This memorandum consists of 10 pages.
INSTRUCTIONS TO MARKERS

1. Candidates are required to answer ALL the questions.

2. This memorandum serves as a guide to markers. Some responses may require a marker's discretion, while others may be expanded at the memo discussion.

3. Candidates' responses should be assessed as objectively as possible.
SECTION A: COMPREHENSION

QUESTION 1

NOTE:
• Incorrect spelling in one-word answers should be marked wrong.
• Incorrect spelling and language errors should not be penalised in this section because the focus is on understanding.
• When two/three facts/points are required and a range is given, mark only the first two/three.
• If a candidate uses words from another language other than English, disregard those words, and if the answer still makes sense, do not penalise.
• Accept dialectical variations.
• Candidates are required to use their OWN words to answer questions, unless a quotation is asked for.

TEXT A

1.1 1.1.1 The Department of Social Welfare OR Social Welfare Department OR Social Welfare ✓ (1)

1.1.2 Many households/20 000 households are headed by children. OR Many children are in charge of households. ✓

NOTE:
Do NOT accept direct quotations. (1)

1.1.3 B/ too small

NOTE:
Accept EITHER the letter OR the answer written out in full. (1)

1.2 1.2.1 It is the main/most important/basic✓ reason✓ for child abandonment OR thing that leads to ✓child abandonment.

NOTE:
Award one mark for explaining 'root' and one mark for explaining 'cause'. (1+1)

1.2.2 In the same way as mending or patch-work on pants is visible/can be seen, ✓ emotional scars/damage is visible in children ✓

NOTE:
Award one mark for each concept (mended pants✓ and scarred children✓) (1+1)
1.3 ‘... the joy on their faces’ ✓

NOTE:
The quotation must be accurate. Do NOT penalise for omission of quotation marks.

1.4 They prepare children to be placed in families OR looked after OR taken in ✓ temporarily.
They prepare children to be adopted ✓ legally.

NOTE:
For full marks, the answer should reflect BOTH concepts.

1.5 1.5.1 Their job is serious and demanding.
OR They need a lighter side to survive. ✓

1.5.2 False. ✓ They already have four biological/own children. ✓

NOTE:
Award a mark for the reason/motivation only if the first part of the answer (False) is correct.
Award 1 mark if only 'False' is given without a motivation/if the motivation is incorrect.

1.6 1.6.1 Yes, it is suitable because it strengthens the idea that their house is filled with children/child-friendly/they are surrounded by children ✓ AND teddy bears are associated with children. ✓

FOR ONE MARK ONLY: He is able to relate to the children.

OR

No, the picture is not suitable because Fernie is a grown-up ✓ and he should project a grown-up image. ✓

NOTE:
Do not award a mark for 'Yes' or 'No' only.
Accept a well-substantiated answer for full marks.

For a 'Yes' response:
Award one mark for reference to children and 1 mark for reference to teddy bear.
For a 'No' response:
Award 1 mark for reference to grown-up and 1 mark for the rejection of the teddy bear.

The above are merely examples of possible responses. Allow for the candidate's own but relevant interpretation.

1.6.2 mad/abnormal/crazy (1)
1.7 1.7.1 He had the same name as the shelter.  
OR The boy was also called Jerome.  
OR He carried the same name as the shelter. ✓  
(1)

1.7.2 He was from a different race.  
(1)

1.8 1.8.1 He suffered from/had Attention Deficit Disorder (ADD). ✓  
Academic failure/he failed at school. ✓  
Drug addiction/he was addicted to drugs. ✓  
NOTE:  
Accept any TWO of the above.  
(1+1)

1.8.2 Open-ended.  
Yes, Jerome is a perfect example of overcoming rejection ✓  
as he made a success of his life/rose above his circumstances. ✓  
OR  
No, Jerome might be an isolated example of someone overcoming rejection ✓  
but sometimes the damage is lasting or permanent. ✓  
NOTE:  
Do NOT award a mark for 'Yes' or 'No' only.  
Accept a well-substantiated answer for full marks.  
The above are merely examples of possible responses.  
Allow for the candidate's own but relevant interpretation.  
(1+1)

