

KZN DEPARTMENT OF EDUCATION
GREENBURY SECONDARY SCHOOL
FINAL EXAMINATION : 2017
ENGLISH : PAPER 1 : GRADE 11

DATE : 15-11-17 TIME : 2 HOURS MARKS : 70

EXAMINERS / MODERATORS : L.Gopalan, L.Moodley, F.A.Vanmali, G.Munisamy

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NAME : GRADE/DIV :

.....

INSTRUCTIONS AND INFORMATION :

1. Ensure that this paper comprises of 12 pages.
2. This question paper consists of THREE sections :
 - * SECTION A : Comprehension : 30 marks : 50 minutes
 - * SECTION B : Summary : 10 marks : 25 minutes
 - * SECTION C : Language in Context : 30 marks : 45 minutes.
3. Answer ALL the questions.
4. Rule off after each section.
5. Number your answers according to the numbering system used in this paper.
6. Leave a line after each answer.
7. Pay special attention to spelling and sentence construction.
8. Write neatly and legibly, using a dark blue pen.

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SECTION A : COMPREHENSION

QUESTION 1 : READING FOR MEANING AND UNDERSTANDING

Read TEXT A, TEXT B and TEXT C then answer the questions set.

THE TOXIC MIRROR

1. If the media is the older sibling, then social media is the younger drop-dead gorgeous last born. Agreed: social media is irresistible ! Although we are aware of its unique, artistic, photo-enhancing options and Valencia-filtered fantasy, we keep scrolling through our Instagram feeds and feel increasingly worse about our body images. 5
2. Recently, psychologists found strong cross-cultural evidence linking social media to body image, dieting, and self-objectification in adolescents . In our perfection-focused society, visual platforms such as Instagram, Facebook and Snapchat encourage youngsters to earn approval for appearance, as well as compare themselves to others. Latest surveys reveal that Facebook is thriving with 2 billion 10 active monthly users whilst Instagram, which is fast gaining popularity, boasts 700 million users. In short, juveniles feel the pressure to log onto these sites that link self-worth to their looks.
3. Females are not the only ones to suffer social scrutiny; males are also given the “perfection” blueprint. If you are the fairer sex then you are too fat but, the fellows 15 are not stout enough. Whilst women are influenced to conform to the ideal of a slim body shape using fad diets, men are encouraged to “man up” or resort to “bulking”. An endless stream of Instagram heroes present themselves as Greek Gods, advertising their abs and chiseled bodies. Then you look at your own body and you think, “I’m a disgusting blob.” In today’s society, the ideal man 20 is expected to be tall, rugged, handsome, muscular and emotionally strong. Thus, the Facebook post of a young man baring his soul, in a hand-written sign, “It’s just as hard to be Ken as it is to be Barbie,” does make one think.
4. Selfie-holics now have the power to alter their online bodies in a way that’s practically on par with make-up and other beauty products. If the Internet has been 25 labelled the great democratizer, perhaps what social media has done is allow anyone to enter the beauty pageant. The youth can simply cover up pimples, whiten teeth and even airbrush with the swipe of a finger, controlling their own image to become prettier, thinner and sexier.
5. What people share online is dwarfed by what they consume. Pre-Internet, one had to 30 journey to the shop to find a magazine with celebrity bodies. Now the pictures are endless, thanks to smart-phone technology. Adolescents can spend hours fixating on the toned arms of celebrities who market their bodies as much as their talent.
6. The meteoric rise of the “wellness” industry online has launched an entire industry of fitness celebrities whom millions embrace for their diets and exercise. 35 However, the drive for “wellness” and “clean-eating” (unprocessed ,wholesome, natural foods) has become a stealthy cover-up. This year, an analysis of fifty so-called “fitspiration” websites revealed messages which seemed to stem from

pro-anorexia or “thinspiration” websites. The strong language usage induces guilt about body weight and promotes dieting. Writing for *Time Magazine*, Ruby Tandoh, the 24-year old, recounted how a focus on “healthy” and “clean-eating” enabled her to hide her eating disorder and deflect concerned peers. “I had found wellness,” she wrote. “I was not well.” 40

