This memorandum consists of 10 pages.
INSTRUCTIONS TO MARKERS

1. Candidates are required to answer ALL the questions.

2. This memorandum has been finalised at a memorandum discussion session at DBE at which all provinces were represented. Any omissions or queries should be referred to Chief Markers/Analytical Moderators/Internal Moderators at marking centres. All protocol must be followed.

3. Candidates' responses should be assessed as objectively as possible.

MARKING THE COMPREHENSION

- Because the focus is on understanding, incorrect spelling and language errors in responses should not be penalised unless such errors change the meaning/understanding. (Errors must still be indicated.)

- If a candidate uses words from a language other than the one being examined, disregard those words, and if the answer still makes sense, do not penalise. However, if a word from another language is used in a text and required in an answer, this will be acceptable.

- For open-ended questions, no marks should be awarded for YES/NO or I AGREE/I DISAGREE. The reason/substantiation/motivation is what should be considered.

- When one-word answers are required and the candidate gives a whole sentence, mark correct provided that the correct word is underlined/highlighted.

- When two/three facts/points are required and a range is given, mark only the first two/three.

- Accept dialectal variations.

- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full.

- NOTE: Relevant and coherent quotations from the passage are acceptable.
SECTION A: COMPREHENSION

QUESTION 1

1.1 South Africans believe that it is fine to eat fast foods. ✓
South Africans believe that too much attention/emphasis is placed on eating healthily. ✓
They think food that is good for you, cannot taste good. ✓

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

1.2 World Action on Salt and Health (WASH). ✓
Heart and Stroke Foundation (of South Africa). ✓

(2)

1.3 'international' ✓

(1)

1.4 These are the established/popular brands ✓ that sell/serve quick meals/junk food. ✓

OR

The companies/franchises/restaurants ✓ that sell the most prepared/processed meals. ✓

(2)

1.5 The studies found that South Africa's popular fast food outlets produce meals for children that have among the highest salt content in the world. Salt contributes to diseases like high blood pressure, strokes, heart attacks and kidney failure. Therefore, South Africans must take the survey seriously so action can be taken in this regard.

NOTE: Accept other suitable responses provided that they are grounded in the text. A candidate can score 1 or 2 marks for an answer that is not well-substantiated. (3)

1.6 KFC ✓
McDonald's ✓
Burger King ✓
Subway ✓

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

1.7 The salt content ✓ of the chicken nugget meal sold in South Africa is considerably higher than the same meal sold in the United Kingdom. ✓

(2)

1.8 The Department of Health asked fast food outlets to use less salt in their meals. ✓
Regulations were put in place to reduce salt content in fast food meals. ✓
Legislation to reduce salt in fast foods was signed. ✓
They took the matter to parliament. ✓

NOTE: Accept any TWO of the above answers. (2)
1.9 Fast foods in the UK and the USA are lower in salt content. ✓ Their legislation regulating salt content in meals was enforced earlier. ✓ (2)

1.10 B/ compulsory ✓ (1)

1.11 Open-ended. Accept a suitable response, e.g.

Yes. Readers are made aware of the dangers of too much salt intake especially at fast food outlets. The information in the passage will prompt them to become more health conscious.

AND/OR

No. Readers have become accustomed to unhealthy habits and it will be difficult for them to change their ways. There is little evidence in the passage which will persuade readers to stop eating fast food.

NOTE: Accept other suitable responses provided that they are grounded in the text. A candidate can score 1 or 2 marks for an answer that is not well-substantiated. (3)

1.12 Open-ended. Accept a suitable response, e.g.

The word pinch refers to a small amount of salt which is what the passage is about; we should therefore reduce our salt intake.

AND/OR

'Pinch' suggests a little salt. The passage is all about excessive salt intake.

NOTE: Accept other suitable responses provided that they are grounded in the text. A candidate can score 1 mark for an answer that is not well-substantiated. Accept answers that relate the passage to the idiom 'a pinch of salt'. (2)

1.13 A weather / meteorological/climatic report / a weather forecast / a long term weather forecast/expected weather for a week (for Mbombela). (1)

1.14 It will be cloudier on Saturday. ✓ The picture of the clouds is larger for Saturday than for Friday/ The picture of the sun is smaller for Saturday. ✓ OR

It will be brighter on Friday than on Saturday. ✓ The picture of the clouds is smaller for Friday/ The picture of the sun is bigger for Friday. ✓ (2)

1.15 Monday (1)
1.16 Open-ended. Accept a suitable response, e.g.

The visuals convey clearly what the weather will be on each day. /The reader can easily see each day’s weather. Thus the message of the text is accurate.

OR

The temperatures and the visuals do not correspond for each day. For example, a low temperature of 21 and the high temperature of 28 both have the same visual without any variations. In contrast, the two days with the same temperature of 23 degrees have visuals that vary. This can be misleading and so, does not convey the message of the text accurately.

NOTE: Accept other suitable responses provided that they are grounded in the text. A candidate can score 1 mark for an answer that is not well-substantiated.  

