

GAUTENG DEPARTMENT OF EDUCATION

SENIOR CERTIFICATE EXAMINATION

FEB / MARCH / MAART 2006

**ENGLISH PRIMARY LANGUAGE SG
(First Paper: Comprehension,
Summary and Language)**

TIME: 2 hours

MARKS: 75

INSTRUCTIONS:

- Your examination today is based on **PEOPLE and EVENTS THAT CHARACTERISE SOUTH AFRICA**.
- The paper consists of SEVEN questions.

PLEASE NOTE:

- All reading material is contained in the addendum to this examination and should be detached for ease of reference.
 - Keep your answers brief. Pay attention to the mark allocation in determining the length of your answers.
 - Use your own words, unless asked to quote.
 - Number your answers in the centre of the page.
 - Use the same numbering as in the question paper.
 - Write only the letter in response to multiple-choice questions, e.g. 1.1 A.
 - Leave a line open between answers.
 - Rule off after each section has been completed.
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**QUESTION 1
COMPREHENSION**

Read **TEXT A: *HAPPY SHOPPING*** and answer the questions that follow.

- 1.1 In your own words explain what the writer sets out to share with the reader. (3)
- 1.2 In paragraph 1 the writer says that he is **turning a mild shade of acid green**. Explain what the writer is telling us here. (2)
- 1.3 **It's just not fair.**
With reference to paragraph 2, why does the writer make this statement? (3)
- 1.4 The founder of Bread and Butter is Kim Stern. Explain why she would be an example of inventive small business practice (people who set up their own small business). (4)
- 1.5 1.5.1 In paragraph 6 what impression does the writer give to the reader about Bread and Butter? (2)

OR

- 1.5.2 Why, in your opinion, is Bread and Butter already successful in Gauteng? You may refer to paragraph 6 for your response. (2)
- 1.6 Explain how Bread and Butter attracts customers to its store. (3)
- 1.7 Why do you think **Bread and Butter** is an effective name for this store? (3)
- 1.8 Refer to paragraph 9.
The writer compares **The Space** and **Bread and Butter**.
- 1.8.1 What is the major difference? (2)
- 1.9 Examine the title of the passage: *HAPPY SHOPPING*.
Why do you think this is effective in terms of the passage as a whole? (3)

[25]

QUESTION 2 SUMMARY

Read **TEXT B**, *ILO hosts talks on street sellers*.

In your school a number of learners' parents are hawkers. Your school has decided to make its learners aware of the problems faced by hawkers. You have been asked by the Principal to write an article on the problems faced by the hawkers. Write the article – a summary of the text – in between 100 and 120 words.

- Provide a title for your speech. Do **not** include your title as part of the word count.
- Remember to use a formal register which is appropriate for secondary school learners.
- It is suggested that you concentrate on the problems and some of the solutions.
- At the end of your summary, indicate in brackets the number of words that you have used.
- You will lose marks if you do not follow the instructions.

[10]

QUESTION 3 ADVERTISING

Study **TEXT C**: *Did U Know*.

- 3.1 At whom do you think this advertisement is aimed? Give a reason for your answer. (2)
- 3.2 Why does the advertiser use **U** instead of **You** in the heading? (2)
- 3.3 Why does the advertiser place the words **travel arrangements** in inverted commas? In answering look at the advertisement as a whole. (2)
- 3.4 What do the illustrations add to the text? (2)

Study **TEXT D**: *First National Bank*.

- 3.5 Where would you expect to find this advertisement? (1)
- 3.6 How does the illustration of a dog holding a laptop computer between its jaws add to the 'message' of this advertisement? (2)
- 3.7 **We safeguard your online banking.**
Having read the text, list TWO ways FNB undertakes to 'safeguard' your online banking interests. (2)
- 3.8 What does First National Bank's slogan, *How can we help you?* suggest about the bank? (2)

- 3.9 The FNB advertisement was launched because of the computer fraud in Internet banking. Explain whether you think this advertisement is (or is not) effective. (2)
- 3.10 Both advertisements, C and D, offer a service. Explain which of the two you think is more successful in convincing the reader. (3)
- [20]

QUESTION 4
TEXTUAL EDITING

Study **TEXT E: *Below zero in Bloemfontein.***

- 4.1 Explain the use of the apostrophe in **don't** in paragraph 1. (1)
- 4.2 Suggest what other punctuation mark could replace the dash in paragraph 1. (1)
- 4.3 Why does the writer use a double dash in the first sentence of paragraph 2? (1)
- 4.4 In paragraph 2 **travelers** is used. Provide the correct spelling. (1)
- 4.5 A hyphen is used in paragraph 3. Explain its use. (1)
- 4.6 Study the following conversation.

The teacher asked, "Who would like to go on a visit to Bloemfontein next week? All expenses will be paid."