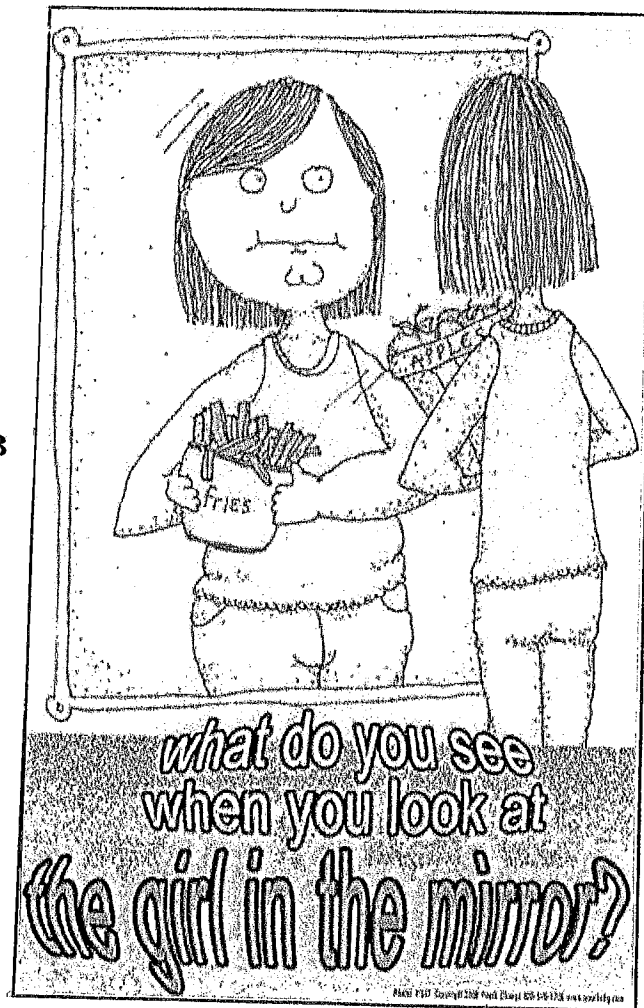
7. Fitness expert Matt Magco of New York adds, “I’ve got the body I’ve always wanted. But, even at 30 I’m constantly looking for ways to get bigger, tighter, faster and stronger. Even today I look in the mirror and see a clumsy 13-year-old. He lives with me.” Geez! Social media has definitely resulted in the toxic-mirror-syndrome. 45

8. How do we avoid getting sucked into this vortex? Doctor Robert Olivi, a clinical psychologist at Havard says, “Walk away.” We all know that’s not going to happen. 50 Yet, another psychologist at Oxford Univerisity, Dr. Aaron Hill, suggests imagining your sense of self as a pie-chart. How much of the pie does physical appearance make up? If it is a bigger portion, downsize. Make a conscious effort to dedicate the other slices to wholesome choices. Set goals. Include movies, nature, music, reading, pets...Life is not only about ginormous muscles and wasp-waists. For every Instagram superhero-body type you follow, add a photographer. Or a teacher. Or a traveller. Or a humanitarian.... 55

