



education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE12

ENGLISH HOME LANGUAGE P1

SEPTEMBER 2024

MARKS: 70

TIME: 2 hours

This question paper consists of 11 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

SECTION A: Comprehension (30)
SECTION B: Summary (10)
SECTION C: Language structures and conventions (30)

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 the answers correctly according to the numbering system used in this question paper.
7. Leave a line open after each question.
8. Pay special attention to spelling and sentence construction.
9. Suggested time allocation:
SECTION A: 50 minutes
SECTION B: 30 minutes
SECTION C: 40 minutes
10. Write neatly and legibly.

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

Read TEXTS A and B below and answer the questions set.

TEXT A**THE DARK SIDE OF SOCIAL MEDIA INFLUENCING**

- | | | |
|---|---|----|
| 1 | Do you follow influencers on social media? Do you always check their posts? Do you find you are spending too much time or becoming obsessed with checking influencers' accounts? And when you cannot check in, do you feel disconnected or lost? If you answered 'yes' to all these questions, you may have what is known as 'problematic engagement' with social media. | 5 |
| 2 | But do not blame yourself too much. You are among the many who have been swept away by dazzling social media influencing. And this can be attributed to many features and tactics social media influencers employ that help keep them influential – like livestreams and polls on Instagram. Whether you are a fashion fan or want information on health and fitness, there is an influencer to follow. Followers often gravitate towards them for their authenticity and content creation. | 10 |
| 3 | Social media has revolutionised the way we connect and interact with each other. It has also given rise to a new phenomenon: - social media influencers. Influencers are individuals who have amassed a large following on social media platforms such as Instagram, TikTok and YouTube and are able to influence their followers' opinions and behaviours. | 15 |
| 4 | While influencers can have a positive impact, there is a growing concern about their effect on young minds. Influencers are often perceived as role models and trendsetters, particularly among young people. They are often seen as the embodiment of success, popularity, and beauty. This has led to a rise in the trend of 'inspirational' content, where influencers showcase their luxurious lifestyles and promote products that promise to make their followers more like them. | 20 |
| 5 | Sadly, less focus is put on the <i>dark side</i> of social media influencing. | 25 |
| 6 | The content that influencers promote is not always positive or healthy. Many influencers promote unrealistic body standards, which can contribute to body dissatisfaction and eating disorders among their followers. They also promote materialism and consumerism, encouraging their followers to buy products that they do not necessarily need or cannot afford. | 30 |
| 7 | In addition to promoting unhealthy behaviours, influencers can also have a negative impact on young people's mental health. Social media platforms are designed to be addictive, and many young people spend hours scrolling through their feeds, comparing themselves to others and feeling inadequate. Influencers' curated ¹ and edited content can create distorted views of reality, | 35 |

	leading to young people to feel that they are not measuring up to their peers or to the idealised version of themselves that they see online. According to some researchers, one of the most distinctive characteristics that attract the audience is the influencer's credibility, specifically the expertise and trustworthiness. In fact, source credibility is a good way of persuasion because it is related to many conceptualisations.	40
8	It is important to recognise that influencers are not inherently bad or harmful. Many use their platforms to promote positive messages, such as body positivity, mental health awareness, and social justice. However, it is important to be critical of the content that we consume and question the motives behind it. We should be mindful of the fact that influencers are often paid to promote products, and that their content may not be entirely genuine.	45
9	Parents and educators have a role to play in helping young people navigate the world of social media. By teaching them media literacy skills, we can help young people to critically evaluate the content that they consume and make informed decisions about what they choose to engage with.	50
10	Influencers are motivated, and often incentivised ² (through product and brand endorsement) to increase their power on social media and many are becoming more proficient in attracting and engaging followers. Followers, on the other hand, can easily become attached and obsessed with influencers and their engagement can often become excessive and unhealthy. Problematic engagement with social media influencers is common among followers, but not well known or understood.	55
11	Social media influencers can have a powerful impact on young minds, both positive and negative. While we should be mindful of the potential risks, we should also recognise that influencers can be a source of inspiration and positive role models. By promoting media literacy and critical thinking, we can help young people to navigate the world of social media in a healthy and positive way.	60
		65
	[Adapted from https://theconversation.com]	

GLOSSARY:

1. curated: carefully chosen and thoughtfully organised.
2. Incentivised: motivated or encouraged to do something.