Andile replied: "I would like to go! Will it be cold and will I need to pack warm clothes?"

Rewrite the conversation in **Indirect (Reported) Speech**.
(Begin with: The teacher asked ...)

(5)
[10]

**QUESTION 5
MEDIA STUDIES**

Study **TEXT F: LUCKY.**

- 5.1 Explain the humour in this cartoon.
(HINT: Abstract art is when the artist paints to create an emotional response from the public rather than the public commenting on the painting itself.) (2)
- 5.2 Refer to frame 3.
Account for Abigail's changed expression in this frame. In your response you should also consider Abigail's expression in frame 2. (3)

QUESTION 6

Study **TEXT G.**

Like South Africa, the United Kingdom is made up of many nations, as this cartoon shows.

- 6.1 What makes the speaker say the words: "SAME HERE – I CAN'T FIND AN ORDINARY MAN IN THE STREET ANYWHERE!"? (3)

QUESTION 7

Explain the pun (play on words) used in the following sign:

Rainham Butchery: We meat your needs. (2)
[10]

TOTAL: 75

TEXT A

HAPPY SHOPPING

- 1 When, about a year ago, I read in all the glossies about an all-new 100 percent homegrown designer trinket store called Bread and Butter at Cavendish Mall in Cape Town, I found my Gautengenvy quota **turning a mild shade of acid green.**
- 2 First they get the sea. Then they get Clarkes' bookshop on Long Street. Now they get Bread and Butter. **It's just not fair.** (So there, you see, I've just admitted the inadmissible. Mountain aside, we Gauties do feel a tad green at the edges at times.)
- 3 Bread and Butter is the brainchild of artist/curator Kim Stern whose entrepreneurial impulse was fuelled by a desire to provide the public with a world of beautiful signature items. Jointly owned and founded by Paul Simon of YDE fame, the name of the store is no coincidence, for "bread and butter" is exactly what it provides for a host of innovative South African artists and designers.
- 4 Each of the 30 or so artists rents a bit of shelf space in Stern's Greenwich Village-style gift emporium, parting with a percentage of the sales price and pocketing the balance. Who can fault the idea? It's one of those gloriously win-win bits of brain candy.
- 5 So you can imagine my delight when, dining recently in Rosebank, I spotted a Bread and Butter store being installed in a small corner.
- 6 The new shop opened its doors at the beginning of June and, judging by a recent Saturday morning spree there, it's already a Highveld hit. The place was abuzz with a fun and curious spirit, packed with shoppers oohing and ahhhhing over the latest wall lights by Brett Murray, cute handbags by Sannell Aggenbach or Perspex or silver jewellery by Philippa Green.
- 7 Loud upbeat music with a dandy 40s feel contributed to the freshness of the feeling, as did the enthusiasm of the assistants who are only too willing to fill you in on the different ways you can display your Lomo photographic prints or show you the catalogue of a series of South African landscapes in digital print format by Peter Eastman.
- 8 "Response to true fashion in colour, shape and form confirms my hunch that artists represent South Africa's greatest untapped resource. They must develop themselves as a brand; why should they not prosper?" asks Stern. It's an infectious vibe that's tangible in her store and **another laudable local attempt at redefining the contemporary retail experience.**
- 9 Whereas The Space, just down the corridor in The Zone, focuses on wearable fashion, Bread and Butter is more about glitzy baubles and bangles, cool gifts and fun gadgets for the home.
- 10 Their range of cards is something to do cartwheels about. At long last some decently designed and unusual cards to send to friends abroad or attach to a pretty parcel.
- 11 The Gauteng store will be stocking new products by Gauteng-based designers, and tried-and-trusted favourites from the Cape Town store.

Adapted from: *THISDAY*

TEXT B

ILO HOSTS TALKS ON STREET SELLERS

Thabiso Ngqolongo from the Eastern Cape spends nine hours a day on the streets of Johannesburg trying to make a living. At the end of each day she pockets R30 from operating a pay phone and selling steel wool.

Ngqolongo said working on the streets of Johannesburg was difficult because hawkers were often harassed by the police.

The International Labour Organisation (ILO) hosted a national policy dialogue to find solutions to the problems hawkers experience.

The meeting was organized in collaboration with Streetnet, an international federation formed to protect the rights of hawkers.

Ken Andoh, the director of the ILO office in South Africa, said it was important to integrate and develop the informal economy in South Africa.

“According to South Africa’s 1999 October household survey, about 2,7 million people work in the informal economy. Of these, 1,5 million are women.”

Pat Horn, Streetnet’s international coordinator, said no policy regulated hawkers in South Africa.

“The National Business Act makes trading possible for anyone. You don’t need a licence to be a street vendor. There are, however, bylaws in every municipality. [These limit] street sellers from selling at specific corners or in specific numbers.”

