




**MARKS: 90** This memorandum consists of 6 pages.

**NOTE:**

- This marking memorandum is intended as a guide for markers.
- It is by no means prescriptive or exhaustive.
- Learners' responses should be considered on merit.
- Answers should be assessed holistically and marks awarded.

**INSTRUCTIONS TO MARKERS**

- Incorrect spelling and language errors in longer responses should not be penalised, because the focus is on understanding.
- For open-ended questions, no mark should be awarded for YES/ NO or I AGREE/ I DISAGREE. The reason/substantiation/motivation is what should be considered.
- For FACT/ OPINION questions, the mark should be split: 1 mark for FACT/ OPINION and a mark for the reason/ substantiation/ motivation. The mark for the reason/substantiation/motivation should only be awarded if the FACT/ OPINION part of the question is correct.
- For questions which require quotations from the text, do not penalise learners for omitting the quotation marks.
- When one-word answers are required and the learner gives a whole sentence, mark correct only if the correct word is underlined/ **highlighted**.
- When two/three facts/points are required and a range is given, mark only the first two/ three.
- For multiple-choice questions, accept the letter of the correct answer, the correct answer written out in full or the letter of the correct answer with the answer written in full.

Question Number	EXPECTED ANSWERS	Mark/s
1.	C ✓ / The need for tweens and teens to use cellphones responsibly.	1
2.	A ✓/ Unbiased	1
3.1.	To show contraction of <u>it is</u> / contraction/ a letter has been omitted/ the letter 'i' has been omitted. ✓ <b>(Accept any ONE)</b>	1
3.2.	To indicate the use of direct speech/ direct speech/ a quotation/ spoken word ✓ <b>(Accept any ONE)</b>	1
4.	A ✓/ Extremely fast development of new technology.	1
5.	<p>Yes. According to research, most teens/tweens lack good judgement to use social media sites/ cellphones responsibly. ✓✓</p> <p style="text-align: center;"><b>OR</b></p> <p>Yes. Research shows that teenage brain development is not yet mature in respect of reasoning, self-control and decision-making. Hence teens could be careless about behaviour. ✓✓</p> <p style="text-align: center;"><b>OR</b></p> <p>YES. Teens and tweens do not realise that what they say online is recorded and can have long term consequences. ✓✓ </p> <p style="text-align: center;"><b>OR</b></p> <p>NO. Research shows "most" teens/tweens lack good judgement to be careful about online behaviour. This means <u>some</u> teenagers can be responsible and mature. They should be allowed to have cellphones. ✓✓</p> <p style="text-align: center;"><b>OR</b></p> <p>NO. The writer says that "often" teens do not realise the long-term consequences of reckless online behaviour. This means that there are instances where teens are mature and sensible enough to use cellphones responsibly. ✓✓</p> <p><b>(Accept any other reasonable explanation relevant to "YES" or "NO" response. No mark to be awarded for just Yes/No)</b></p>	2
6.	C ✓ / Teens are unable to be careful when they use social media.	1
7.	C ✓/ Meet	1
8.	D ✓ / The ability to think carefully before doing something.	1
9.	B ✓/ Most	1
10.	Fact. ✓ "Research proves"/ "in fact"/ " Research" and "fact" together ✓ <b>(1 mark for stating FACT and 1 mark for quoting any TWO of the above options)</b>	2
11.	<p>Yes. Parents need to monitor the text and social media usage of their children to protect them from abuse. ✓✓</p> <p style="text-align: center;"><b>OR</b></p> <p>Yes. Children are too young to understand the consequences of their texting and social media usage. ✓✓</p> <p style="text-align: center;"><b>OR</b></p>	2

