

ENGLISH FIRST ADDITIONAL LANGUAGE

*Let's recap and answer questions from
lesson 1...*

ENGLISH FIRST ADDITIONAL LANGUAGE

QUESTIONS TO COMPREHENSION : 'THE PRICE OF HAPPINESS'

1.1 Refer to paragraph 1.

1.1.1 Using your OWN words, explain how money was used to tempt a child. (2)

1.1.2 Why is the following statement FALSE? Use your OWN words. (1)

People are born with the belief that money offers instant happiness.

1.2 What do the words, '263 different social experiments' (paragraph 2) suggest about Hammond's research? (2)

1.3 Explain why Hammond compares money to dopamine in paragraph 3. (2)

1.4 Refer to paragraph 4.

1.4.1 Explain why one can become anxious if one does not have money. (2)

1.4.2 Which word in this paragraph means the same as 'appreciative'? (1)

1.5 Refer to paragraph 5.

1.5.1 What does 'one to three per cent' indicate about the population's attitude towards money? (1)

1.5.2 Explain what is meant by 'make money in order to grow it' (lines 23–24). (2)

1.6 Using your OWN words, give TWO reasons why the writer does not encourage people to buy objects (paragraph 6). (2)

SECTION A: COMPREHENSION

QUESTION 1

1.1 1.1.1 Money was used as an incentive✓ to get children to undertake/complete chores.✓ (2)

1.1.2 People learn that money brings happiness.✓ (1)

1.2 It suggests that her research was extensive as there were a number of experiments conducted.✓The results of her research can therefore be considered to be thorough.✓ (2)

1.3 Just as dopamine is a drug that makes one feel good, so too does spending money.✓It provides instant satisfaction rather than lasting/long-term fulfilment.✓ (2)

1.4 1.4.1 One would stress about how to get money✓to take care of one's needs.✓ (2)

1.4.2 grateful✓ (1)

1.5 1.5.1 Only a few people are interested in saving money.✓ (1)

1.5.2 If one has/makes money, it should be invested rather than spent✓so that one can accumulate more money in the long term.✓ (2)

1.6 Objects lose their appeal quickly./The novelty of having a new object is short-lived.✓ Objects are not able to provide long-term happiness.✓ (2)

1.7 'to the point of recklessness or getting into debt'.✓ (1)

1.8 The lottery winners did not work for their money so they often do not understand the value of it.✓

They spend their money impulsively.✓

Friends and family constantly borrow from them.✓

NOTE: Accept any TWO of the above answers. (2)

1.9 The writer includes the views/opinions of different experts/ professionals on the subject of money and happiness in order to lend credibility/ authenticity to the article. Claudia Hammond has written a book on the subject and Charné van der Walt highlights the idea of how to manage money properly.✓✓ (2)

1.7 Refer to paragraph 7.

- 1.7 Quote NINE consecutive words which suggest that spending money on experiences can be a risk. (1)
- 1.8 Using your OWN words, give TWO reasons why some lottery winners do not manage their finances well (paragraph 8). (2)
- 1.9 Explain why the writer refers to Claudia Hammond and Charné van der Walt in this article. (2)
- 1.10 Do you agree with the writer's views in the last paragraph? Substantiate your answer. (2)
- 1.11 Discuss the suitability of the title, 'The Price of Happiness'. (2)
- 1.12 Choose the correct answer to complete the following sentence:
The words '**per year**' in this text mean ...
- A nationally.
 - B annually.
 - C globally.
 - D locally.
- 1.13 Why are the words, 'A MINUTE' written in a larger font? (1)
- 1.14 Study the visuals below the words, 'EVERYONE IS AT RISK, ESPECIALLY ...'.
Identify TWO types of people who are at risk of contracting influenza. (2)
- 1.15 Discuss whether the inclusion of the two people wearing white coats is relevant in this text. (2)