Horn said about 30 percent of South Africa’s labour force worked in the informal sector.

Ngqolongo said police confiscated hawkers’ goods and they were forced to pay to get them back.

Sean Dinat, a Johannesburg municipal representative, said areas in the city were restricted under the bylaws.

Lameck Kashiwa, general secretary of the Alliance of Zambian Informal Economy Associations, said street sellers in Zambia faced the same problems.

Horn said uniting associations was the best way to solve hawkers’ problems.

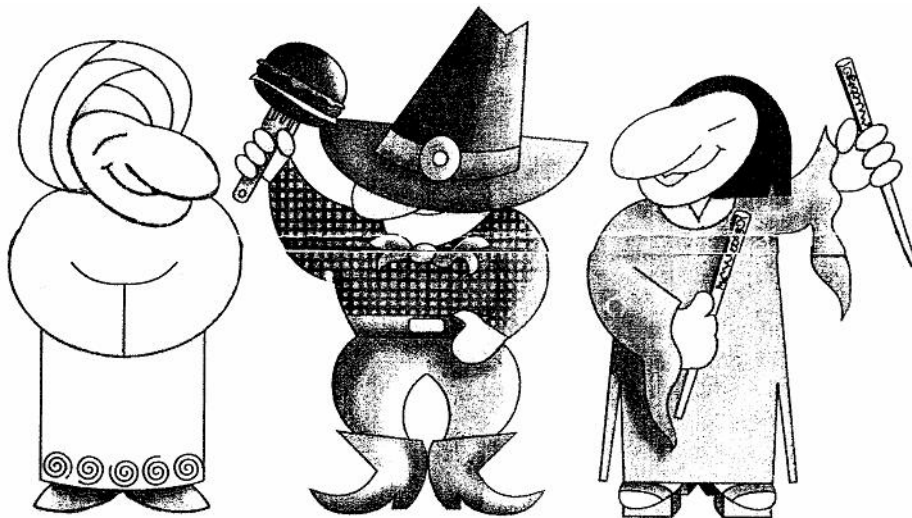
Adapted from: *THISDAY*

TEXT C

DID U KNOW

YOU CAN 'TRAVEL' THE WORLD
with Mr. DELIVERY!

Enjoy a selection of the finest international cuisine in your very home, by consulting your nearest Mr. DELIVERY branch to place an order, and leave the 'travel arrangements' to us!



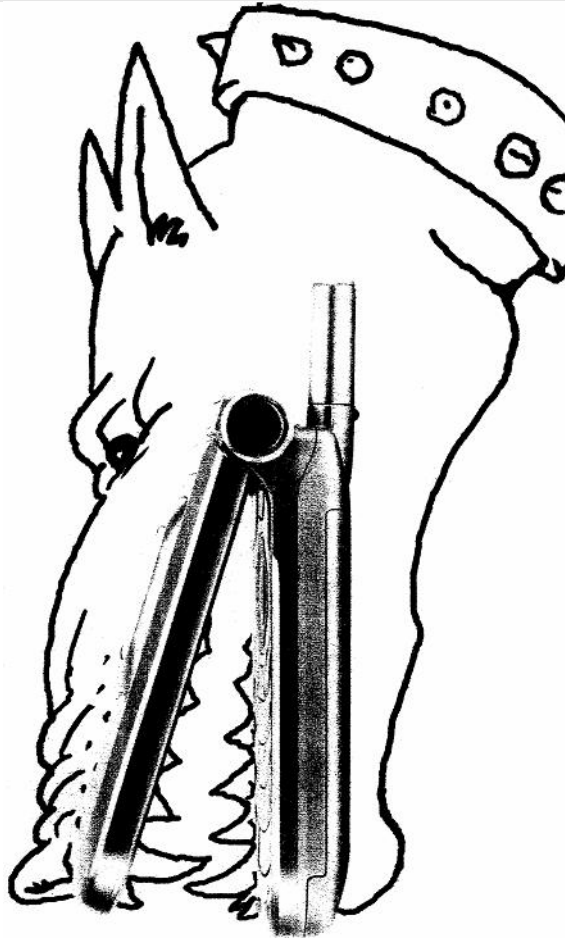
So what will it be?
Chinese, Indian, Italian...



For more information or enquiries, please contact Mr. DELIVERY Head Office (011) 442-6782 / National Call Centre 0861 85 85 85

TEXT D

We safeguard your online banking.



Online security is our priority. Not only do we keep you informed about any activity on your account through the *inContact* SMS notification service, your very own 24-hour a-day watchdog, but we also safeguard you against online fraud by offering a full money back guarantee. So you can sit back, relax and bank.

