

70 MARKS

2 HOURS

Instructions:

1. Head your exam clearly according to the prescribed format.
2. Leave a 2cm marking margin on the right-hand side of each of your pages.
3. Leave a line open between each answer.
4. Start each question at the top of a new side.
5. Write on both sides of every page.
6. Clip or staple your pages in the correct order. Please do not hand in an unstapled exam.



SECTION A

Question 1: Comprehension

Read the following extracts and then answer the questions that follow.

Text A: An article from the **Daily Maverick**: 'Dear Starbucks, welcome to South Africa, a place of really good coffee' by David Donde. (David Donde is the owner of 'Truth Coffee' in Cape Town.)

22 Jul 2015 12:34 (South Africa)

'Dear Starbucks, welcome to South Africa, a place of really good coffee' by David Donde

1. The arrival of the head of Global Coffee Imperialism will be a shot in the arm for the local industry, leaving it far healthier and more egalitarian.
2. Why, hello new neighbour. If you ever need to borrow a cup of sugar we are here for you. Let me tell you about us and our inhabitants. Last time we were colonised we were introduced to tea by those nice civilised and polite Brits who introduced all sorts of confusion into our socio-economic mind-sets. Not to mention a global fiasco that ended with sanctions and a bit of a shuffle of our political deck chairs as a result. We understand that you, as the current head of Global Coffee Imperialism, will be making some changes around here

- too. As we welcome change, and of course any foreign brand and associated blind consumerism, we welcome you with open arms. 10
3. Let us lay out the groundwork we have put in place for you as a first act of friendship (there is no need to hand the locals shiny trinkets, not to worry).
4. We had a wave of coffee drinkers who made something called *Moerkoffie*. These were bearded dudes in ox-wagons, not to be confused with the bearded dudes on fixed wheel bicycles, you are so familiar with. They boiled some mashed over-roasted coffee beans in enamel pots. 15
5. Then came the European lot and they were kind to us. They gave us instant. We had some stuff, some of it coffee, that we added boiling water to. Life was better.
6. The '80s & '90s were a trying time for us. But we got coffee in plungers, and life was ok.
7. The Noughties had our version of your start out. We gained a few local coffee chains. And they are good. But they didn't know how to conquer with their hordes. Not like you do. 20
8. Now while all of this was happening speciality coffee reared its tasty but ugly head. Quality above quantity, and an emphasis on the fact that coffee could taste good, and not just keep you awake or make you look cool by allowing you to walk to the office with the swagger of economic conceit and a branded cup in hand. 25
9. Now we welcome you with open arms, because all of the previous conquest spoke mostly only to an elite we call the whiteys or *umlungu* if you want to be more correct. Yes, there are some coconuts (look the term up if you want to feel you belong here) who joined their lot. But really it has been an exclusive, privileged imbibition.
10. Now your arrival with your relatively overpriced offering onto almost every street corner will ironically empower those previously considered the coffee disadvantaged, as anything from where you come from is considered cool. And for this we are thankful. Really we are. Because you well know, you guys are a perfect gateway to the drug we peddle. Caffeine being about the last legal and socially acceptable one out there. 30
11. So they drink your bitter, caramelised and pumpkin infused latte offerings and become hooked. You said you will be charging well over the R40 mark for a cup of your bitter stuff. Later they will discover us. Better tasting, and while not cheap, much less expensive. You know we only just managed to creep over the R20 mark. You probably didn't realise we had to wear our brown pants that day? But at least now we will be able to make a fair margin, once R35 looks cheap as we bask in your neighbourly multitude of shadows. 40
12. As a friend just said, "Boet, the okes here thought Nando's would be history when McDonald's arrived." You better learn to like hot peri-peri on this street.
13. You may survive. Or not. It won't matter. But you will leave our industry far healthier, more egalitarian and for this we shall remain eternally grateful. You may need that cup of sugar sooner than you think. DM 45

Glossary:

'Imperialism' – 'a policy of extending a country's power and influence'.

'Moerkoffie' – coffee that is brewed from ground coffee.

