



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

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**ENGLISH HOME LANGUAGE P1
MARKING GUIDELINE**

MARKS: 70

This marking guideline consists of 10 pages.

NOTE:

- This marking guideline is intended as a guide for markers.
- It is by no means prescriptive or exhaustive.
- Candidates' responses should be considered on merit.
- Answers should be assessed holistically and marks awarded where applicable. The marking guideline should be discussed before the commencement of marking.

INSTRUCTIONS TO MARKERS

Marking the comprehension:

- Because the focus is on understanding, incorrect spelling and language errors in responses should not be penalised unless such errors change the meaning/understanding. (Errors should still be indicated.)
- If a candidate uses words from a language other than the one being examined, disregard those words, and if the answer still makes sense, do not penalise. However, if a word from another language is used in a text and required in an answer, this will be acceptable.
- For **open-ended questions**, no marks should be awarded for YES/NO or I AGREE/I DISAGREE. The reason/substantiation/motivation is what should be considered.
- No marks should be awarded for TRUE/FALSE or FACT/OPINION. The reason/substantiation/motivation/quotation is what should be considered.
- For questions which require quotations from the text, do not penalise candidates for omitting the quotation marks or for an incorrect spelling within the quotation.
- When one-word answers are required and the candidate gives a whole sentence, mark correct provided that the correct word is underlined/highlighted.
- When two/three facts/points are required and a range is given, mark only the first two/three.
- Accept dialectal variations.
- For multiple-choice questions, accept BOTH the letter corresponding to the correct answer AND/OR the answer written out in full.

SECTION A: COMPREHENSION**QUESTION 1: READING FOR MEANING AND UNDERSTANDING****QUESTIONS: TEXT A**

- 1.1 This indicates that the search for purpose is not something new. ✓✓ (2)
- 1.2 The first group of people who are looking for meaning in life consists of those who are receiving counselling from psychiatrists/people who want to have more fulfilling lives. ✓
- The second group of people consists of businessmen who want to be better leaders. ✓ (2)
- 1.3 People become too busy with their daily lives, appointments and objectives. ✓ This constant activity causes them to lose focus ✓ of their purpose in life. (2)
- 1.4 The author is quoting words that have been used by people before. ✓ (1)
- 1.5 Not finding one's life purpose could lead to a permanent discontentedness ('chronic, lingering dissatisfaction'), ✓ a restlessness in one's spirit ('an absence of inner peace') ✓ and a feeling of disharmony with one's inner self ('a sense of not being fully in sync with your inner self'). ✓
- [Candidates MUST use their own words.] (3)
- 1.6 False.
'Sometimes it is right in front of your eyes'. ✓
- [No mark for 'False'.] (1)
- 1.7 This short sentence emphasises that the writer believes each person has a simple choice to make ✓ – he/she can either choose to continue living an unfulfilling outer life ✓ or he/she can make a real effort to find his/her purpose in life. ✓ (3)
- 1.8 At first glance being focused on finding one's purpose in life seems like self-interest, as one expects outside factors (like reaching goals) to determine one's purpose. ✓ However, it is when one forgets about these worldly definitions of success that one finds one's true purpose, ✓ because purpose should determine goals and not vice versa. ✓ Knowing yourself creates awareness of your life purpose. ✓
- [Any three points.] (3)

- 1.9 In paragraph 7 the writer relates the story of the investment advisor who discovered his purpose after realising his focus needed to shift from managing money to helping others. ✓

In paragraph 11 the writer states that those who find their purpose have realised that 'service towards something beyond ego' is a necessary requirement. ✓

These people discover that focusing on something altruistic beyond the self ('ego') enables them to be in accord/harmony ('in sync') with their inner selves. ✓

[Candidates must refer to both paragraphs 7 and 11.] (3)

- 1.10 Happiness is dependent on what happens in one's life. / Happiness fluctuates with good and bad times ('situational': line 41). ✓ One's purpose, however, is the intrinsic motivation that allows one to keep going and striving towards the fulfilment of that purpose, ✓ irrespective of what happens in everyday life. ✓ (3)

- 1.11 The man with the backpack might have gone on a "pilgrimage" to ask the hermit about the meaning of life, ✓ since it is sometimes thought that people who withdraw from society might have answers to metaphysical questions. ✓

