



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2022

**ENGLISH HOME LANGUAGE P1
MARKING GUIDELINE
(EXEMPLAR)**

MARKS: 70

This marking guideline consists of 10 pages.

NOTE:

- This marking guideline is intended as a guide for markers.
- It is by no means prescriptive or exhaustive.
- Candidates' responses should be considered on merit.
- Answers should be assessed holistically and marks awarded where applicable. The marking guideline should be discussed before the commencement of marking.

INSTRUCTIONS TO MARKERS**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 should 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.
- No marks should be awarded for TRUE/FALSE or FACT/OPINION. The reason/substantiation/motivation/quotation is what should be considered.
- For questions which require quotations from the text, do not penalise candidates for omitting the quotation marks or for an incorrect spelling within the quotation.
- 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 to the correct answer AND/OR the answer written out in full.

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

- 1.1 A.I. used to be part of science fiction/the imagination/futuristic movies and books. ✓ Today, however, we have many devices which we use every day which can be classified as A.I. ✓
[Candidates must use their own words.] (2)
- 1.2 The purpose of Artificial Intelligence is to create machines that are intelligent enough to perform tasks traditionally done by humans. ✓ This creates fear that machines will become smarter than humans, eventually making humans and their skills obsolete. ✓
[Candidates must use their own words.] (2)
- 1.3 These machines learn from what they experience and from what has happened before ('historical data' – line 13). ✓ They also make an analysis of their environments. ✓ Based upon these two steps, they then decide upon a suitable action. ✓ (3)
- 1.4 False
'is an interdisciplinary science' ✓
[Candidates must provide four consecutive words.]
[Do not award a mark for 'False'.] (1)
- 1.5 The human brain **and** A.I. can
- learn from experience;
 - understand complex concepts (as long as these concepts are not emotional/cognitive);
 - apply logic (line 20);
 - solve mathematical problems;
 - recognise patterns;
 - make inferences and decisions;
 - retain information.
- [Any two similarities.] ✓✓ (2)
- 1.6 'intuition' (line 9) ✓ (1)
- 1.7 Human beings can adjust ✓ ('adapt' – line 25) to new situations ✓ ('environments' – line 25) by using uniquely human insights/knowledge/perception ✓ ('cognitive processes' – line 26). (3)

- 1.8 A.I. can only work with the information that humans have provided ('data and specific instructions fed into the system' – lines 30 – 31). ✓ Humans can think and can therefore learn to avoid past mistakes. ✓ Machines cannot think, therefore A.I. is reliant on human attributes. ✓ (3)
- 1.9 It is unexpected because, contrary to the fear that A.I. will cause humans to be obsolete in the workplace, ✓ these statistics predict that more jobs will be created than lost. ✓ (2)
- 1.10 The job market will differ vastly from the old one. ✓ Different expertise will be required. Mathematical, technological, computer, etc. skills will replace traditional jobs. ✓ It is also time-consuming to train A.I. systems; this training requires a newly skilled labour force. ✓ If people make the shift from 'traditional' jobs to more A.I.-specific jobs, they will have many opportunities at their disposal. ✓ The workforce will be prepared and the impact will not be as great as has been predicted. ✓ (3)
- 1.11 Yes.
- Companies can be more profit-driven as automation will increase their productivity. ✓ The number of injuries and sick days will be reduced. ✓ This will be an advantage to the poor state of the economy. ✓ Machines cannot think: human intelligence and abilities are still required so automation will not necessarily lead to job losses. ✓

OR

No.

People will lose their jobs if they are not trained in the field of mathematics/technology, ✓ etc. Everybody is not capable of doing these specialised jobs. ✓ This will make the poor even poorer. ✓

[Candidates are not awarded a mark for YES/NO, but for the motivation of their opinion.] (2)

- 1.12 The man's body/posture is quite relaxed (even slouching)/his eyes are hooded/his mouth is closed ✓ which indicates that he is not shocked at all/he is indifferent ✓ to the information he has been given.
- [Candidates need to identify one feature of body language and interpret it in terms of his reaction to the statement.] (2)

1.13 This statement confirms and contradicts paragraph 9 of TEXT A.

In paragraph 9 the writer of **TEXT A** is of the opinion that A.I. can do certain tasks better than humans, but they cannot match the human brain at this stage. ✓ ('Although A.I. has helped develop intelligent machines that can outperform humans in some respects, they have yet to go a very long way to match the human brain's potential.': lines 41 – 43) Therefore **TEXT B**, which states that 'robots have taken over almost all jobs', ✓ contradicts paragraph 9 of Text A.

