

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:
 - SECTION A: Comprehension (30 marks)
 - SECTION B: Summary (10 marks)
 - SECTION C: Language in Context (30 marks)
2. Read ALL the instructions carefully.
3. Answer ALL the questions.
4. Start EACH section on a NEW page.
5. Rule off after each section.
6. Number your answers correctly according to the numbering system used on this examination paper.
7. Leave a line blank after each answer.
8. Pay special attention to spelling and sentence construction.
9. For multiple choice questions, write only the number and the letter of your choice.
10. Use the following time frames as a guideline:
 - SECTION A: 50 minutes
 - SECTION B: 25 minutes
 - SECTION C: 45 minutes
11. Write neatly and legibly.

This examination paper consists of 12 pages

SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

Read **TEXT A** below and answer the set questions.

BENEFITS OF A VIRTUAL WORLD

VIDEO GAMING IS MORE THAN JUST FUN FOR COUCH POTATOES

1. There exists a tension in video games. Though parents and educators bemoan what they perceive as the negative effects of playing video games, parents benefit from their child's interest in gaming. Video games can be a great babysitter, and having engaging video games on your cell phone can be a powerful tool to distract or focus a young mind.
2. But it's not all fun and games- new scientific research is beginning to show that there are powerful learning benefits to be gained from playing video games. Much of the bad press associated with video games relates to notions about the frivolity of screen-related activities and a misguided understanding of what video games are about. People often don't distinguish between the medium and the content and, having seen over-zealous reports on the effects of violence in video games, have negative preconceptions.
3. Key observations from studies, primarily in the US over the past few years, suggest that playing games can improve hand-eye co-ordination, aid with pattern recognition, teach patience and hone valuable computer skills. Gaming also reportedly teaches children how to think more strategically because most games require quick decision-making. A University of Rochester study found a 20% improvement in a standard visual acuity test in people who played a few hours of action video games a day for a month and action video games have been touted as beneficial to surgeons because they greatly improve dexterity, speed and precision during surgical procedures.
4. But other observations might prove harder to swallow. Many of the apparently negative aspects of video games have deep learning and developmental benefits, and medical applications, e.g. the ability video games have to focus the mind, placing the gamer in a meditative state, making the medium an excellent pain therapy for young chemotherapy patients. Text chat in online strategy games has been shown to greatly improve the social skills of autistic children intimidated by real world interactions. Text chat provides a comfortable means for them to engage with the world.

5. The perceived addictive or compulsive nature of video games can have positive outcomes. Part of the addictive quality of games is that they are difficult to master. The core design principle is known as a 'regime of competence', in which tasks become increasingly difficult based on the evolving skills of the player. When incorporated into an educational game, the system improves learning. The repetition of tasks in most games –which detractors say is a waste of time-also helps learning. According to Douglas Gentile, of the Dana Foundation, repetition is a critical precondition for long-term potentiation – the strengthening of brain-cell synapses- a process that greatly improves memory and the ability to learn skills and retain information.
6. In contrast to arguments about the anti-social effects of violent games, playing pro-social video games, which demand co-operation between players, can make children more friendly and more likely to show empathy to others in real life. Networked or online games teach complex teamwork abilities, an important social skill essential to success in business. They also teach confidence, because children who don't excel at football might excel at the video game version.
7. But the biggest push for the benefits of video games is from the physical therapy community. Wii games are used in therapy centres in the US to help stroke victims improve their balance and mobility. A team from the University of Toronto has developed an active video game that helps children with a form of cerebral palsy to exercise the side of the body affected by the condition. As with any medium, gaming can have detrimental effects. One concern surrounds the lifestyle that games encourage passive on the couch young people. Such passivity can, it has been argued, promote obesity in young people. This was tackled by Nintendo and their Wii active gaming system but the health benefits of motion-based gaming remain to be proved.
8. When it comes to the negative effects of games, it seems parents tend to blame influences other than themselves. The key factor in all arguments for the benefits of gaming, like any other activity, is that it requires balance and careful monitoring.

