used to start sentences.
Creates dramatic pause / suspense / he wants to emphasise the reversals and contrasts in the changing views on the apocalypse. (2)

- 1.9 It is an incorrect, superficial deduction because apocalyptic themes had already re-emerged prior to 9/11. The alternative explanation is that there was a new trend / fashion of nihilism, a welcoming of the mass destruction or extinction of humanity that had become evident prior to 9/11. It was a philosophy that was already being expressed and was in academic works. (4)
- 1.10 In the film "A1" the only human artefact that remains standing is the World Trade Centre; ironically this was the building to be obliterated on 9/11. (2)
- 1.11 The attitude reflected in all is one of contempt / revulsion / loathing / cynicism etc.
- 1.11.1 Title of work "Humans and other animals" implies humans have become bestial or lost their humanity
- 1.11.2 "plague of people" implies humans are a scourge to nature and that the Earth needs to be cleansed to them
- 1.11.3 "homo sapiens" emphasises man's ability to destroy his natural environment in an unthinking callous way – to "rape" or violate nature. Man is classified as a species of primate, emphasising the author's perception of man being just another species on Earth, and inferior species of ape. 2+2=(4)
- 1.12 There is now an influential body of people who promote the destruction of the human race as a necessity; this line of thought, which is a threat to the survival of humanity, had not existed before. (2)

[30]

QUESTION 2 STYLE AND TEXTUAL EDITING

The end of the Plastic Bag

- 2.1 Unexpected use of colloquial language after the serious opening sentence: "critters sashaying", "chatting on their cell" and "die-hard roaches".
Ridiculous visual images visualised – cockroaches chatting on cellphones.
Ironic biblical allusion – the meek have not inherit the earth, cockroaches have.
Satirical portrayal of the demise of modern technology: "even, my God, after the last e-mail has fallen from the supercomputer's back-up drive".
Irony – the only aspect of a supposedly remarkable human civilisation that survives his waste or pollution.
Give **TWO** points. 2+2=(4)
- 2.2 Critters – creatures
Sashaying – dancing / swaggering etc.
Roach – cockroach
Give **TWO** (2)

- 2.3 The style is no longer humorous and colloquial; it becomes:
Factual and informative
Serious
Standard English is used
Give **TWO** (2)
- 2.4 Emotive language in paragraph five:
“tasty jellyfish” – you get a sense of the anticipation and enjoyment of the meal
“horrible, asphyxiating death” – you feel angry that such suffering is inflicted on the turtle
Emotive language in paragraph six:
“starved to death” – you feel anger that the coral reef is dying because of pollution
“dumped” – you feel anger at the careless attitude of man
There could be others, as this question is opinion-based.
One mark for the quotation, one mark for linking it to a plausible emotion 2+2=(4)
- 2.5.1 “avalanche of polythene” – as the white plastic bags tumble out of the cupboard they resemble an avalanche. An avalanche can cause disaster, uncontrolled bag pollution can be equally disastrous for our environment.
- OR**
- 2.5.2 “tumbleweeds of polythene” – tumbleweeds roll around a barren wasteland in the wind; the same desolate image is created by the comparison – plastic bags blowing over the landscape that has become a wasteland due to pollution. (2)
- 2.6 The dash indicates that extra information has been added for humorous emphasis (1)
- 2.7.1 The hyphen forms a compound adjective. (1)
- 2.7.2 The use of the compound word is so common that the hyphen has fallen away. (1)
- 2.8 the longevity belongs to numerous bags, therefore the apostrophe is positioned after the plural. (1)
- 2.9.1 It is a newly coined word (1)
- 2.9.2 “bag-guilt” (1)
- [20]**

QUESTION 3 SUMMARY

- Mark content points out of 10 and halve.
- Mark style out of 10 and halve.
- Deduct penalties.

Content:

Paragraph one:

Plastic bags are a blight on our landscape and are polluting our environment. They have become a hazard to our health, to drivers' safety and to bird life. South Africa spends 2.7 million per year in an attempt to fight this pollution. Plastic bags take decades to biodegrade.

Paragraph two:

Environmental Affairs Minister, Valli Moosa, is introducing a new law in May 2003 to combat the problem.

Thicker, re-usable plastic bags, which the consumer must pay for, are to be introduced.