FNB Internet banking enabled by  eBUCKS.C



First National Bank

Advertiser First National Bank

How can we help you?

www.fnb.co.za

TEXT E

BELOW ZERO IN BLOEMFONTEIN

- 1 August 1 1988. I don't expect I'm ever going to forget that date. It marked the start of a significant phase in my education – my first train journey and the coldest day of my life, before or since.
- 2 Four of us – wide-eyed, idealistic students – were on our way to start first year at the National University of Lesotho. We had taken the train from East London, a route that includes a 3 am stop-over in Bloemfontein. Landing there with my three fellow travelers that morning, the Free State city was in the grip of sub-zero temperatures.
- 3 I couldn't feel my ears. Inside my half-boot shoes I was sure my toes had fallen off. It hurt deep into my bones.
- 4 As late as 1988 Spoomet still seemed to think a black man could not travel in anything other than third class, and their ticket inspectors were unfriendly as ever.

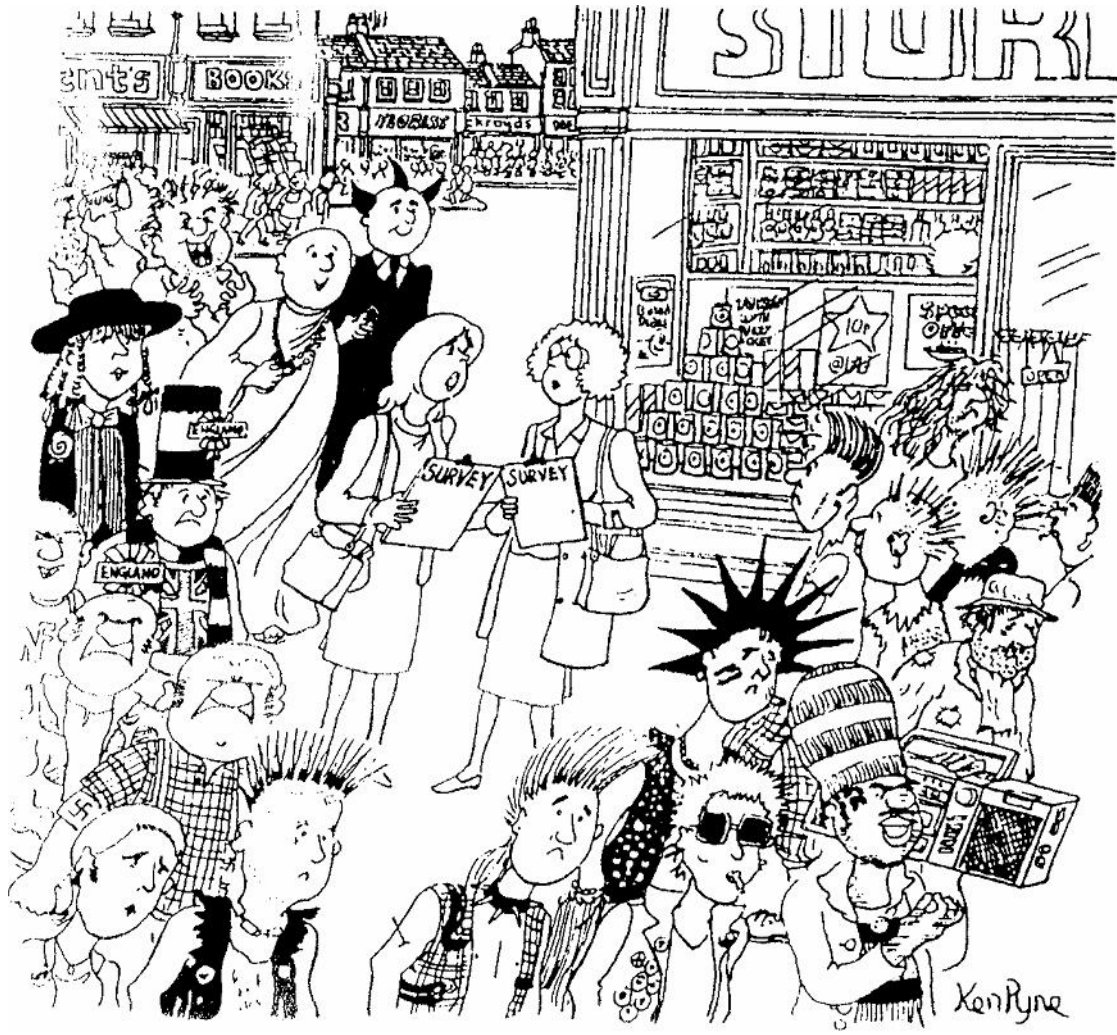
Adapted from: *THISDAY*

TEXT F

LUCKY by Angus Cameron



TEXT G



"SAME HERE - I CAN'T FIND AN ORDINARY MAN IN THE STREET ANYWHERE!"