AND

TEXT B

[From toon.pool.com]

QUESTIONS: TEXT A

- 1.1 Explain the significance of 'dark side' in the title of this passage. (2)
- 1.2 Account for the use of a series of rhetorical questions in paragraph 1. (2)
- 1.3 Discuss how the diction reveals the writer's attitude towards social media influencing in paragraph 2? (3)
- 1.4 Refer to paragraphs 3
State, in your own words, the caution that the writer makes in this paragraph. (2)
- 1.5 Refer to paragraph 4.
Explain, in your own words, the destructive role of social media influencing for young people. (2)
- 1.6 Refer to paragraph 5.
Discuss the effectiveness of this one-line paragraph. (3)

1.7 Discuss the contrast evident between paragraph 7 and 8. (3)

1.8 Refer to paragraph 11.

Critically discuss the appropriateness of this final paragraph. (3)

QUESTIONS: TEXT B

1.9 Discuss the central message of this cartoon. Refer to both the written text and the visual. (3)

1.10 Critically discuss the tone in the first speech bubble. Refer to specific diction. (3)

QUESTIONS: TEXT A AND B

1.11 In your view, does TEXT B support or contradict the sentiments expressed in the title and the central message of paragraph 4 of TEXT A? Motivate your response. (4)

TOTAL SECTION A: 30

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

TEXT C below discusses various strategies of dealing with bad temper. Summarise, in your own words, **ways to deal with anger**.

- NOTE:**
1. Your summary should include SEVEN points and NOT exceed **90 words**.
 2. You must write a fluent paragraph.
 3. You are NOT required to include a title for the summary.
 4. Indicate your word count at the end of your summary.

TEXT C**TAME YOUR TEMPER**

Anger is a common and even healthy emotion. But it is important to deal with it in a positive way. Uncontrolled anger can take a toll on both your health and relationships. In the heat of the moment, it is easy to say something you will later regret.

Take a few moments to collect your thoughts before saying anything. As soon as you are thinking clearly, express your frustration in an assertive but non-confrontational way. State your concerns and needs clearly and directly, without hurting others or trying to control them. Physical activity can help reduce stress that can cause you to become angry. If you feel your anger escalating, go for a walk or run or spend some time doing other enjoyable physical activities. Timeouts are not just for kids.

A few moments of quiet time might help you feel better prepared to handle what is ahead without getting irritated or angry. Instead of focusing on what made you angry, work on resolving the issue at hand. Also, understand that some things are simply out of your control. Try to be realistic about what you can and cannot change. Remind yourself that anger won't fix anything and might only make it worse. Criticising or placing blame might only increase tension. Forgiveness is a powerful tool. If you allow your anger and other negative feelings to crowd out positive feelings, you might find yourself swallowed up by your own bitterness or sense of justice. Forgiving someone who angered you might help you both learn from the situation and strengthen your relationship.

Lightening up can help diffuse tension. Use humour to help face what is making you angry and, possibly, any unrealistic expectations you have for how things should go. Avoid sarcasm, though – it can hurt feelings and make things worse. Do whatever it takes to encourage relaxation.