QUESTIONS

- 1.1 Refer to paragraph 1.
Provide **two** benefits that parents enjoy from video games. (2)
- 1.2 Refer to paragraph 2.
 - 1.2.1 Explain how the writer supports his contention that video games are not all bad. (3)

- 1.2.2 Explain the meaning of. **‘People often don’t distinguish between the medium and the content – and, having seen over-zealous reports on the effects of violence in video games, have negative preconceptions.’** (3)
- 1.3 Refer to paragraph 3.
Sum up in your own words the beneficial aspects of playing games. (3)
- 1.4 Refer to paragraph 4.
Discuss two apparent medical benefits of video games. (4)
- 1.5 Refer to paragraph 5.
Explain the conflicting viewpoints regarding the positive aspects of Video games. (4)
- 1.6 Refer to paragraph 6.
Do you agree that pro-social video games are as effective in promoting team spirit as physical games? Support your point of view. (3)
- 1.7 Refer to paragraph 7.
- 1.7.1 Explain how Nintendo has defended the benefits of its gaming systems. (3)
- 1.7.2 Quote one line that indicates that the writer is not prepared to accept Nintendo’s claim at this point in time. (2)
- 1.8 Discuss whether the title, *Benefits of a Virtual World*, is effective or not. (3)

TOTAL SECTION A: 30

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

Refer to TEXT B below.

Imagine that as an employee of Microsoft you have been tasked with explaining to a group of new employees the concept of hands free technology.

You are required to do the following:

- 2.1 Using your own words, summarise the passage in a fluent paragraph of 80 – 90 words.
- 2.2 Indicate your **word count** at the end of your summary.

NOTE:

- You are NOT required to provide a title for the summary.
- Marks will be deducted if you ignore these instructions.

TEXT B

Forget clicking your mouse and tapping your keyboard. Soon a wave of the hand will turn on your computer, a snap of fingers will change tracks on your iPod, and the blink of an eye will bring your e-mail. Microsoft is working on hands-free technology to enable computers and other devices to be controlled without the need for a keyboard or mouse. Patent applications filed in the US reveal plans for computing and other electronic devices to be controlled by simple movements.

Microsoft says that as computing and digital information becomes integrated into everyday environments, situations arise where it may be inconvenient or difficult to use hands to directly manipulate an input device, e.g. a driver attempting to query a vehicle navigation system might find it helpful to be able to do so without removing his hands from the steering wheel.

According to the plans, sensors could be attached directly to the skin, or inside clothing or items such as armbands, watches and glasses – anything that is close to the skin. When muscles move and twitch, they give off electric signals that can be read by electrodes. This electromyography technology measures the electric potential generated when muscles move. The system can be trained to recognise electric signals and translate them as computer actions.

Microsoft's research shows people strumming the air to play a virtual guitar as part of a video game; a man is seen jogging with headphones on, but controls his iPod by making hand gestures, and another man, carrying heavy luggage, opens a car boot by squeezing the handles of his bags more tightly.

Scientists have long been working on devices that may do away with mice and keyboards. Apple has popularised the touchscreen through its iPhone and iPod which are controlled through brushing and tapping a glass screen. Scientists are also working on ways to interact with computers without the need to touch anything at all. A US team at Oblong Industries has been developing 'G-Speak', which allows people to control computers through gloves that enable them to manipulate objects on screen without contact. Other projects have been investigating 'brain-computer interface' systems, where electrodes are attached to the skull allowing people to control devices through brain waves.

TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT
QUESTION 3: ANALYSING ADVERTISING

Study the following advertisement, **TEXT C**, below and answer the set questions.

TEXT C

This advertisement appeared in the *Cosmopolitan* magazine, dated April 2011.



BRIDGESTONE

***This is who we make
our Run Flat Tyres for***

Introducing the Bridgestone Turanza ER300 Run Flat Tyre. | First for safety. First for technology. First for you.

In a breakthrough for South African motoring, Bridgestone South Africa has begun local manufacture of its world-famous Run Flat Tyres. No other company has managed to achieve this feat in our country. Bridgestone is the first to do so.

BMW has approved Bridgestone's Run Flat Tyres as original equipment for its latest vehicles, which tells you all you need to know about the quality and performance of the tyres.