	No. Everybody, including children, has the right to privacy. ✓✓ <b>(Accept any other reasonable explanation relevant to "YES" or "NO" response. No mark to be awarded for just Yes/No.)</b>	
12.	B ✓ / Children about to be teenagers	1
13.	Although parents monitor their children's text and social media usage, they need to be even more protective than usual. ✓✓ <b>OR</b> Parents need to be even more protective than usual although they monitor their children's text and social media usage. ✓✓ <b>(One mark for the replacement of "parents" with "they"; one mark for correct sentence construction.)</b>	2
14.	Confusing / chaotic / mad/ insane / astounding / amazing ✓ <b>(Accept any other synonym that fits within the context of the sentence.)</b>	1
15.	No. Parents will have to monitor the text and social media usage of their children. ✓✓ <b>OR</b> No. Teens are immature/not careful/ lack good judgement. They can get into trouble using social media carelessly/recklessly. ✓✓	2
16.	"pretty amazing world"/ "amazing world"/ "changing by the minute"/ "hard to keep up"/"spring up seemingly overnight" ✓ <b>(Accept any ONE of the above. Do not penalise learner for omitting quotation marks. However, quotation and spelling must be accurate.)</b>	1
17.	"a HUGE job" suggests that monitoring their children's cellphone use is a difficult/ very challenging/ hard task. Parents will struggle to monitor their children's online activities/ cellphone use. ✓✓ <b>OR</b> No previous generation of parents has had to do what parents today have to do (monitor their children's cellphone use). ✓✓ <b>OR</b> Today's parents have no previous experience to guide them in monitoring their children's cellphone use. They have to manage a difficult task on their own. ✓✓ <b>(Accept any other suitable response based on lines 31-33 of paragraph 9.)</b>	2
18.	Galaxy Note 3 phone✓ and Gear wrist device✓/ Galaxy Note3✓+Gear✓/ the cell phone✓ and the watch✓ <b>(One mark for reference to phone and one for reference to watch/ wrist device)</b>	2
19.	To draw attention /Catch the reader's eye / to attract the reader's attention✓ <b>(Accept any other suitable response.)</b>	1
20.1	A ✓/Businessmen	1
20.2	The person wears a suit ./ The stylus or pen is generally associated with businessmen. /Businessmen are associated with the latest electronic devices./ The entire advertisement is geared towards making business easier. ✓✓ <b>(Accept any TWO.)</b>	2

21.	Rugby fans/Springbok fans will be influenced to buy this product because it sponsors their team. / Sport fans love to use the same products as the teams they support – hence they will buy this product. / The fact that Samsung provides Smartphones to the Springboks will increase its profile/ image/ credibility in the public eye, leading to increased sales. ✓✓ <b>(Accept any other suitable response that refers to rugby fans and the products they use.)</b>	2
22.	To make the products memorable/ To make the reader remember the products/ To imprint the brand in the reader’s mind/To ensure the brand is established among consumers. ✓✓ <b>(Accept any TWO of the above or any other reasonable response.)</b>	2
23.	You answer calls with a motion of your wrist / You can have a conversation via your wrist device/ You can use either of the devices to perform tasks/ “a perfect partnership” is highlighted at the top of the text to emphasize the effectiveness of the products working together in harmony/ “ideal” suggests these products work together in the best possible way. ✓✓✓ <b>(Accept any THREE. Accept other reasonable answers.)</b>	3
24.	B ✓/Description	1
25.	A ✓/Amazement	1
26.1	Metaphor✓	1
26.2	The many computer cables are compared to a maze (of passages). ✓	1
26.3	A maze is a confusing arrangement of passages – difficult to find one’s way out once inside. ✓Likewise, there are many cables attached to the computer – not easy to distinguish one from the other or tell the function of each. ✓	2
27.1	Personification <b>OR</b> Alliteration	1
27.2	<b>Personification:</b> An inanimate object (“box”) has been given human qualities (“blinking”). ✓ The Intermittent, flashing light of the computer is compared to the rapid opening and shutting of a person’s eyes. ✓ <b>OR</b> <b>Alliteration:</b> the repetitive “b” sound✓ reinforces the quick, intermittent flashing of the light from the computer. ✓	2
28.	No. The poet celebrates the power contained within the small box. The poet focuses our attention on the powerful processes that take place within a computer, something we do not think about a lot. ✓✓ <b>OR</b> Yes. The poet shows that when a computer is disassembled, it is nothing but confusing cables/parts. The power of the computer should not be glorified as it is not a living thing – it has been made and operated by human beings. ✓✓ <b>(This question is open-ended. Accept any relevant, reasonable answer.)</b>	2