1.9 1.9.1 Accept a title that relates directly to the content of the passage.  
The title must not contain more than six words.  
NOTE:  
The title need not be a full sentence.  
(1)

1.9.2 The reason/explanation must be directly related to the title in 1.9.1.  
For full marks, candidates must refer to the message of the passage AND a personal reason for the choice of title.  
(2)

TEXT B

1.10 A/ facing challenges directly ✓  
NOTE:  
Accept EITHER the letter OR the answer written out in full.  
(1)

1.11 Confidence is not achieved easily. ✓  It takes some time to become confident. ✓  
(2)

1.12 The girl is smiling, looking confident. ✓  She is not afraid to hang on to a rope in mid-air. ✓  
(1+1)

TOTAL SECTION A: 30
### SECTION B: SUMMARY WRITING

#### QUESTION 2

Any **SEVEN** of the following points form the answer to the question:

<table>
<thead>
<tr>
<th>FACTS</th>
<th>QUOTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Convert negative thoughts into positive thoughts. /Think positively.</td>
<td>'When you have negative pictures in your mind, deliberately change them into positive thoughts and paint the best possible pictures in your mind.'</td>
</tr>
<tr>
<td>2. Meditate to help focus your mind on the present.</td>
<td>'The purpose of meditation is to keep your attention in the present moment, away from stressful thoughts that are in the past or future.'</td>
</tr>
<tr>
<td>3. Take deep breaths regularly to enable oxygen to flow to your organs.</td>
<td>'When you are stressed you deprive your body of precious oxygen.' / 'At regular intervals, take ten deep breaths in and out, feeling your stomach move.'</td>
</tr>
<tr>
<td>4. Be creative by diverting your focus from difficult situations.</td>
<td>'Creativity takes your mind away from difficult issues, forcing you to focus on the task at hand.' / 'Being creative can, therefore, help you feel good while creating something beautiful.'</td>
</tr>
<tr>
<td>5. Exercise to cleanse the body of harmful substances.</td>
<td>'Any form of exercise rids the body of unfriendly hormones.' / 'Exercise causes your body to release hormones which will leave you feeling great.'</td>
</tr>
<tr>
<td>6. Laugh since this helps to remove illness OR bad chemicals.</td>
<td>'Science has proven that laughing can beat illnesses, including cancer.' / 'Laughing rids the body of bad chemicals.'</td>
</tr>
<tr>
<td>7. Eat healthy foods (so that your blood-sugar levels are stable).</td>
<td>'Fill your diet with vegetables, fruit, nuts, lean meat and fish.'</td>
</tr>
<tr>
<td>8. Get enough sleep. / Rest sufficiently.</td>
<td>'Do not have too many late nights as you could be deprived of sufficient rest.'</td>
</tr>
</tbody>
</table>
Marking the summary:

The summary should be marked as follows:

- **Mark allocation:**
  - 7 marks for 7 points (1 mark per main point)
  - 3 marks for language
  - Total marks: 10

- **Distribution of language marks:**
  - 1–3 points correct: award 1 mark
  - 4–5 points correct: award 2 marks
  - 6–7 points correct: award 3 marks

**NOTE:**

- **Format:**
  Even if the summary is presented in the incorrect format, it must be assessed. The points must be coherent, i.e. they must make sense to the marker.

- **Word Count:**
  - Markers are required to verify the number of words used.
  - Do not deduct any marks if the candidate fails to indicate the number of words used or if the number of words used is indicated incorrectly.
  - If the word limit is exceeded, read up to a maximum of 5 words above the stipulated upper limit and ignore the rest of the summary.
  - Summaries that are short but contain all the required main points should not be penalised.

**NOTE:** Even though the use of abbreviations is not encouraged, they must be counted as complete words and the word count represented accordingly.

**TOTAL SECTION B:** 10
SECTION C: LANGUAGE

VISUAL LITERACY

NOTE:

- For one-word answers, write only the question number and the word.
- For multiple-choice questions, write only the question number and the letter (A–D) of the correct answer.

