

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

1. Incorrect spelling in one-word answers should be marked wrong.
2. Incorrect spelling and language errors in longer responses should not be penalised because the focus is on understanding.
3. For open-ended questions, no marks are awarded for YES/NO or AGREE/DISAGREE. The substantiation is what should be considered.
4. For TRUE/FALSE or FACT/OPINION questions, the mark should be split between stating true or false, fact or opinion and the substantiation.
5. For quotes, do not penalise learners for omitting quotation marks.
6. When two/three facts are required and a range is given, mark only the first two/three.
7. Only English answers are accepted.
8. For multiple choice questions accept both the letter corresponding with the correct answer AND the correct answer.
9. Accept other valid answers.

ANSWERS:

- 1.1 Video games serve as a baby-sitter and by installing them on a cellphone they are able to use them at any time to entertain the children. (2)
- 1.2.1 He claims that there are many learning benefits that can be gained and that people are often misled because they fail to understand the content of games. (3)
- 1.2.2 People criticize the medium of video games without analyzing the content and are influenced by reports focusing on the violence in video games. (3)
- 1.3 It can improve hand-eye co-ordination, assist with pattern recognition and teach patience and valuable computer skills. (3)
- 1.4 Since games force the player into a meditative state because it encourages mind-focus it can prove to open itself to pain therapy. Text chat improves the skills of autistic children who are afraid of interacting face-to-face. (4)
- 1.5 The compulsive nature of games have a positive effect in that continuous playing of tasks that become progressively difficult improves learning and constant repetition strengthens brain cells and improves memory. This is an argument in favour of games whilst opponents of video games claim that repetition of tasks is a waste of time. (4)

- 1.6 Consider well-reasoned responses, e.g.
 Yes – it teaches young people to co-operate, become friendly, teamwork, confidence.
 OR
 No – physical games incorporate body language, teaches interaction and fosters a close bond. (3)
- 1.7.1 It claims that Wii games are used in therapy centres to help stroke victims improve their balance. It also helps children with cerebral palsy to exercise the side of the body that has been affected. It also claims that its motion- based gaming is helping prevent obesity. (3)
- 1.7.2 ‘The health benefits of motion-based gaming remain to be proved.’ (2)
- 1.8 Consider learner responses in the context of the article. Reference must be made to ‘virtual reality’ the make-believe world of video games. (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

INSTRUCTIONS:

1. The summary must be in the required format.
2. Award marks only if the points are presented in full sentences.
3. Planning / drafts must be clearly indicated.
4. Word count must be correctly indicated.
5. SEVEN marks for content and THREE for language.
6. Penalties:
 - Too long: read only up to 5 words beyond the word limit
 - Too short, but contain all the required points: no penalty
 - Language, spelling and punctuation:

0 – 4 errors	no penalty
5 – 10 errors	minus 1 mark
11 – 15 errors	minus 2 marks
16 or more errors	minus 3 marks
7. Whole sentences directly quoted – deduct from the total mark for points and language usage:

1 – 3 sentences	no penalty
4 – 5 sentences	minus 1 mark
1 – 7 sentences	minus 2 marks
8. Subtract 1 mark from the total for content and language if the word count is not or incorrectly indicated.

Use the following points as a guideline:

- There will no longer be a need to use a keyboard or mouse – simple movements will control electronic devices.
- Sensors will be attached to either the skin or clothing which will give off electric signals when muscles move.

- Electrodes will read the signals and convert them to computer actions.
- Research focused on hand gestures controlling video games, iPods and even the opening of the boot of a car.
- Apple is already working on the touch-screen via its iPhone and iPod which requires a mere brushing or tapping of a screen.
- Other research teams have gone a step further to create the G-speak which allows people to control computers through gloves that move objects without contact.
- Another project is focusing on attaching electrodes to the skull thus allowing people to control objects through brain waves.

TOTAL SECTION B: 20

QUESTION 3: ANALYSING ADVERTISING

- 3.1 - Run flat tyres
- greater safety (2)
- 3.2 - **A attention:** The image of the sleeping mother and child portrays tranquillity and stimulates curiosity (link with tyre).
- **I interest:** The advertisement catches the eye of a family man.
- **D desire:** Sleeping mother and child creates a desire for peace and security for the family.
- **A action:** The fact that the tyre helps you to keep control in unexpected situations and helps to create family security might spur a family man to go and buy the tyres. (4)
- 3.3 No other company in South Africa has begun manufacturing RFT locally. (1)
- 3.4.1 Alliteration (1)
- 3.4.2 Repetition of “first for” emphasises the importance of self and it makes the reader feel that that the manufacturer puts the well-being of the consumer first. (2)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 It means writing texts / messages on a cell phone. (1)
- 4.2 They indicate that there has been a pause and that words have been omitted without changing the basic meaning of the sentence. (2)
- 4.3 Even when he seems to be praising her, he is increasing her exasperation by using the Ipod instead of speaking to her directly. (3)
- 4.4 Google (1)
- 4.5 He is unconcerned about his mother’s comments. His focus is on the Ipod /cell phone instead of her. He is not moved by anything. (2)
- 4.6 Her hands are thrown up in despair. Her eyes are wide open.
Her mouth may indicate that she is shouting. (1)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 Johannesburg (1)
- 5.2 It is the title of a film. (1)
- 5.3 Concord
Have joined (2)
- 5.4 action (1)
- 5.5 It indicates parenthesis / used instead of brackets. (1)
- 5.6 Shaun De Waal said that✓ he✓ felt✓ that that day✓ had not been✓ well spent. (4x½ = 2)
- 5.7.1 iconic (1)
- 5.7.2 who (1)

[10]