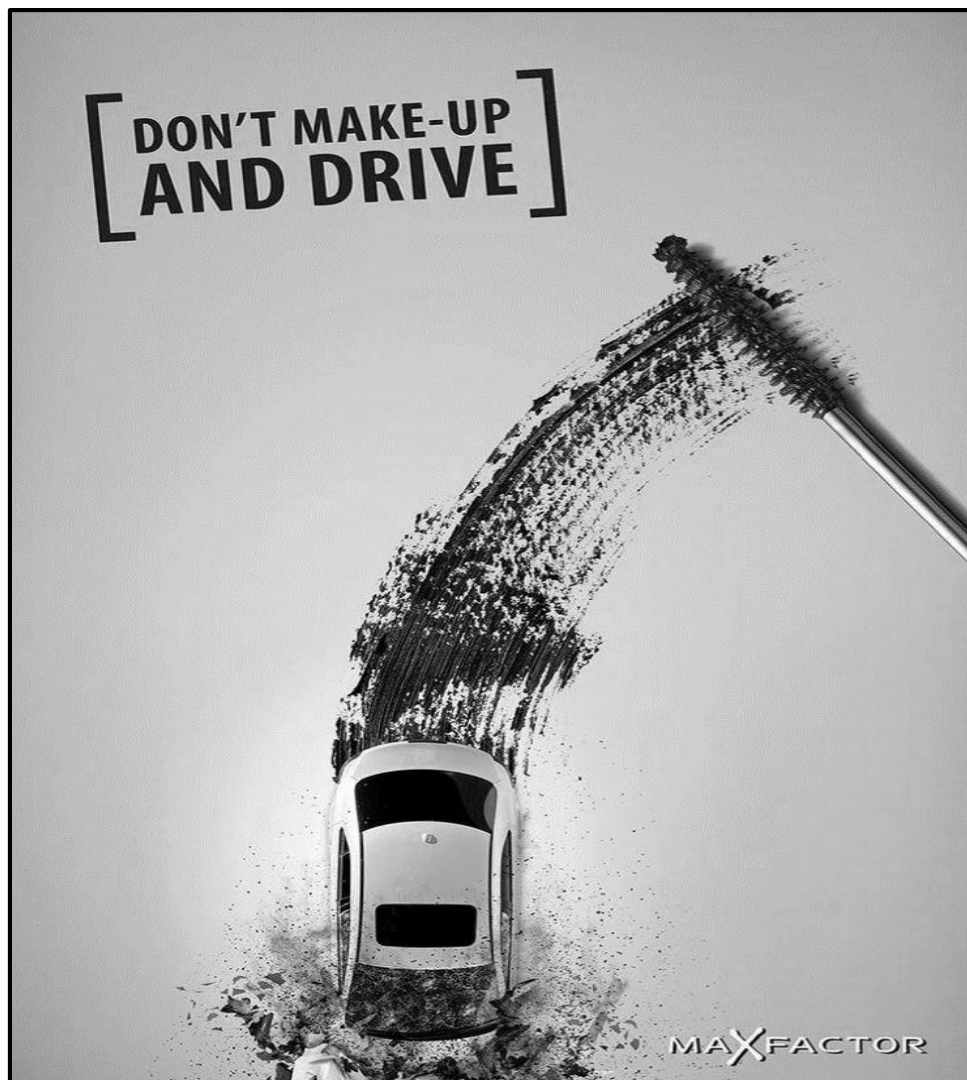
Learning to control anger can be a challenge at times. Seek help for anger issues if your anger seems out of control, causes you to do things you regret or hurts those around you.

[Adapted from www.mayoclinic.org]

TOTAL SECTION B: 10

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**QUESTION 3: ANALYSING ADVERTISING**

Study the advertisement (TEXT D) below and answer the set questions.