'Noughties' – the years from 2000.

'imbibition' – drink.

'Nando's' is a South African fast food restaurant.

'MacDonald's' is an American fast food restaurant.

Text B: An advertisement from Coca-Cola placed in magazines in the 1950s.



<http://www.darkroastedblend.com/2011/02/weird-vintage-ads-outrageous.html>

The text in small font reads as follows:

Not soon enough. Laboratory test over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and 'fitting in' during those awkward pre-teen and teen years. So, do yourself a favour. Start them on a strict regimen of sodas and other sugary carbonated drinks now, for a lifetime of guaranteed happiness.

QUESTIONS: Text A

- 1.1 Discuss the tone of the headline of this article. [2]
- 1.2 Discuss the irony in the writer referring to the arrival of Starbucks in South Africa as 'Global Coffee Imperialism' which 'will be a shot in the arm' (line 1). [2]
- 1.3 Do you think the writer really does welcome Starbucks with open arms? Justify your answer by referring to paragraph two. [3]
- 1.4 What does the writer mean by 'blind consumerism'?" [2]
- 1.5 Who are the 'locals' (line 12)? [1]
- 1.6 What is the writer explaining to Starbucks in paragraphs 4, 5 and 6? [2]
- 1.7 How do we know that the writer does not think much of the coffee brought in by the 'European lot' (lines 17 and 18)? [1]
- 1.8 What, according to the writer, does Starbucks do better than South African coffee chains (lines 20 – 21)? (Use your own words.) [2]
- 1.9 Explain the significance of 'quality above quantity' (line 23). [2]
- 1.10 Why does the writer think that Starbucks might actually be a good thing? Refer to paragraphs 9, 10 and 11 in your answer. [3]
- 1.11 Comment on the reason the writer includes a comment made by a friend (lines 41 and 42). [2]

QUESTIONS: Text B

- 1.12 Comment on the manner in which the graphic in the advertisement supports the headline. [2]
- 1.13 Discuss the reasons given for promoting this product to babies. [3]

QUESTION: Texts A and B

- 1.14 Discuss the register used in both Text A and Text B. [3]

TOTAL SECTION A: 30

SECTION B

Question 2: Summarising in your own words

Text C addresses the issue of consumerism. Summarise in your own words **the ways parents can help teenagers live meaningful lives without falling into the trap of consumerism.**

- NOTE:**
1. Your summary should include seven (7) points and not exceed eighty 80 words.
 2. You must write a fluent paragraph.
 3. You are not required to include a title for the summary.
 4. Indicate your word count at the end of your summary.

Text C

Raising Minimalist Teenagers in an Age of Consumerism

Four years ago, we sold, donated, or discarded most of our material possessions. It was a decision based on discontent with our current lives. And we were growing weary of all the time, energy, and effort that our possessions were draining from us. We realised we had far too few resources left over for the things most important to us.

Since embarking on this life-giving journey, we have found this lifestyle resonates effectively with young adults. One of our greatest passions is to inspire teenagers to build a better life by owning less.

The challenges are certainly formidable. But we find great motivation by recognising the benefits of reaching teenagers with this message. The most important step in raising minimalist teenagers is to model for them the joys and benefits of intentionally living with less. Many teenagers embrace idealism and desire to find a cause that can change the world. But far too often, teenage idealism is misunderstood or discouraged. It ought to be encouraged so that children can dream bigger dreams than cosy homes and cool cars. Be active in offering your time in the community through an organisation that serves the underprivileged in your area and encourage teenagers to do the same. Teenagers should also watch less television as this will immediately reduce its effect on them.

Every parent ought to provide food, clothing, shelter, and basic necessities. And every parent should give good gifts to their kids too. But asking your teenager to purchase expensive items with their own money will create a stronger sense of ownership and a better understanding of the relationship between work, money, and consumerism. Advertisements are not going to go away and can never be completely avoided but you need to help your child read behind the marketing message by often asking, "What are they really trying to sell you with this advertisement?"