The speaker in **TEXT B** also states that they 'still need Jenkins to cheat on [their] taxes'. In paragraph 9 of **TEXT A** the writer states that machines are not capable of this kind of 'emotional approach that is specific to humans' (lines 52 – 53) as they cannot make decisions that are 'rational' (line 44), because they do not understand the consequences of decisions ('A.I. machines cannot understand the concept of "cause and effect"' – line 47). ✓ A.I. machines are not able to interpret scenarios holistically. Making an immoral decision like cheating on tax returns thus does not fall within the range of a robot's capabilities. ✓

[Candidates need to discuss BOTH TEXT A AND TEXT B.]

[Both parts of the statement in TEXT B must be discussed with reference to paragraph 9 of TEXT A.]

(4)

TOTAL SECTION A: 30

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

Use the following main points that the candidate should include in the summary as a **guideline**.

Any SEVEN valid points are to be credited in paragraph form.

(Sentences and/or sentence fragments must be coherent.)

QUOTATIONS		POINTS	
1	'Diamonds may be a girl's best friend'	1	Women/girls/people attach a definite emotional value to diamonds.
2	'The super strong mineral is used as an industrial abrasive, on the edges of cutting tools, or on ultra-powerful drill bits.'	2	In industrial settings, diamonds are used as an abrasive, on the front of cutting equipment and in very strong drill bits.
3	'A diamond is unique.'	3	Diamonds are unique./incomparable.
4	'beautiful optical properties'	4	Diamonds are intrinsically beautiful.
5	'and a very high thermal conductivity.'	5	Diamonds can conduct heat extremely well.
6	'precious jewels'	6	A diamond is a precious stone.
7	'The lonsdaleite only lasted a few nanoseconds before the high-velocity impact obliterated the gem'	7	Lonsdaleite is not yet a viable material.
8	'the rare, fleeting nature of lonsdaleite diamonds could make them more valuable than cubic zirconias'	8	Lonsdaleite might become more sought-after than cubic zirconias, but not diamonds.
9	Gem diamonds are destined to remain the most prized jewels.	9	Gem diamonds will remain the most sought-after jewels.

PARAGRAPH FORM

NOTE: What follows is merely an example. It is not prescriptive and must be used very carefully.

Diamonds are unique precious stones with an intrinsic beauty which makes them expensive and desired by many. The emotional connotation attached to diamonds will not easily fade, especially in the minds of women. Diamonds are very strong, hard stones with good heat-conducting properties and are used in industrial settings in various ways. At this stage, Lonsdaleite only exists in a laboratory and its existence is very brief. If lonsdaleite became viable, it might be more sought-after than zirconias, but not gem diamonds, which will remain the most desired jewels.

[89 words]

Marking the summary

The summary must 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 points quoted: 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 STRUCTURES AND CONVENTIONS

Marking SECTION C:

- Spelling:
 - 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.
 - Where an abbreviation is tested, the answer must be punctuated correctly.
- Sentence structures must be grammatically correct and given in full sentences/as per instruction.
- For multiple-choice questions, accept BOTH the letter corresponding with the correct answer AND/OR the answer written out in full as correct.

QUESTION 3: ANALYSING ADVERTISING

3.1 The message is that the company now delivers to your home. ✓

The image of the chicken RUNNING supports the message, because it seems as if the chicken is running to the address where the order should be delivered. ✓ (2)

3.2 The impression is that the food the company sells is healthy and without added preservatives or other harmful substances. ✓ People are concerned about their health and the quality of food being produced and will be impressed by this company. People who are concerned with animal rights will also be impressed because the description, 'farm-raised' makes the farming method sound animal friendly/healthier/less cruel. ✓ (2)

3.3 The technique of snob appeal/appeal to vanity/exclusivity/flattery is used in this advertisement, as only people who know about (French) cuisine will know what 'Mirepoix' is. ✓

This technique is effective, because the target market will appreciate the snobbish introductory sentence. ✓ They will feel elite ✓ as they will know how to use 'Mirapoix' in a sentence, while other "ordinary" people will not. ✓ They might even find it amusing that their specialised knowledge elevates them above others.