TOTAL: 30

- 1.10 Open-ended. Accept a suitable response, e.g.
Agree.
The reality of the world we live in is that money is required for survival and if one cannot survive, one cannot be happy. Therefore, the first step towards happiness is attaining financial security. This will enable one to ultimately pursue a path of happiness.
- OR**
- Disagree.
The best things in life are free. One does not need money in order to be happy. A simplistic life that does not involve the accumulation of wealth but rather, the pursuit of spirituality is more likely to make one truly happy.
- NOTE:** Do not award a mark for Agree/Disagree.
Accept other suitable responses. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer.
- 1.11 The title, 'THE PRICE OF HAPPINESS' is suitable because it encapsulates the two aspects that are explored in the passage: money and happiness. Price is associated with money and the implication is that money can buy happiness, an assertion that this passage disputes. Price can also be associated with 'suffering'. The price you pay when you are reckless in spending and acquiring debt.
- OR**
- The title is not suitable because the passage explores the idea that money cannot buy happiness. However, the title, 'THE PRICE OF HAPPINESS' implies that happiness is dependent on money.
- NOTE:** Accept other suitable responses. A candidate can score 1 mark for an answer that is not well-substantiated. Accept a combination answer.
- 1.12 B/annually✓
- 1.13 To emphasise the frequency of the number of deaths from influenza.✓
- 1.14 Pregnant women✓
People with cardiovascular/heart disease✓
Children/toddlers✓
- 1.15 Open-ended. Accept a suitable response, e.g.
Yes.
The visual of two people in white coats represents the health-care professionals one may go to in order to seek treatment for influenza. The image of them standing is placed next to the words: 'LET'S TAKE A STAND AGAINST FLU' which suggests that it is the health care provider who will play a vital role in helping one to fight the flu.
- OR**
- No.
The inclusion of the visuals does not enhance the message of the text in any way. The words clearly inform the reader what action to take in order to fight the flu. Therefore, the visual is not really required in the text.

GROWING YOUR OWN VEGETABLES

There is nothing like biting into a ripe tomato as you work in the garden. The taste of a tomato bought at a supermarket cannot compare to one that is freshly picked from your own garden.

There is no need to use chemicals and pesticides in your vegetable garden. If you have problems with disease or pests, you can use natural remedies. Diseased plants can also be removed.

Salmonella and Listeria are the most common diseases found in vegetables bought from stores. Growing and using the vegetables from your garden reduces the chances of contracting such diseases. Approximately 48 million people get infected with Salmonella and Listeria each year.

Most vegetables found in supermarkets are picked, delivered to warehouses and stored until you buy them. These vegetables are no longer as fresh as when they were picked. Freshly picked vegetables from your garden taste better, and are also good for your health.

A packet of vegetables at a supermarket can easily cost approximately twenty-five rands. This is usually enough for only one meal. Home-grown vegetables will cost you far less. You will also have more vegetables for a longer period.

Vegetable gardening allows you to spend time outdoors. There are different movements in gardening such as digging, planting and weeding, which are excellent forms of exercise.

Planting a seed and watching it grow to produce food is one of the most satisfying feelings. This simple effort and direct reward of gardening can help you feel better and improve your well-being.

[Adapted from <https://growagoodlife.com>]

QUESTION 2

The following points form the answer to the question:

	QUOTATIONS		FACTS (NOTE: Candidates may phrase the facts differently.)
1.	'The taste of a tomato bought at a supermarket cannot compare to one that is freshly picked from your own garden.'	1.	Home-grown vegetables taste better.
2.	'There is no need to use chemicals and pesticides in your vegetable garden.'	2.	You do not need to use chemicals and pesticides.
3.	'Salmonella and Listeria are the most common diseases found in vegetables bought from stores. Growing and using the vegetables from your garden reduces the chances of contracting such diseases.'	3.	There is a lesser chance of getting Salmonella and Listeria.
4.	'Freshly picked vegetables from your garden taste better, and are also good for your health.'	4.	Vegetables from your garden are healthier to eat.
5.	'Home-grown vegetables will cost you far less. You will also have more vegetables for a longer period.'	5.	Growing your own vegetables saves you money./ You get more vegetables./The vegetables last longer.
6.	'Vegetable gardening allows you to spend time outdoors.'	6.	You get to spend time outside.
7.	'There are different movements in gardening such as digging, planting and weeding which are excellent forms of exercise.'	7.	Working in the garden is a good way of exercising.
8.	'Planting a seed and watching it grow to produce food is one of the most satisfying feelings.'	8.	Gardening improves your mood/ makes you feel good.

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PAPER 1 – LANGUAGE LESSON [2]

GETTING TO :

UNDERSTAND YOUR PAPER

KNOW THE CONTENT OF YOUR PAPER

MASTER YOUR PAPER

SECTION C

QUESTION 3...



ANALYSING AN ADVERT



All adverts make use of the **AIDA** –principle:

A – attention - An eye-catching image, Clever use of language, Attractive layout, Posing a question, Font (type of lettering), Catchy headlines

I - interest – Linguistic and visual Technique: Unusual trade names Emotive language Opinions stated as facts, jargon, punchy headlines / captions, rhetorical questions, Puns, Alliteration

D – desire - Advertisers appeal to basic human desires or needs and hint that desires/needs will be met if their product is purchased.