By the time your children have reached the teenage years, your role as a parent has changed significantly. Teenagers are beginning to express independence in their relationship with their parents but that doesn't mean they'll never listen. Find an accompanying voice in your community that prescribes to your values and give them opportunities to speak to your teenager. As parents we often work hard to ensure a significant advantage for our children by providing for them at all costs. But, we equally run the risk of not preparing them for life by neglecting to teach them the truths of responsibility.

A man or woman of noble character holds a far greater asset than those who have traded it for material possessions. Believe this truth. Live this truth. And remind the teenagers in your life of it as often as possible.

[10]

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

Question 3: Analysing Advertising

Text D



The image is a Coca-Cola advertisement for the 'Share a Coke' campaign. It features two glass bottles of Coca-Cola being held by hands, with the labels personalized with the names 'Kylie' and 'Luke'. The bottles are condensation-covered and have a splash of liquid at the top. In the top right corner, the Coca-Cola logo is displayed with the tagline 'open happiness'. On the left side, the text reads: 'Share a **Coke** with a friend', 'Get in touch with a good friend, an old friend, or maybe even a new friend.', and 'shareacoke.com.au'. At the bottom left, there is a small copyright notice: '© 2011 The Coca-Cola Company. Coca-Cola, Coke, the Classic Bottle and Open Happiness are registered trademarks of The Coca-Cola Company.'

<https://thisisnotadvertising.wordpress.com/2012/02/21/share-a-coke-campaign-a-coca-cola-with-your-name-on-it/>

The text in small font reads as follows:

Get in touch with a good friend, an old friend, or maybe even a new friend.

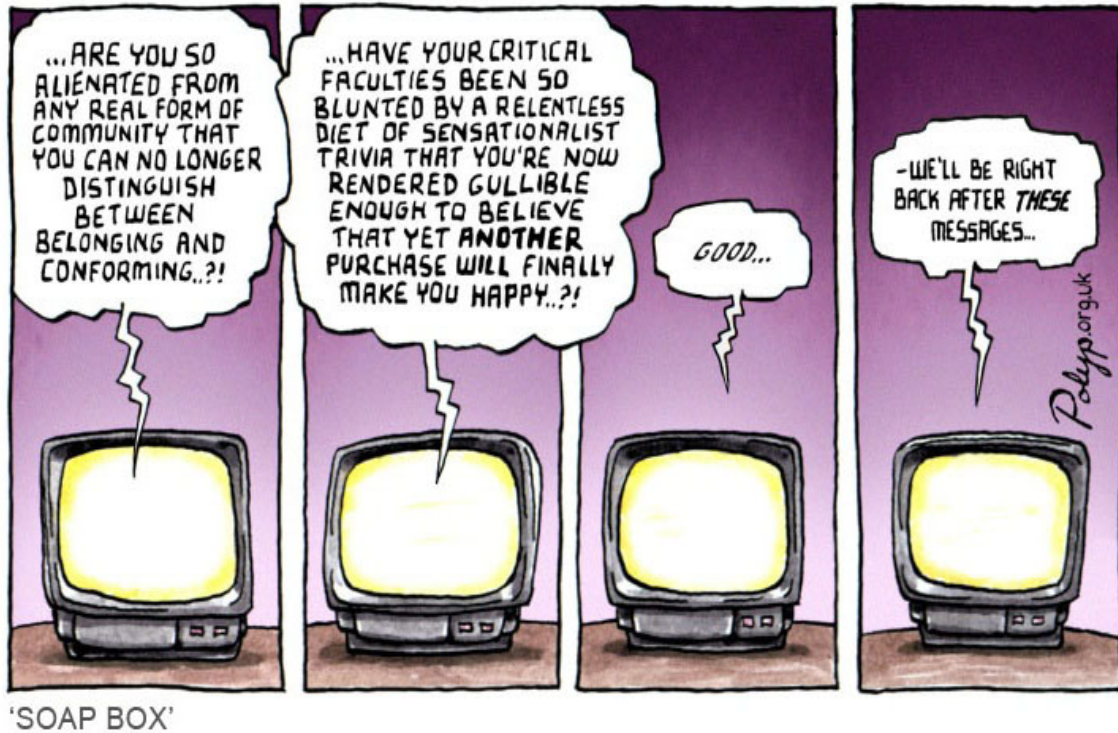
QUESTIONS: Text D

- 3.1 How does the font used in the logo support the message of this advertisement? [3]
 - 3.2 Identify the function of the comma in the text. [1]
 - 3.3 How does the image reflect the intention of the advertisement? [3]
 - 3.4 Who is the target market for this advertisement? [1]
 - 3.5 Identify the mood of the verb in the headline. Justify your answer. [2]
- [10]**