Furthermore, Bridgestone Run Flat Tyres have been developed for South Africa's challenging road conditions and offer greater safety with all the performance you expect. Bridgestone Run Flat Tyres allow you to keep complete control of your car even in the event of sudden and total loss of air pressure. Not having to stop, the driver can continue to a safe, convenient place for a tyre change. In addition, Bridgestone boasts the largest network of approved Run Flat Tyre Fitment Centres.



RFT
RUN FLAT TYRE
 Introducing the next level of safety

TURANZA

B **PASSION**
 for EXCELLENCE

For your nearest Bridgestone Authorised Dealer, visit our website at:
www.bridgestone.co.za

Bridgestone South Africa

BRIS10910003NO

- 3.1 What are the key features of the Bridgestone tyre? (2)
- 3.2 Using the AIDA principles, analyse the effectiveness of the advertisement. (4)
- 3.3 In which way is the Bridgestone Tyre Company unique? (1)
- 3.4 "First for safety. First for technology. First for you."
 3.4.1 Identify the literary device. (1)
 3.4.2 Explain the effectiveness of this device in the advertisement. (2)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study the cartoon, **TEXT D**, below and answer the set questions.

The following cartoon appeared in the book *Cartoon English* published by Dr Hugh Houghton Hawksley.

TEXT D

- 4.1 "Texting" is a new verb form that is derived from the noun: text. What does it mean? (1)
- 4.2 What is the purpose of the three dots in frames 1 and 4? (2)
- 4.3 Why would Jeremy's mother be justified in feeling exasperated in frame 2? (3)
- 4.4 Which word has become one of the best-known words in computer jargon? (1)
- 4.5 In frames 1, 2 and 4, Jeremy does not change position or expression. What does this indicate about his attitude? (2)
- 4.6 Refer to frame 3. What visual clues are there to indicate that the mother is at her wit's end? (1)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

Read **TEXT E** below which contains some deliberate errors and answer the set questions.

TEXT E

This text is an adaptation of a film review taken from *The Mail & Guardian*, date 20 May 2011.

- 1 Sitting in Jo'burg traffic on the way to a 5pm screening of *Pirates of the Caribbean: On Stranger Tides* at Sandton City, I rather quailed at the thought that not only would the film be 140 minutes long, it would also be in 3D. I wondered if I'd be able to last through the whole movie.

- 2 As it turned out, however, it was quite bearable. Maybe I've got quite used to 3D somewhat, after a few years of a definite aversion to it, but it was largely inoffensive to me in this instance.

- 3 It still felt as though it defocussed some of the movie, and there were intermittent reminders that there was some awkward plastic thing sitting on the bridge of my nose, but I did not emerge from the theatre with a headache. Perhaps you might say that I has joined the Society of the Plastic Spectacles.

- 4 Most pleasingly of all, though, this *Pirates* movie pays more attention to the script and to the flow of the action than instalments two and three. I liked the first *Pirates of the Caribbean* a lot: it had wit and zip, qualities the next two lost somewhere in the determination to fill the screen – and the running time – with overblown special effects. Without some sensible plot organisation and some decent scripting, on however popular a level, such extravaganzas simply become numbing. I feel that this was not a day well-spent.

- 5 It seems it was Johnny Depp, as the now 5.7.1 (iconical / iconic) Captain Jack Sparrow, 5.7.2 (that / who) added a fair amount of wit to the first movie. Like Robert Downey Jr in the later *Iron Man*, he surely pepped up his own lines – even as he camped up his performance to a degree that apparently worried the Disney executives at first.

- 5.1 Write out the name “Jo'burg” (paragraph 1) in full. (1)

- 5.2 Why is “*Pirates of the Carribbean: on Stranger Tides*” printed in italics? (1)

- 5.3 Refer to paragraph 3. Identify and correct the language error. (2)

- 5.4 Refer to paragraph 4.
Provide a suitable synonym for the word “zip”. (1)
- 5.5 Refer to paragraph 4. “... to fill the screen – and running time – with over-blown special effects.” Explain the use of the dashes in this sentence. (1)
- 5.6 Refer to paragraph 4. “I feel that this was a day not well-spent.” This is written in direct speech. Rewrite the sentence in indirect speech starting: Shaun de Waal said ... (2)
- 5.7 Refer to paragraph 5. From the words in brackets, choose the correct word. Write only the number and the correct word. (2)

[10]

TOTAL: 70 MARKS