A- action - also need to ensure that the consumer acts in response to the advert: eg. Buy one get one free, Easy payment plans, Limited stocks



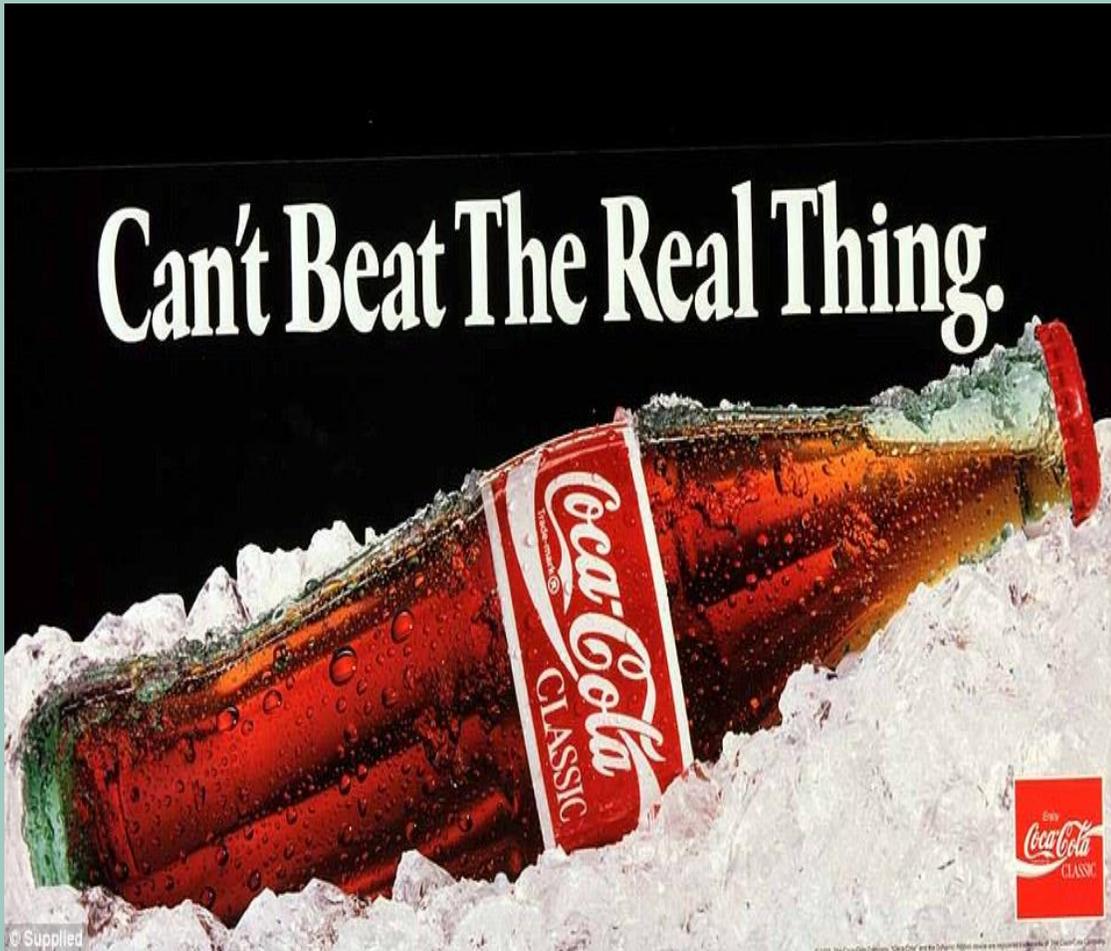
STOP STARING AT ME
LIKE I'M SOME
PIECE OF MEAT.

You can look but you can't touch. Ok. You can touch.
But can you handle me? Check out my dimensions. Two
all-beef patties and juicy all over. **ARE YOU MAC ENOUGH?**



i'm lovin' it

Some adverts have limited words...but can still be powerful in delivering its message.