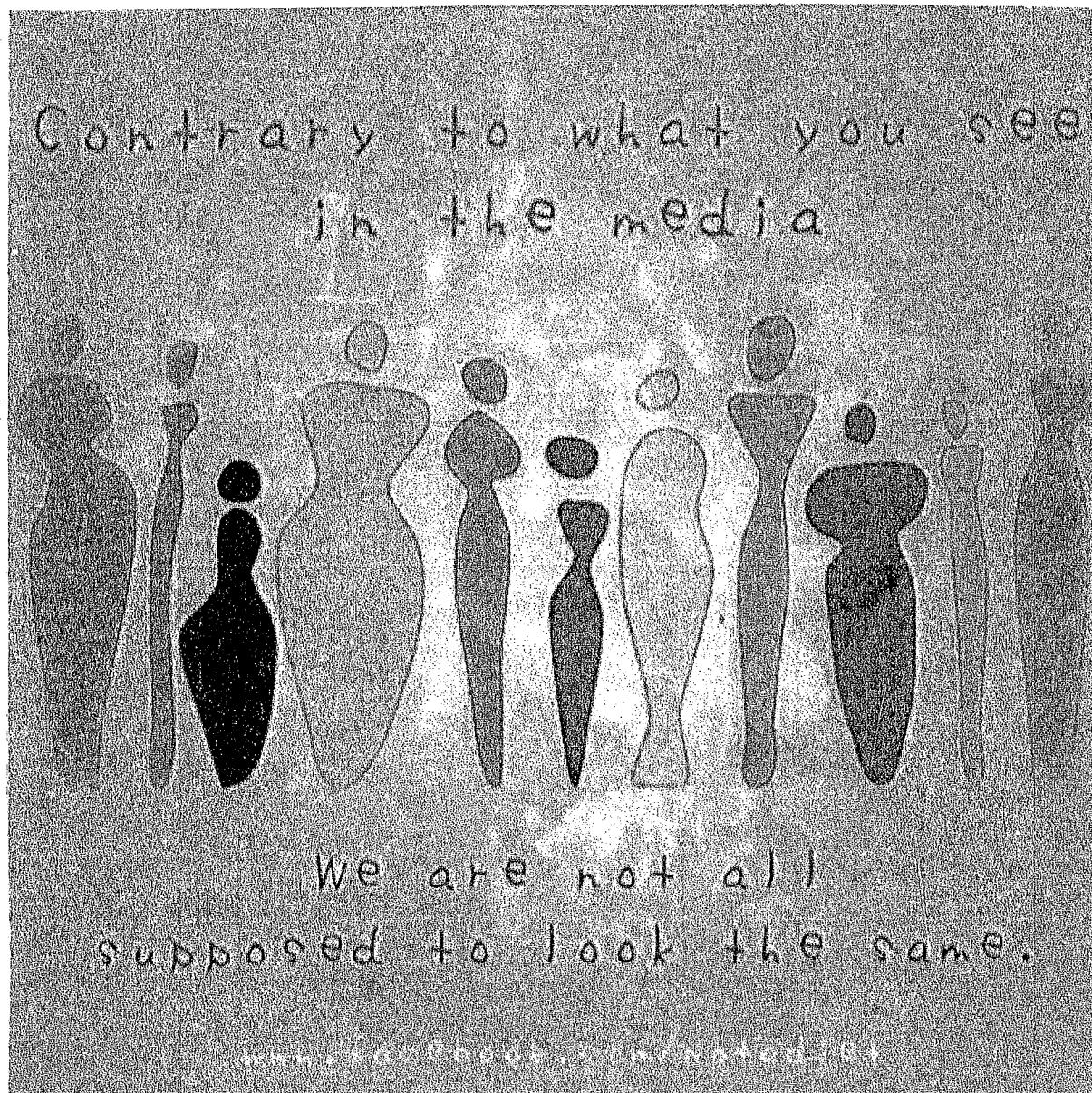
(ADAPTED: TIME INC. UK)

Glossary: Valencia : an advanced photo and video editing filter for Instagram users

TEXT B



TEXT C



QUESTIONS : TEXT A

1.1 State the point being emphasized by the opening sentence of paragraph 1. (2)

1.2 Suggest a reason for the inclusion of statistics in paragraph 2. (2)

1.3 Refer to paragraph 3.

Is the Facebook post, "It's just as hard to be Ken as it is to be Barbie" (line 23) justified? Motivate your answer. (3)

1.4 Refer to paragraph 4.

Show how the diction indicates the writer's differing attitudes towards the Internet and social media. (3)

1.5 Refer to paragraph 5, line 30 : "What people share online is dwarfed by what they consume."

Explain clearly what the writer means by "dwarfed" and "consume", in the context. (3)