OR

The man with the backpack might have been hiking in the mountains and unexpectedly met the hermit. ✓ He then asked him about the meaning of life. (1)

- 1.12 The self-deprecating tone ✓ of the hermit makes this cartoon humorous. His awareness of both his physical state ('in a cave in my underpants') and his lack of purpose (not knowing the 'meaning of life'), ✓ makes this cartoon funny. There is anti-climax since it is not the answer one expects. ✓

[Candidates must identify tone AND discuss how the tone contributes to the humour.] (2)

- 1.13 In paragraph 10 of TEXT A the author maintains that one only finds meaning in life once one starts focusing on an external purpose that transcends one's own immediate needs ('to serve something larger than oneself': line 56). ✓ In TEXT B the hermit has withdrawn from society and spends his life on top of a mountain. This hermit is unlikely to find the purpose/meaning of life in seclusion, as he only needs to concern himself with his own immediate needs daily. ✓ / By withdrawing from society, he can focus on his external purpose and not on self-interest and his immediate needs. ✓

In TEXT A the author also says people often find their purpose in their daily work/activities ('their service and sense of purpose is embodied in the work that they do every day': lines 58–59). ✓ Since the hermit in TEXT B has nothing to do during the day, there is no activity that might contribute to finding his sense of purpose/the meaning of life. ✓

[Candidates must refer to BOTH texts.] (4)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2: SUMMARISING IN YOUR OWN WORDS**

Use the following main points that the candidate should include in the summary as a **guideline**.

Any 7 valid points are to be credited in paragraph form.

(Sentences and/or sentence fragments must be coherent.)

	QUOTATIONS		POINTS
1	'Perseverance is an essential element you need to achieve a high level of success.'		You realise that success is dependent on perseverance.
1	'to remain steadfast in accomplishing the difficult task'	1	It teaches you to be resolute to complete tasks.
2	'It requires a higher level of patience to develop perseverance in you.'	2	You are aware of the need to be patient.
3	'Someone who practices perseverance is more trustworthy than other people. People know you are not going to quit, no matter how hard the situation gets.'	3	You are perceived to be more reliable since you will not give up.
4	'You develop a sense of self-worth and confidence.'	4	You develop confidence and self-esteem.
5	'You start taking ownership of the goals you have set to achieve.'	5	You are aware that you are responsible for the attainment of your goals.
6	'You become a firm believer that your destiny is in your hands. You control your own fate.'	6	You realise that you are in control of your life.
7	'it augments the goal's value for you and intensifies your motivation level.'	7	You become motivated as your goals intensify in importance.
8	'It leads you to wonderful findings and broadens your knowledge about yourself and your goals.'	8	You acquire self-knowledge.
9	'achieve your true potential'	9	You fulfil your potential.

PARAGRAPH FORM

NOTE: What follows is merely an example. It is not prescriptive and must be used very carefully.

Perseverance determines success. It develops patience and resolution to complete tasks. People with perseverance are perceived to be more reliable than others. This builds confidence and self-esteem. As you persevere you realise that you are in control of your life with the responsibility of fulfilling your goals. These goals become more valuable as you work towards the attainment thereof. As your goals intensify in importance, your motivation to succeed increases. You also acquire self-knowledge as you strive to achieve your potential.
(81 words)

Marking the summary

The summary must be marked as follows:

- **Mark allocation:**
 - 7 marks for 7 points (1 mark per main point)
 - 3 marks for language
 - Total marks = 10
- **Distribution of language marks when candidate has not quoted verbatim:**
 - 1–3 points correct: award 1 mark
 - 4–5 points correct: award 2 marks
 - 6–7 points correct: award 3 marks
- **Distribution of language marks when candidate has quoted verbatim:**
 - 6–7 quotes: award no language mark
 - 1–5 points quoted: award 1 language mark

NOTE:

- **Format:**

Even if the summary is presented in the incorrect format, it must be assessed.
- **Word count:**
 - Markers are required to verify the number of words used.
 - Do not deduct any marks if the candidate fails to indicate the number of words used, or if the number of words used is indicated incorrectly. If the word limit is exceeded, read up to the last sentence above the stipulated upper limit and ignore the rest of the summary.