The ink used on these new bags must also be re-cyclable

The recycling will create 4 000 new jobs

Plastic bag manufacturers are to work with the government on recycling campaigns and cleaning up the environment

Style to be assessed using the following rubric:

Candidate has understood instructions – comprehensive summary with Minimal errors and own words used	10 – 9
Candidate has mostly followed instructions – summary may have some unnecessary detail (e.g. examples, description) – words lifted from the original text	8 – 5
Candidate has not understood what is required – summary is largely a re-write of the original, using too many words found in the original text	4 – 3
Candidate has failed to follow instructions – too much unnecessary detail / words Copied from original – general misunderstanding of what is required.	2 – 3

Penalties:

-1 for not including word count

-1 for every five words over 110

-1 word count incorrect

-1 for not separating the content logically into the two required paragraphs

**QUESTION 4
ADVERTISING**

- 4.1 PET = polyethylene terephthalate (1)
- 4.2 EARTHYEAR is a magazine concerned about environmental issues; PET is a recyclable plastic; the manufacturers want to publicise an environmentally aware and concerned image (2)
- 4.3 Industrialists who utilise plastic packaging and plastics in their products
Reason: the applications for PET products include fibres, bottles, films, packaging and industrial applications. (2)
- 4.4 The cartoon bottle-man would appeal to a young school child but the target market is the industrial manufacturer, not a child. Possible the environmentally friendly image is what the cartoon is trying to portray. Industrialists might prefer drawings or photographs of the range of PET product applications, rather.

This answer is based on opinion. Give credit to well-validated points. (3)
- 4.5.1 The Plastics Enviromark – circular logo with double arrow to indicate recycling
South African Polyester Recyclers – four arrows in circular formation to indicate re-cycling
Nampak Petpak – joined initials to show joint initiative between PET and the packaging company
Sans Fibres – flowing ‘s’ shape hints at recycling / echoes the ‘s’ at the beginning an end of ‘Sans’
Coca-Cola – with associated slogan “life tastes good” for appeal; dramatic white lettering on black / red background (1)
- 4.5.2 All the sponsors use PET / all support recycling / all show a concern for the environment (1)
- 4.6 If the trays are ‘ovenable’ they are able to withstand reheating in the oven. (1)
- 4.7 Hillside Aluminium / the image of Hillside Aluminium (1)
- 4.8 Hillside Aluminium wants to be seen as:

Concerned about the environment and its future well-being: “the metal of today and tomorrow in harmony with the environment”
Responsible on a global level: “taking responsibility”, “how we treat our corner of the globe today will effect the environment we’ll share tomorrow”
Contributing to economic development: “must contribute to economic value”
Concerned for the safety of those living around the mine: “to conduct our business safely to minimise environmental risk
Concerned about being sensitive to the surrounding community – although its not clear how: “in a manner sensitive to the needs and social values of the people affected”

Mark globally (3)

4.9 Effectiveness of the visual composition:

The mine is nestled amongst the trees and grasses to emphasise the harmony with nature

The trees and grass are abundant and healthy to imply no negative impact from pollution

The foregrounded grass is out of focus, light and shining to create a harmonious effect

The foregrounded bird is in clear focus; it is larger than life; it is a healthy, perky bird that is very appealing. By implication bird life and wildlife is thriving in the mine environment

Mark globally

(4)

4.10 To confirm or imply that a recognised body monitors standards of aluminium production or other standards relating to safety and conservation.

(1)

[20]

QUESTION 5 VISUAL LITERACY

5.1 Calvin's Dad's slogan is long-winded; only from a cyclist's perspective; insulting: "you noisy, polluting, inconsiderate maniacs"; makes generalisation about motorists, and is also vindictive: "I hope gas goes up to ten bucks a gallon".

It is not appropriate for a traffic safety poster as it is offensive.

In contrast, Calvin's Mom's suggestion is inoffensive; it is short with a catchy rhyme and would target young children effectively. It contains a simple valid message that would be effective on a traffic safety poster.

Mark globally; a comparison must be included.

(4)

5.2 indignant / questioning / challenging etc.

(1)

5.3 The hideous face he is pulling and his claw-like hands indicate that he is delighting in the shock value and horror-impact of his slogan.

(2)

5.4.1 pools of blood and a flattened corpse / something particularly gory or gruesome

(1)

5.4.2 ironic / sarcastic / disgusted etc.

(1)

5.4.3 He sticks his tongue out because he is revolted at the thought of Calvin's creation.

(1)

5.5	The woodcutters cut down forests of trees for a living, they are obviously unconcerned about conserving the environment yet they claim to love working outside because nature "calls" to them.	(2)
5.6	Bill asked Bob if he understood what he was saying. He elaborated by saying that he couldn't work in a stuffy office because the outdoors called (or call) to him.	(3)
5.7	They are all concerned about the environment / they are environmentally responsible.	(1)
5.8.1	A businessman / banker etc.	(1)
5.8.2	The Rand is endangered because it has devalued so much; his livelihood is threatened; he is an 'endangered species', so he is campaigning with the others.	(2)
5.9	They are amazed / stupefied / they stop and stare Granny could be seen as uninterested, as she is walking away.	(1) [20]
	TOTAL:	100