29.	A Ministry spokesman said that <b>they</b> ✓ <b>wanted</b> ✓ to get <b>their</b> ✓ children out of the virtual world and <b>wanted</b> ✓ them to have real communication with other children and adults. <b>Award 1mark for each of the following:</b> <ul style="list-style-type: none"> <li>• Changing "we" to "they"</li> <li>• Changing verb form of "want" to "wanted"</li> <li>• Changing "them" to "their"</li> </ul>	4
	• Changing verb form of second "want" to "wanted"	
30	B ✓ / To stop all use of the Internet.	1
31.	C ✓ / People cannot stop using the Internet.	1
32.	Studies suggest that an online obsession also <b>affects</b> ✓ school performance.	1
33.	available / present / ready / prepared/ accessible ✓ <b>(Accept any suitable synonym appropriate to the context of the sentence. Spelling must be correct.)</b>	1
34.	decreasing / declining / diminishing / lessening✓ <b>(Accept any suitable antonym appropriate to the context of the sentence. Spelling must be correct.)</b>	1
35.	The Ministry is planning a <b>research</b> ✓ project on Internet addiction in the next year and <b>has asked</b> ✓ the government for funding. <b>(Spelling: research = 1 mark. Verb tense: has asked = 1 mark)</b>	2
36.	Compound word / two separate words joined to form one meaning✓	1
37.	problematic ✓ <b>(If learner re-writes entire sentence with correction underlined OR if the entire sentence is rewritten with only the appropriate word corrected, award the mark. Spelling must be correct.)</b>	1
38.	accuracy ✓ <b>(If learner re-writes entire sentence with the underlined word corrected, award the mark. Spelling must be correct.)</b>	1
39.	cellular phone/cellular telephone✓ <b>(Accept any one. Spelling must be correct).</b>	1
40.	<b>Main clause:</b> Some can develop deep-vein thrombosis. ✓ <b>Subordinate clause:</b> which is generally associated with cramped passengers on long-distance airplane flights ✓	2
41.	<ol style="list-style-type: none"> <li>1. Sleep disorder/Sleep deprivation/ Difficulty sleeping/Poor sleeping patterns. ✓</li> <li>2. Eating disorders/ Poor eating habits. ✓</li> <li>3. Deep-vein thrombosis/ Blood clots/ Poor blood circulation. ✓</li> <li>4. Depression/ Mood disorders. ✓</li> <li>5. Poor school performance/ Poor academic performance/ Schoolwork suffers/ Academic performance decreases. ✓</li> </ol> <b>(Accept other reasonable responses expressing the above five points. Notwithstanding the instructions on the question paper, allow learners a maximum of 25 words).</b>	5
42.	Refer to Rubric	20

**GRAND TOTAL: 90**

**WRITING**

**ASSESSMENT RUBRIC FOR TRANSACTIONAL WRITING: DIALOGUE (20 MARKS)**

<b>20 MARKS</b>	<b>EXCEPTIONAL 10-12</b>	<b>SKILFUL 8-9</b>	<b>MODERATE 6-7</b>	<b>ELEMENTARY 4-5</b>	<b>INADEQUATE 0-3</b>
<b>Content &amp; Planning (12 marks)</b>	<ul style="list-style-type: none"> <li>• Excellent interpretation of topic.</li> <li>• Interesting, imaginative and persuasive ideas.</li> <li>• Evidence of planning results in a very well constructed and relevant presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriate interpretation of the topic.</li> <li>• Persuasive ideas.</li> <li>• Evidence of planning results in a well-constructed and suitable presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate interpretation of the topic.</li> <li>• Average ideas, lacking depth.</li> <li>• Evidence of planning results in a satisfactory presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Content lacks adequate coherence.</li> <li>• Few ideas. Ideas often repeated.</li> <li>• Lack of planning results in a poorly constructed, often incomprehensible presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Irrelevant content - no coherence.</li> <li>• Mediocre, repetitive ideas.</li> <li>• No evidence of planning. Very poor presentation.</li> </ul>
<b>Language, Style &amp; Editing (8 marks)</b>	<ul style="list-style-type: none"> <li>• Tone, register, style and vocabulary completely appropriate to purpose, audience and context.</li> <li>• Accurate use of language structures and conventions.</li> <li>• Virtually error-free presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Tone, register, style and vocabulary suitable to purpose, audience and context.</li> <li>• Mostly accurate use of language structures and conventions.</li> <li>• Mostly error-free.</li> </ul>	<ul style="list-style-type: none"> <li>• Tone, register, style and vocabulary suitable to purpose, audience and context.</li> <li>• Satisfactory use of language structures and conventions.</li> <li>• Some errors.</li> </ul>	<ul style="list-style-type: none"> <li>• Tone, register, style and vocabulary not always appropriate to purpose, audience and context.</li> <li>• Inaccurate use of language structures and conventions.</li> <li>• High frequency of errors.</li> </ul>	<ul style="list-style-type: none"> <li>• Tone, register, style and vocabulary completely inappropriate to purpose, audience and context.</li> <li>• Poor use of language structures and conventions.</li> <li>• Text riddled with errors - confuses the reader.</li> </ul>