1.6 Account for the writer's criticism of the "wellness" industry in paragraph 6. (3)

1.7 Refer to paragraph 7 : " Geez! Social media has definitely resulted in the toxic-mirror-syndrome" (lines 47-48).

1.7.1 Identify the feelings conveyed by "Geez!" (2)

1.7.2 Discuss the effectiveness of ONE of the imageries used above. (3)

1.8 Comment on the impact of the conclusion on the reader. (3)

TEXT B

1.9 Explain how the details in Text B help one understand body-image issues. (3)

TEXT A AND C

1.10 In your opinion, does Text C support the message of Text A ? Justify your response by referring to both texts. (4)

TOTAL : SECTION A : (30)

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

TEXT D provides information on the issue of tattoos in the workplace. Summarise in your own words **the recent developments regarding tattoos in the workplace.**

NOTE: 1. You must write a **fluent paragraph.**

2. Your summary should include **SEVEN** points and **NOT** exceed **90 words.**
3. You are **NOT** required to include a title for your summary.
4. Indicate your word count at the end of your summary.

TEXT D

While tattoos used to be considered part of an alternative culture, they have in recent years gained a certain degree of social acceptance. This has sparked popularity for this form of self-expression. It has thus become a crucial part of the trending lifestyle of the millennials. However, the issue of tattoo acceptance in the workplace is still debatable.

"Tattoo acceptance differs from industry to industry, from organisation to organisation and from office to office. The more creative industries, such as advertising and design, appear more open to visible tattoos in the workplace but corporate organisations have strict policies in place," explains Lyn van Barselaar of Manpower South Africa.

Van Barselaar notes that in today's global marketplace, employers are trying to provide a work environment that welcomes everyone. Discrimination is a definite no - go zone. Employees from diverse backgrounds are therefore more easily accepted. There is competition to attract and retain the best skilled workers. This has resulted in corporate cultures that strive to demonstrate an appreciation of the employees worth and a value for individual identity. Group contributions are also very important. Thus, some corporate and social industries such as the medical and educational industries are becoming more open to tattoos in the workplace.

Despite the drive to promote individuality and respect personal values in the workplace, tattoo acceptance can still depend on where and what the tattoo is. Unfortunately, certain people associate tattoos with negative connotations. This can affect the organisation's reputation. It is this attitude that motivates some employers to take a zero tolerance stand on body art.

The law tends to allow employers to dictate regarding employee appearance. It supports dress code policies. This allows employers to create rules around how employees are expected to present themselves. They demand employee appearance must be consistent with the organisation's values and image. Employers can dictate not only uniforms and accessories but piercings and hairstyles too. This makes it extremely important for employers to have written policies in place. They must also ensure that these policies are applied fairly to all employees.

It is the employer's responsibility to make certain that all their policies are clear to any employees coming in for interviews. This will help to avoid any misunderstandings going forward. Employees should also take this into consideration when looking for a job. If they have prominent, visible tattoos, they should make their possible employer aware of this fact.

[Adapted from www.theguardian.com]

TOTAL SECTION B: 10

P.T.O.... PAGE 8 . . SECTION C

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

PAGE 8

QUESTION 3: ANALYSING ADVERTISING

Study the advertisement (TEXT E) and answer the questions set:

QUESTIONS: TEXT E

- 3.1 Describe the kind of customer who will be drawn to this advertisement. (2)
- 3.2 Explain how the phrase 'proven expertise, quality Volkswagen parts and top-class Customer care' will influence the potential customer. (3)
- 3.3 Do you think that the choice of logo is suitable for this advertisement? Motivate your answer. (2)
- 3.4 Explain why the visual is effective in conveying the advertiser's message. (3)

[10]

OIL CHANGE SERVICE: **R 999**
 INTERVAL SERVICE: **R 1599**
 INSPECTION SERVICE: **R 2199**

CAPPED PRICE SERVICING ON ALL POLO 1.4 AND 1.6 PETROL MODELS FROM 2003 - 2011.



An offer this good deserves your attention no matter what.

With capped price servicing* there has never been a better time to let the people who built your car, look after it. Our proven expertise, quality Volkswagen parts and top-class Customer care means you'll notice the difference at Volkswagen Service. So, bring your car home, to where it all began and keep your Volkswagen a Volkswagen. Contact your nearest Volkswagen Dealer for more information.