Question 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study Text E and Text F, and answer the questions that follow.

Text E: CARTOON



http://www.polyp.org.uk/media_cartoons/cartoons_about_the_media2.html

QUESTIONS: TEXT E

- 4.1 Explain how the setting contributes to the message of the cartoon. [2]
- 4.2 Why does the television say 'good' in the third frame? [1]
- 4.3 Explain the humour in this cartoon. [2]

TEXT F: CARTOON



<http://www.corpwatch.org/gallery.php?gal=1&offset=61&qty=24>

QUESTIONS: TEXT F

- 4.4 Discuss what the cartoonist conveys about the attitude of the central figure in the cartoon. Focus on his body language. [3]
- 4.5 Why do you think the grim reaper (the figure in the bottom right corner of the cartoon) also has his thumb raised? [2]
- [10]

Question 5: USING LANGUAGE CORRECTLY

Read Text G, which contains some deliberate errors, and answer the set questions.

TEXT G

Do Your Possessions Possess You?

1. We all like to be surrounded by things that bring us joy. What could be wrong with that? Its good to be happy and have nice possessions. The only problem arises when our possessions start to possess us.
2. Years ago my cousin and her husband had a cottage and a boat on a lake. It was a beautiful spot, but it was also an expensive retreat and hobby. The cottage and boat were sure-fire symbols of success, and my cousin and her husband enjoyed them tremendously - for a while. After a year or two they notice that they started to feel obligated to make the six-hour round trip drive every weekend of the season up to the lake to make their investment worthwhile. Some weekends they wanted to do other things, such as meet with family and friends or just stay home and relax, but because they had invested so much into this cottage and boat, they felt that they had to use it every chance they got. This example shows how people were trapped into enjoying something because they have spent so much money on it. 5 10
3. In accordance with simplifying our lives and giving ourselves more time and peace, it would be good take stock and see what we have in our lives and how much it's costing us in time, money, energy, and pacification of mind. 15
4. Sometimes we might attach importance to possessions that isn't really relevant. By all means we should enjoy our lives and have the things that bring us happiness, but weigh it all carefully and make sure we are doing what's best for ourselves and not for the approval of others. Be a person that possesses your possessions, and don't let them take over!

Source: <http://www.tidewaterwomen.com/do-your-possession-possess-you>

QUESTIONS: TEXT G

- 5.1 Identify and correct a punctuation error in paragraph 1. [1]
- 5.2.1 'Years ago my cousin and her husband had a cottage and a boat on a lake' (line 4)
Is this sentence a:
a) compound sentence
b) mixed sentence
c) simple sentence
d) complex sentence [1]
- 5.2.2 Justify your answer in for 5.2.1. [1]
- 5.3 Provide the noun form of 'enjoyed' (line 6). [1]

- 5.4 Rewrite the following sentence so that it is grammatically correct:
- “After a year or two they notice that they started to feel obligated to make the six-hour round trip drive every weekend of the season up to the lake to make their investment worthwhile.” (lines 7, 8 and 9) [1]
- 5.5 “This example shows how people were trapped into enjoying something because they have spent so much money on it.” (lines 11 and 12)
Identify and correct the error in this sentence. [1]
- 5.6 Identify the parts of speech of the words underlined in paragraph 3. [2]
- 5.7 Correct a malapropism in paragraph 3. [1]
- 5.8 Rewrite the following sentence in the past tense.
- ‘Make sure we are doing what’s best for ourselves and not for the approval of others.’ [1]
- [10]