TOTAL SECTION B: 10

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**Marking SECTION C:**

- Spelling:
 - One-word answers must be marked correct even if the spelling is incorrect, unless the error changes the meaning of the word.
 - In full sentence answers, incorrect spelling should be penalised if the error is in the language structure being tested.
 - Where an abbreviation is tested, the answer must be punctuated correctly.
- Sentence structures must be grammatically correct and given in full sentences/as per instruction.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

3.1 The product is included to enable the reader to recognise the brand. ✓✓ (2)

3.2 It could mean that the pet owner should buy more ('Get more') Whiskas. ✓

Or it could mean that the pet owner will get more of his pet's love/devotion if he buys more Whiskas. ✓ (2)

3.3 The manufacturers of Whiskas want the reader to know that they are involved in rehoming cats. They also want the readers to become involved. This shows that they care. ✓

The inclusion of this sentence is, therefore, effective in conveying the message, as they hope to influence people to buy their product. Animal lovers/cat lovers would hopefully rather buy their product if they know that some of the profits are going towards a worthy cause. ✓

They might also convince a reader to adopt a cat. That reader would also be influenced to buy their product, since they "convinced" them to adopt a pet, which would add to their quality of life. ✓ The reader would remain loyal to the product. ✓

[Candidates must refer to the message of the advertisement in their answer.] (3)

3.4 TEXT D would be more effective.

Visual: Cat owners ✓ would think that the visual representation of the words which follow the movement of the wagging tail is very clever. ✓

Text: People who own cats would find the cat's opinion of his being the most important creature very humorous. The inclusion of the owner as the second best in the world if they give the cat Whiskas, would probably make them buy the food. ✓

OR

TEXT E is more effective.

Visual: The cat appears very shy/uncertain in the image. ✓ This would touch the heart strings of people who love cats/animals. ✓

Text: An animal lover would find the sentence wishing Larry a happy future in his new home very moving. ✓ The invitation to become involved in adopting a cat might convince the reader to undertake this selfless act. People who prefer adoption rather than buying a pet, will approve of this advertisement. ✓

[Any three points. However, the candidate must identify the target market and address both the visual and the text.]

(3)
[10]



QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

4.1 His tone is one of glee/excitement. ✓

His use of the interjection, 'Oooh' indicates his glee in catching somebody who is intoxicated. / The word 'very' is in bold to emphasise his excitement. ✓

AND

His big eyes convey his excitement. ✓ / His pursed lips show his glee. ✓

[Candidates must identify **tone** and indicate how both the **verbal** and the **non-verbal** (body language) aspects contribute to the tone to be awarded full marks.] (3)

4.2 In FRAME 3 Madam is calmly blowing into the breathalyser. In FRAMES 4, 5 and 6 Madam's cheeks grow progressively rounder. / Madam's cheeks grow progressively redder (as indicated by the shading). ✓

This shows that she is blowing harder and harder into the defective breathalyser. ✓ (2)

4.3 In FRAME 6 the piece of paper which has been stuck in the breathalyser pops out. ✓ The absence of dialogue emphasises everybody's utter amazement at this unexpected turn of events. ✓ (2)

4.4 The cartoonist criticises corrupt government contracts in such a way that the reader laughs about it. ✓ Popular opinion maintains that China mass produces substandard products and sells them cheaply. ✓ Obviously, these cheap products do not work. ✓ (3)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 The apostrophe indicates plural possession. (1)
- 5.2 **After she had performed** ✓ for music producers Evan Rogers and Carl Struken in 2003, her music career started at the age of 15.
[Tense must be correct.] (1)
- 5.3 realised – released ✓ (1)
- 5.4 But it was **only** ✓ in 2007 that the singer gained recognition with her album, *Good Girl Gone Bad*. (1)
- 5.5 Over the years, many accolades **have been won** by the 32-year-old singer. ✓
[Award one mark only if the answer is completely correct.] (1)
- 5.6 Since she made her debut, / Following her debut, 14 No. 1 hits have featured on the Billboard Hot 100 chart. ✓ (1)
- 5.7 (Rihanna featured **in** the Forbes' list) – on ✓ (1)
- 5.8 B – adjective ✓ (1)
- 5.9 presense – presence ✓ (1)
- 5.10 co-owns ✓ (1)
- [10]**

TOTAL SECTION C: 30
GRAND TOTAL: 70