*Prices reflected are capped retail prices at participating dealers nationwide and include VAT, parts and labour. Offer valid 14 July 2014 - 31 December 2015. Terms and conditions apply. Contact your nearest Volkswagen Dealership or visit vw.co.za for more information.

Nobody knows your Volkswagen better than we do.



VOLKSWAGEN SERVICE

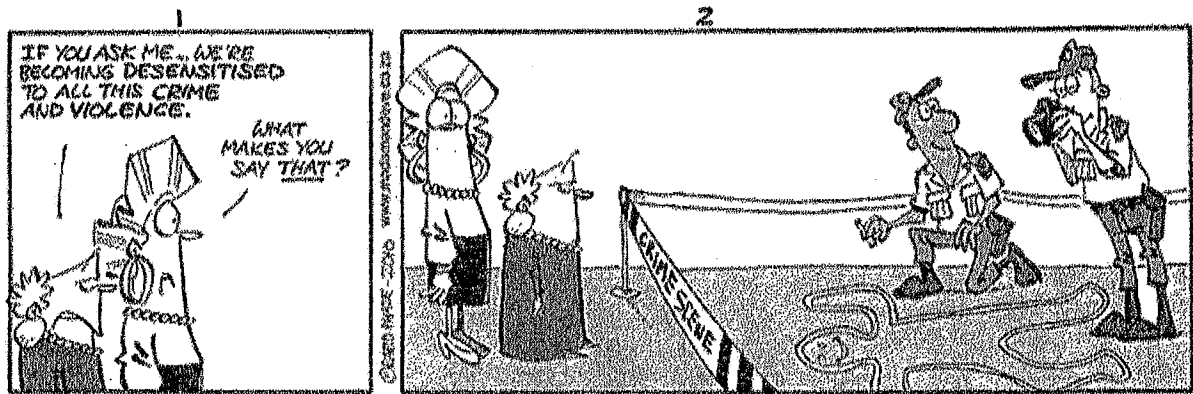


Das Auto.

QUESTION FOUR: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT F and G below and answer the questions set.

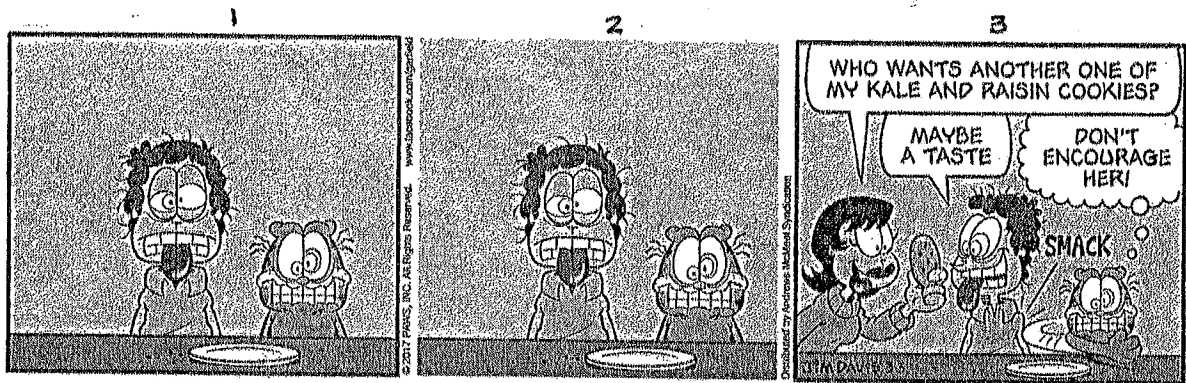
CARTOON F



4.1 What does the tall woman's question in Frame 1 (what makes you say that?) suggest about her state of awareness? (2)

4.2 Show how the details in Frame 2 convey the cartoonist's message. (3)

CARTOON G



4.3 In Frame 2, the cartoonist uses a technique that is different from that in Frame 3.

Explain the effectiveness of this technique. (2)

4.4 Discuss the humour in this cartoon by making reference to both the visual and verbal elements. (3)

[10]

Read TEXT H, which contains some deliberate errors, and answer the questions.