Basic tools of advertising:

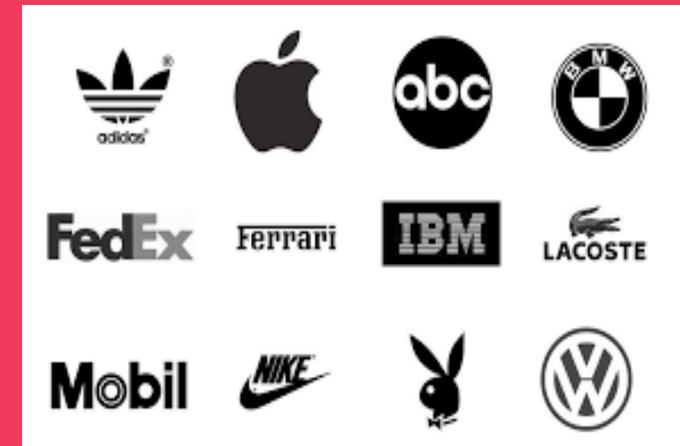
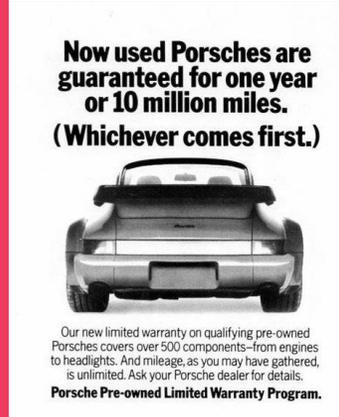
a) **Target Audience-** the people we mostly want to attract/ talk to.

b) **Visuals** (picture)

c) **BODY COPY** – The extra information given to keep the consumer interested. Sometime it contains scientific information which is a technique to sustains the reader's interest

d) **Logo** - Symbols used to identify products or companies

e) **Slogan-** short memorable phrases used by advertisers that is memorable and not easy to forget.



Let's analyse an advert...

**Spray
the Pain Away!**

100% Natural and Organic

A.Vogel Sore Throat Spray

Fast-acting:
*Relieves the pain of swollen tonsils, pharyngitis, general throat pain and inflammation.
*Antiviral and antibacterial action.
*Clinically proven.

A.Vogel

Pioneer in Natural Health
-since 1923

Tel:031 7838000 / www.avogel.co.za

- 3.1 Name the product being advertised. (1)
Sore Throat Spray/A.Vogel Sore Throat Spray
- 3.2 Refer to the headline.
Why is the word, 'Spray', written in a larger font? (1)
To attract the reader's attention. / It is used for emphasis
- 3.3 Refer to the visual of a throat.
Why does the advertiser include an image of a thorny stem? (2)
The image of the thorny stem conveys the idea of a sore/painful throat/severe pain/irritation in the throat v which feels as if there are thorns in one's throat v.
- 3.4 Quote TWO consecutive words to prove that the advertised product is safe to use. (1)
'Clinically proven'
- 3.5 Why would it be important to know that A.Vogel has been a 'Pioneer in Natural Health – since 1923'? (1)
This proves that A.Vogel is an established brand in the manufacture of natural health products./A brand that has enormous experience in the manufacture of natural health products. v / It is a trusted brand.
- 3.6 Discuss whether the advertisement would convince you to buy this product. (2)
Yes. The advertisement is convincing because it is about a product manufactured by a well-established brand (since 1923). / It promises to be 'fast acting' to relieve the pain and inflammation of a sore throat/is made of natural and organic ingredients/is clinically proven and therefore reliable. As a result, one would be persuaded to use this product.

OR

No. It is not effective because the information provided is not conclusive enough/ there is not enough evidence that this product will work/the information provided is contradictory because the headline states that the pain will be sprayed away while the body copy refers to the product providing relief and not stopping the pain entirely.

For you to practice and test yourself:

SECTION C- QUESTION 3

THE GOODNESS OF JUNGLE

Loved Since 1920

Jungle

ENERGY ON THE GO

Light and portable

BERRIES energy bar

NEW PEANUT BUTTER energy bar

YOGHURT energy bar

NUTS energy bar

9 Different flavours to choose from, including yoghurt-dipped and chocolate-dipped!

On the go energy bar to fuel up your body the smart way, using the wholesome goodness of oats, nuts, berries and added protein.

Your ideal on the go energy snack

- 3.1 Who is the target audience of this advertisement?
Give a reason for your answer. (2)
- 3.2 How does the headline, 'ENERGY ON THE GO', capture the reader's attention? State TWO points. (2)
- 3.3 Why are the words, 'Loved Since 1920' included in this advertisement? (1)
- 3.4 How are the words, 'light and portable' intended to influence the reader? (1)
- 3.5 Refer to the body copy. Name any TWO ingredients that are used in the advertised product. (2)
- 3.6 In your view, is the visual of a tiger effective in conveying the message of the advertisement? Substantiate your answer. (2)

[10]