QUESTION 3: ANALYSING AN ADVERTISEMENT

3.1 To attract attention. ✓
   OR To show that the product is now smooth. ✓
   OR To show that the product has new flavours. ✓

   NOTE: Accept any TWO of the above answers. (1+1)

3.2 A /the best one available ✓

   NOTE: Accept EITHER the letter OR the answer written out in full. (1)

3.3 (essential) vitamins/(added) vitamin C ✓ and maize ✓

   NOTE: Accept EITHER the letter OR the answer written out in full. (1+1)

3.4 It shows the women in different places, indicating that no matter where you are ✓ you can drink this product to give you a boost / increase your energy levels. ✓

   NOTE: Accept EITHER the letter OR the answer written out in full. (1+1)

3.5 A car/motor vehicle/engine

   NOTE: Accept EITHER the letter OR the answer written out in full. (1)

3.6 Open-ended response.

   Yes, the males will look at the pretty girls ✓ and will, therefore, be interested in the product. ✓

   OR

   No, it is meant exclusively for females ✓ because there are no males in the advertisement. ✓

   Do NOT award a mark for YES or NO only.
   Accept a well-substantiated response for full marks.

   NOTE: The above are merely examples of possible responses. Allow for the candidate's own interpretation. (2)
QUESTION 4: ANALYSING A CARTOON

4.1 4.1.1 soccer/football ✓  
4.1.2 goal posts in frame 1 ✓  
    corner flag ✓  
    soccer boots/ spikes / togs ✓  
    soccer clothes ✓  
    use of the words 'goalpost' and 'goalie' ✓  

**NOTE:**  
2 marks for 2 answers  

4.2 4.2.1 D/anger ✓  

**NOTE:**  
Accept EITHER the letter OR the answer written out in full.  

4.2.2 Chalkie cost them the match./Chalkie made them lose the match.  

4.2.3 BODY LANGUAGE:  
An outstretched hand suggests that Chalkie is pleading. ✓  
He is following Andy around. ✓  
His shoulders are slumped/arm hanging limply. ✓  

**NOTE:**  
Accept any ONE of the above.  

FACIAL EXPRESSION:  
His eyes are cast downwards./He is looking down. ✓  
His mouth is drooping. ✓  

**NOTE:**  
Accept any ONE of the above.  

4.3 No.  
Andy never faces Chalkie. ✓  
OR His facial expression does not change. ✓  
OR Andy keeps his arms folded. ✓  
OR Andy's final answer is abrupt. ✓  

**NOTE:**  
Do not award a mark for Yes/No only.  
Accept any TWO of the above.  

4.4 He is emphasising what Chalkie did not do. ✓  
OR He is stressing the word. ✓  
OR He is saying it more loudly. ✓  

[10]
QUESTION 5: LANGUAGE AND EDITING SKILLS

NOTE: Spelling in this question should be correct.

TEXT F

5.1 5.1.1 makes (1)
5.1.2 those/these (1)
5.1.3 seconds' (1)
5.1.4 to (1)
5.1.5 useful (1)

5.2 television (1)

5.3 C/share the same ideas

NOTE: Accept EITHER the letter OR the answer written out in full. (1)

5.4 Most people cross their arms if they are feeling defensive, don't they? (1)

5.5 Robert does not understand body language very well. (1)

5.6 Someone is being trained by Robert every week. ✔
Someone is being trained every week by Robert. ✔ (1+1)

5.7 5.7.1 informed (1)
5.7.2 sight (1)

5.8 The other day Robert Phipps told Mary that her eyes were the windows to her soul.
OR
The day before Robert Phipps told Mary that her eyes were the windows to her soul
OR
The previous day Robert Phipps told Mary that her eyes were the windows to her soul. 6 x ½ (3)

NOTE: Award ½ mark for each underlined change.

5.9 When people are lying they tend to become generally less expressive. (4)

TOTAL SECTION C: 40
GRAND TOTAL: 80