(2)

TOTAL SECTION A: 30
**SECTION B: SUMMARY**

**QUESTION 2**

The following points form the answer to the question:

<table>
<thead>
<tr>
<th>QUOTATIONS</th>
<th>FACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 'It is important to repair or replace damaged water connections and washers to stop all leaks.'</td>
<td>1. Fix leaking pipes / replace damaged washers.</td>
</tr>
<tr>
<td>2. 'Filling a tub to take a bath uses double the amount of water than when one uses a shower.'</td>
<td>2. Take a shower instead of a bath.</td>
</tr>
<tr>
<td>3. 'A dual flush toilet system needs far less water than the tank system.'</td>
<td>3. Use a dual flush toilet system rather than a tank system.</td>
</tr>
<tr>
<td>4. 'Water harvesting involves the collection of rainwater from gutters into a tank. This water can replace or supplement the main source of water when necessary.'</td>
<td>4. Collect rainwater to substitute or complement your regular source of water.</td>
</tr>
<tr>
<td>5. 'The grey water system entails diverting water mainly from the bathroom into a tank. This water can be utilised in the garden.'</td>
<td>5. Recycle water from the bathroom for use in the garden.</td>
</tr>
<tr>
<td>6. 'Pay attention to the kinds of trees and plants that you have in your garden as some consume more water than others, especially those that are not indigenous.'</td>
<td>6. Choose trees and plants that do not require much water for your garden./ Indigenous plants need less water than exotic ones.</td>
</tr>
<tr>
<td>7. 'When you have to make a cup of tea or coffee, boil only the required amount of water.'</td>
<td>7. Boil only the quantity of water you need (when making a hot beverage).</td>
</tr>
<tr>
<td>8. 'We waste water when we leave the tap running while brushing our teeth or washing dishes. However, using a jug or dish will help conserve water.'</td>
<td>8. Use a container when brushing your teeth or washing dishes./ Do not wash dishes or brush your teeth under running water.</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 when candidate has not quoted verbatim:**
  - 1–3 points correct: award 1 mark
  - 4–5 points correct: award 2 marks
  - 6–7 points correct: award 3 marks

- **Distribution of language marks when candidate has quoted verbatim:**
  - 6–7 quotes: award no language mark
  - 1–5 quotes: award 1 language mark

**NOTE:**
- **Format:** Even if the summary is presented in the incorrect format, it must be assessed.
- **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 the last sentence above the stipulated upper limit and ignore the rest of the summary.

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

NOTE:

- One-word answers must be marked correct even if the spelling is incorrect, unless the error changes the meaning of the word.
- In full-sentence answers, incorrect spelling should be penalised if the error is in the language structure being tested.
- Sentence structures must be grammatically correct and given in full sentences as per instructions.

QUESTIONS 3: ANALYSING AN ADVERTISEMENT

3.1 People who suffer from allergies or hay fever. / Parents whose children suffer from allergies. ✓ (1)

3.2 One can ask one’s pharmacist/chemist about a product that will keep allergies away. / Buy/Use products from Dr Reddy’s/the brand that keeps allergies away. ✓ (1)

3.3 Visual: The picture of a film strip. / The scary font resembling that which is used to advertise horror movies. / The scary pictures of the cat/pollen. ✓

Verbal: The suspenseful language: 'It lurks…', 'It hides… and waits …', 'Get the tissues ready for …' / 'Starts 1 September' resembles the opening date of a movie. ✓ (2)

3.4 To create suspense for what is to follow. / To show that the sentence above the picture will continue below the picture. ✓ (1)

3.5 Laboratory ✓

NOTE: Do not penalise for the omission of the initial capital letter. (1)

3.6 The onset/start of spring / the date on which the products will be available ✓ when allergies/hay fever begin(s) / pollen is released. ✓ (2)

3.7 Open-ended. Accept a suitable response, e.g.

It is effective because the advertiser makes use of horror movie techniques to show that allergies might be serious for some people.

AND/OR

It is not effective because the product is not clearly mentioned. / It is not effective because not everyone would associate a cat with allergies, thus the message of the advertisement will be lost.

NOTE: The above are merely examples. A candidate can score 1 mark for an answer that is not well-substantiated. (2)

[10]
QUESTION 4: ANALYSING A CARTOON

4.1 4.1.1 In the garden/outside/along the fence between the two houses. ✓ (1)

4.1.2 Blondie stares at the lawnmower/leans forward/with her hands on her hips/. The lawnmower is not being operated by anyone. ✓

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

4.1.3 Power switch/starter of the lawnmower. ✓
The husband/Dagwood/the man. ✓ (2)

4.2 isn't it/is it not (1)

4.3 C/hammock (1)

4.4 His mouth is wide open. ✓
The letter 'Z' (is written in large, bold font). ✓
His arm is hanging down limply. ✓

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

4.5 Open-ended. Accept a suitable response, e.g.

Yes. She does not get angry. She probably knows her husband and that he will attend to the lawn later.

AND/OR

No. Dagwood shirks his duty to mow the lawn. She should have been angry.

NOTE: The above are merely examples. A candidate can score 1 mark for an answer that is not well-substantiated. (2)
QUESTION 5: LANGUAGE AND EDITING SKILLS

5.1  5.1.1  (a) they’re/they are✓ (1)
      (b) safe✓ (1)
      (c) of✓ (1)
      (d) Keeping/for✓ (1)

      5.1.2  collection/pile/set/stack✓ (1)

      5.1.3  Are you right to hesitate?✓ (1)

      5.1.4  B/alliteration✓ (1)

      5.1.5  She said that the next day/following day✓ she✓ would spend✓ the
day at the beach.

          OR

          She said that she✓ would spend✓ the next day/following day✓ at
the beach.

      NOTE: Award ONE mark for each underlined change and ONE
      mark for correct punctuation. (4)

      5.1.6  Serious damage can be caused by heat.✓ (1)

      5.1.7  Accept a suitable response e.g.

          He presented his case in court.✓ (1)

      5.1.8  dangers/hazards/threats/risks✓ (1)

5.2  5.2.1  I✓ (1)

      5.2.2  unimportant/insignificant/trivial/minor/immaterial✓ (1)

      5.2.3  National Eye Care Awareness Month will take place until 18
October.✓ (1)

      5.2.4  It is (worth making the time to take proper care of your eyes.)✓ (1)

      5.2.5  Make your eye health a priority✓ (1)

      5.2.6  healthier✓ (1)

TOTAL SECTION C:  40
GRAND TOTAL:  80