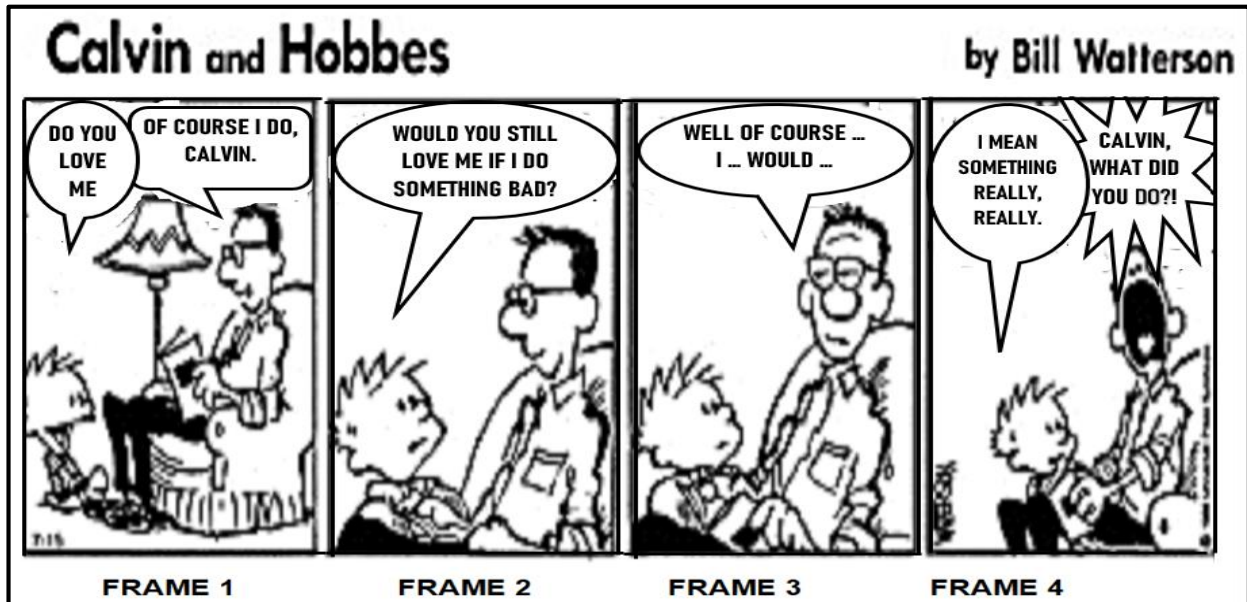
TEXT D**QUESTIONS: TEXT D**

- 3.1 What is being advertised? (1)
- 3.2 State the central message of this advertisement. (2)
- 3.3 Identify the target market of this advertisement. (2)
- 3.4 Discuss any ONE advertising technique used in this advertisement. (3)
- 3.5 Rewrite the caption of this advertisement in a formal, full sentence. (2)

[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E below and answer the set questions.

TEXT E**QUESTIONS: TEXT E**

- 4.1 In view of the cartoon as a whole, comment on Calvin's question in FRAME 1 (2)
- 4.2 Comment on the change in Calvin's father's reaction from FRAME 1 to FRAME 3. (2)
- 4.3 Critically discuss the effectiveness of the jagged speech bubble in FRAME 4. (3)
- 4.4 What is being satirised in this cartoon? (2)
- 4.5 What part of speech is the word 'Well' in FRAME 3? (1)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

Read TEXT F, which contains some deliberate errors, and answer the set questions.

TEXT F**IS YOUR STRONG PERSONALITY TOO MUCH TO HANDLE?**

- 1 We live in a society that both admires and fears strong personalities – those individuals who walk into a room radiating confidence. We are often told to be assertive, to stand our ground, and to not let anyone push us around. But when does this strength become too much?
- 2 Let's face it: there's a thin line where this traits can become overpowering for those around you. This is where we need to reassess our behaviors and learn to recognise when our strong personalities are becoming overwhelming. 5
- 3 People with strong personalities are frequently tagged as intimidating. This label may come from the fact that you are assertive, confident, and not afraid to speak your mind. I know these traits are admirable at first glance. But if we think of it, sometimes they come across as aggressive or overwhelming to others. It's one thing to be assertive, but it's another to bulldoze over other's opinions. 10
- 4 Have you ever noticed people falling silent when you speak? It's great to be a confident communicator, but dominating conversations can be a sign your strong personality is overpowering others. This happens when you're often the first to speak, the last to stop, and leave little room for others to express their thoughts. 15

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

QUESTIONS: TEXT H

- 5.1 Account for the use of the punctuation mark in line 1. (1)
- 5.2 'to stand our ground' means ...
- A stand in the room
B stand up with confidence
C be firm
D act without fear (1)
- 5.3 Identify and correct the concord error in paragraph 2. (1)
- 5.4 Correct the spelling error in paragraph 2. (1)

- 5.5 Refer to paragraph 3
Attach a prefix to 'frequently' (line 10) to change the meaning. (1)
- 5.6 Remove the redundancy used in line 10. (1)
- 5.7 Rewrite the sentence below in indirect speech. Begin: The journalist ...
"Have you ever noticed people falling silent when you speak?" (3)
- 5.8 Is the word 'falling' in line 15 used figuratively or literally? (1)
[10]
- TOTAL SECTION C: 30**
GRAND TOTAL: 70