TEXT H

On balance

1. "Growing up, there was never white bread in our house," said the confident Sepel proudly, crossing her long tanned legs.
- "Sweets and sodas were a treat, even back then. Healthy balanced home cooking was my foundation. My mother was brilliant and
- 5 thought me how to cook."
- Yet despite this excellent foundation, Sepel admitted to having had a toxic relationship with food. "I think it started with puberty around the time we emigrated from South Africa to Australia. I became a chronic fad dieter and my life became a numbers game — controlled
10. by the numbers on the scale. "It was when I studied a bachelor of health and I learn't about the body and food groups that I realised what I had been doing to myself," she said. "I was poisoning my body."
- Sepel was in South Africa to launch her second book, *Living the Healthy Life*. Among a plethora of health books to hit the bookshelves
15. recently, Sepel's is a personal guide filled with words of encouragement, advice and a plan to changing one's eating habits.

ADAPTED: MAGAZINE

QUESTIONS: TEXT H

- 5.1 Rewrite the following sentences so that they are grammatically correct:
- 5.1.1 'Growing up, there was never white bread in our house' (line 1). (1)
- 5.1.2 'My mother was brilliant and thought me how to ccok' (lines 4/5). (1)
- 5.2 Remove the redundancy in the sentence below:
- 'Sweets and sodas were a treat, even back then' (line 3). (1)
- 5.3 'Yet despite this excellent foundation, Sepel admitted to having a toxic relationship with food' (lines 6/7).
- Rewrite this sentence beginning with the underlined clause. (1)

- 5.4 Choose the correct response from the options provided below.
Write down only the letter of your choice:
The sentence 'It started with puberty around the time we emigrated from South Africa to Australia' (lines 7/8) is a:
- A fragment
 - B simple sentence
 - C compound sentence
 - D complex sentence (1)
- 5.5 Provide the noun form of 'emigrated' (line 8) (1)
- 5.6 In line 9, 'a numbers game' is a/an example of a:
- A proverb
 - B idiomatic expression
 - C metaphor
 - D clause (1)
- 5.7 Why is the use of the apostrophe in the sentence below incorrect:
'I learn't about the body and food groups' (line 11). (1)
- 5.8 Rewrite the following sentence in the passive voice:
'I was poisoning my body' (line 12). (1)
- 5.9 Rewrite the colloquial expression 'to hit' (line 14) in formal English. (1)
- [10]

TOTAL SECTION C: 30

GRAND TOTAL: 70

GREENBURY SECONDARY SCHOOL
DEPARTMENT OF LANGUAGES
H.O.D. MRS R PANDAY



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SUGGESTED ANSWERS

Q1

1.1 That both the media ("older sibling") and social media ("last born") are related; both influence people. ^{1/2}

Social media proves to be very attractive/alluring ("gorgeous") compared to the media which is "older" and not so popular. ^{1/2}
(One point) (2)

1.2 This is proof/evidence to support the great impact these sites have on body image. These statistics lend credence to the writer's arguments about the influence of social media.

(Reason + explanation: 1+1)

1.3 Yes. It proves that stereotypes about body image affect both men ("Kew") as well as women ("Barbie"). Society pressurizes males and females to aspire towards a perfect body-type. Men are expected to be strong and muscular, heroic and Cool like ("Creek Code") whilst women are influenced to flaunt their femininity and slowness as this epitomizes beauty ("Barbie"). This kind of conformist attitude results in a kind of suffering which pervades the "soul." It places undue pressure on both sexes.

(Focus on gender + hardship: 1/2 + 1/2)

1.4. The writer favours/appreciates/values the Internet as it is the "great democratizer". He means that it has liberated us from the bondage of ignorance by providing us with readily available knowledge. However, he harbours a negative/suspicious attitude towards social media which misleads users as it "allows anyone to enter the beauty pageant." Social media promotes vanity/self-love in order to become accepted ("brother, thinner, sexier"). ^{1/2 + 1/2 = 3}
It lowers self-esteem and allows obsessive behaviour ("selfie-holics")
(Internet = 1/2; social media = 1/2)

1.5. Constructive online sharing has little value, ^{or is trivialised} ("dwarfed") by users. Instead of placing emphasis on things/issues that

can build us and help us to grow, online users greedily devour or "consume" issues relating to looks/body image. This implies that users are gullible and allow themselves to be emotionally taken over; they allow themselves to become victims of obsession as they "consume" or feast on social media.