OR

This technique is not effective, because it will reach only a small audience of people who are knowledgeable about fine cuisine. ✓ The rest of the world will ignore it, because of its dismissive/patronising attitude towards "ordinary" people. ✓

[Technique needs to be **identified** AND **discussed** in terms of effectiveness.] (3)

3.4 TEXT D is more successful.

The visual of a dead chicken running, is humorous ✓ while the much more stylish layout of TEXT E is targeted towards a specific audience. Humour is usually more successful in reaching a wider audience than a serious advertisement. ✓ TEXT D offers a discount, which would attract buyers. ✓ There is also the convenience of delivery. ✓ The reference to 'artisans' implies food of good quality; the advertiser also promises 'farm fresh produce'. These claims would attract people for whom quality is important. ✓

OR

TEXT E is more successful. People who are very aware of the quality of food they eat ✓ will find the information in TEXT E about organic farming techniques ✓ more important than a humorous visual. People concerned with animal rights will appreciate the reference to 'farm-raised' as this implies a gentler, more natural approach to farming. ✓

[Candidates need to add a critical comment to their discussion.]

(3)
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

4.1 Frame 3 is the title page ✓ of the comic/cartoon strip that Curtis is writing and that he wants Barry to have a look at. In Frames 4–8 we read what Curtis has been writing. ✓

(2)

4.2 The character has a frustrated/angry/irritated/helpless tone. ✓

Body language:

His mouth is open because he is yelling in frustration/anger/helplessness. // His clenched fists emphasise his extreme frustration. // His eyes are squeezed shut as he is yelling. // There are sweatdrops (plewds) and stars and lines (emanate) around his head to indicate his extreme agitation. ✓✓

(3)

4.3 In Frame 6 the man mentions that the neighbour's dog is unusually quiet. ✓ The 'Yeah, um ...' used by the zombie and the fact that he ignores the comment made by the man, clearly indicate that the stew the zombie is encouraging him to eat consists of the neighbour's dog. ✓ This creates humour since the reader realises the truth of the contents of the stew but the man is not aware that he is eating dog stew. ✓

[Candidates need to indicate how HUMOUR is created through DRAMATIC IRONY.]

(3)

4.4 Barry clearly implies that Curtis has 'a serious mental illness'. ✓ However, Curtis takes it as a compliment because he sees the connection between 'madness' and 'creativity' ✓ and he thinks his story is very good.

(2)
[10]

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 'Ariana Grande is with vocals like Jimi Hendrix was with a guitar'. ✓ (1)
- 5.2 *Rolling Stone* asked him what had allowed her to build her career to the point where everything she touched was a **hit**. **He** had some revealing insights. ✓

OR

Rolling Stone asked him what had allowed her to build her career to the point where everything she touched was a **hit**; **he** had some revealing insights. ✓ (1)

- 5.3 intelligent – intellligent ✓ (1)
- 5.4 'bold' (line 13) ✓ (1)
- 5.5 'a person or thing that is easy to learn about and understand' – www.merriam-webster.com ✓

OR

'someone or something that is easy to understand or interpret; clear; straightforward; easy to solve; an honest and frank person' – www idioms online ✓

[Candidates will use their own words. Use discretion.] (1)

- 5.6 her first album ✓ (1)
- 5.7 She said that she ✓ was ✓ just going to go for it and write the lyrics about that. ✓

[Award the fourth ½-mark if ALL punctuation is correct.] (4 x ½) (2)

- 5.8 Max and Ilya and I / Max, Ilya and I ✓ (1)
- 5.9 figuratively ✓ (1)

[10]

TOTAL SECTION C: 30
GRAND TOTAL: 70