(Focus on "devoured" and "consume")
(1/2 + 1/2)

1.6. The "wellness" industry manipulates and misleads users by selling diets and exercise regimens via celebrities who boast a huge fan-base. They market themselves through popularity (fandom). Instead of inspiring fitness they promote eating disorders ("anorexia"). According to the writer, the fragile dividing line between "inspiration" and "transpiration" website is dangerous. Furthermore, the language used pushes one to the other extreme of dieting, causing eating disorders. The "wellness" industry is responsible for psychological, mental and physical problems plaguing our people. It is a "cover-up".

(2 points) (3)
to individual

1.7.1 The writer feels the following:

disturbed / disbelief / shock / overwhelmed / frustrated / dissatisfaction / annoyance / irritation

(Accept other reasonable responses)

(Any 2) (2)

1.7.2 learners to use 3-step answering style and focus on one of the following imageries:

- * pollution/waste ("toxic")/poisonous/danger/destructive
- * mirror (reflection)
- * health condition/disorder/illness/disease/abnormality

(1+1+1)

1.8. Answer could focus on two of the following:

- * rhetorical questions and function
 - * Comparison (:- the two doctors) and reason/function
Content offers pie-chart...
 - * Advice/way forward/resolution - sums up writer's view
 - * Tone - authoritative - why?
 - * Commanding verb (downsize, set goals, include, add)
forces one to take action
 - * Closing/last words emphasised ("humanitarian") -
forces reader to re-focus and evaluate/introspect.
 - * Short sentences simplify and guide (Set goals... Or a teacher)
 - * Repetition of "or"
- (Any 2) (1/2: identification) (1: discussion) (3)
(1/2 x 2)

1.9. Visual details:

- * Carl looks in mirror & is unhappy (pursed lips, glum face) with herself/body-image
 - * Sees fatter, bigger sized person consuming a huge portion of potato fries (fat-inducing) - double chin & rolls at tummy area.
 - * In actual fact she eats healthily (apples) but feels guilty.
- Thus, her reflection in mirror is governed by innate perception, enforced by social norms. She suffers from a low self-esteem owing to the issue of size. Social media exacerbates the problem.

Verbal details:

- * small letters & hollowed font - indicates her loss of identity and lack of confidence/esteem ~ feels insignificant/hollow.
 - * curved writing resonates with the idea of body curves etc - emphasizing what she sees in the mirror.
 - * Rhetorical question ~ begs the question; conclusion is assumed: what one sees in the mirror... is governed by perception/social media. All of these support the issue of poor body image.
- (Any 2 points; 1 from visual; 1 from verbal)
(2 x 1/2) (3)

1.10 (Open-ended ~ follow justification)

Yes: The message in Text A is that we are unique. Hence the writer criticises the "perfect blueprint" presented by society, social media "beauty pageants" and the "wellness industry" for misleading society. Text C also urges the reader to accept ones uniqueness. The different body shapes, heights and sizes indicate this. Text C encourages us to celebrate our uniqueness and individual contributions as exuded by photographers, teachers and travellers. The words "we are not all - same" (Text C highlights this).

OR

No. Text C encourages us to celebrate our uniqueness (Text C reveal of different shapes/sizes). However, the issue or focus in Text A is on social media which has become a "toxic-nunor" for it has caused a host of problems relating to low self-esteem & body image issues (eating disorders, psychological problems, an obsession or illness...). These are two separate issues. The "toxic-nunor-syndrome" has spiralled out of control therefore solid advice is provided in the conclusion of Text A. Text C does not reveal these deep-seated psychological effects of the media.

SUGGESTED ANSWER – POINTS: TATTOOS IN THE WORKPLACE

Q.2

- * In recent years tattoos in the workplace have gained some acceptance.
- * The issue is still debatable.
- * Tattoo acceptance differs from industry to industry.
- * Creative industries may be more open to visible tattoos, but corporates have stricter policies.
- * Employees from diverse backgrounds are more easily accepted in today's global marketplace.
- * Since corporates want the best skilled workers they try to show appreciation of individual identity.
- * Tattoo acceptance can still depend on where and what the tattoo is.
- * Some tattoos have negative connotations which can affect the organisation's reputation.
- * Some employers take a zero tolerance stand.
- * The law tends to allow employers to dictate regarding employees appearance.
- * Employers are responsible for educating employees but employees need to inform if they have visible tattoos

QUESTION 3

3.1. The kind of customer who wants quality (in terms of service / parts etc) at the most competitive price. (2)

An existing VW owner who is discerning and money-savvy because he/she is interested in quality and competitive prices

3.2. Proven expertise - they have an impressive history and track record of knowledge and competence.

quality Volkswagen parts - The materials/resources/parts etc are of the highest standard which means they will serve the customer for a lengthy period of time

top-class care - The customer is priority and their needs must be met. Volkswagen dealers will ensure that customers receive the best treatment and they're happy and satisfied (3)

Any 2 points

? Any 2 or 3 to be discussed

3.3. The product being advertised is a Volkswagen service. The logo is extremely appropriate: 1) it looks like a wheel / tyre 2) the 'v' and 'w' is an abbreviation for the name Volkswagen. Wheel/Cycle-continuity. (2)

3.4. The advertiser's message is that home is best - comforting - it is where the heart is. The picture reflects a happy family (smiles on their faces, together blowing the candle etc) celebrating a very special event, a birthday. The poster in the background is a birthday backdrop. For the Volkswagen dealership, however, it reveals all the reason for a celebration i.e. the perks and benefits.

Bringing a Volkswagen to a Volkswagen dealer then is like a party - a reason to celebrate with family. (2 - for explanation) (3)

SUGGESTED ANSWERS

Q 4

4.1 It suggests that the woman is ignorant of her reality/she has no knowledge of what's happening around her/it proves the shorter woman is right in her assessment since this is a sign of the tall woman being desensitised to the point of ignorance.

4.2 The outline of the body drawn by the officer includes a smiley face and the officer himself appears to find the situation rather amusing as evident by his casual stance, posture and smile. The second officer too is relaxed and in a cameraman's pose appearing to enjoy taking pictures of this crime scene. Their casual attitude and behaviour/body language signal an indifference/failure to recognise that this is the scene of a horrific crime where a life has been lost. Furthermore, the tall woman's shocked reaction in turning away and staring wide-eyed as she stands stiffly upright, reinforces this message.

4.3 The technique is the presentation of a picture only (no words) and no frame. It firstly delivers a non-verbal message with a strong punch since a picture is regarded as painting a thousand words. It implies also that the picture is so powerful it needs no words for clarity. This idea that there is no need for restrictive words but the freedom to understand free of words is reflected in the absence of a confining frame.

4.4 Humour is created by the fact that the fellow hates the cookies but pretends to enjoy it for the girl's benefit. Her leaning forward posture, big smile and eager offer of "another one" illustrate her excitement at sharing. The fellow's response in "maybe" together with his big, rolling eyes and hanging tongue suggest an unpleasant taste experience. This is further supported by the SMACK he receives for pretending together with the cat's words accompanied by his gritted teeth and huge rolling eyes.

QUESTION 5

5.1. When we were growing up, there was never white bread in our house. (1)

5.1.2 My mother was brilliant and taught me how to cook. (1)

5.2. back (1)

5.3 Sepel admitted to having a toxic relationship with food despite this excellent foundation. (1)

5.4 complex sentence (1)

5.5. emigration / emigrant (1)

5.6. idiomatic expression (1)

5.7. The word 'learnt' does not require an apostrophe because a letter is not missing. nor does it show ownership. (1)

5.8. My body was being poisoned by me. (1)

5.9. Fill (1)