This question paper consists of 6 pages.
**SECTION A**

**COMPREHENSION**

**SUGGESTED MEMORANDUM**

1.1 The main idea in paragraph 1 revolves around the insecurities teens feel during their teen years. (2)

1.2 A teen’s insecurity / lack of knowledge - how to behave in certain contexts causes the pressure to rise and their place in these social situations looms larger than life. (2)

1.3 Yes, they do, as a teen has to work out for themselves what it is they should do and not do if they have had no guidance from their parents. OR/AND No, teens are confident and know how to behave. (Less mature and a more personal response here, but one which should be awarded at least half the mark). (3)

1.4 The relationship between Jay and his father is one of mutual respect. It is through this avenue that the father’s values are transmitted to the boy. / The father’s actions speak louder than words, thus his value system is subtly transferred to the son. (3)

1.5.1 Sasha’s parents lead busy lives. Her step-mother may not have as close a relationship with her as would her biological mother. Sasha’s parents compromise by offering material compensation. (2)

1.5.2 Sam’s parents retain a balanced value system / send the boy to a place where the value system is positively reinforced / rely on the grandmother/extended family system. (2)

1.6 Parenting should be consistent from birth / be taken seriously / time should be spent preparing the child for his/her teen years and value systems should be conscientiously adhered to. (3)
1.7 Positive – reinforced by various references to statements / quotes / images / title that point towards success.
Negative – reinforced by the same elements as the above.
Balanced – more fulsome explanation and discussion giving both points as discussed above (3)

1.8 Candidates may make their own choice. However, mark according to a sound reason that substantiates, based on a careful reading and understanding of the text. (4)

1.9 Harper Lee’s words reflect the concern of the writer for the plight of the teen. The appeal is to parents of teens to try and imagine what it must be like to be a teenager nowadays which will lead to a more concerted effort to work consistently with teens (tending the plant) in order to make them feel secure and loved. (3)

1.10 Subtle reinforcement of the advice given to parents / shows that parenting can be a delightful experience if the approach is right – explanation of the approach: positive / consistent / conscientious / value laden / quality time. (3)
SECTION B

SUMMARY

The main points that the candidate should include in the summary are:

1. America was the first country in the world to have recognized the teenager as a special group.

2. The term teenager was coined by the Americans.

3. After the war it became a target for exploitation by salesmen who saw in this social group a potential market.

4. Teenage music, clothes, drinks and entertainment were inspired by the Americans.

5. Teenagers are the same everywhere.

6. The most successful magazine for teenagers – *A Dream Come True*, with *Honey* giving news about actress Valerie Pitt who reports her adventures in New York.

7. South African teenagers can be distinguished from their American counterparts by their accents only.

Use the holistic marking grid below to assess responses.

<table>
<thead>
<tr>
<th>Category</th>
<th>Mark</th>
<th>Descriptors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>9 – 10</td>
<td>Flawless. Concise. Logically presented. Excellent understanding of context requirements of question. Has all the above points.</td>
</tr>
<tr>
<td>Very Good</td>
<td>8</td>
<td>Most of the above qualities.</td>
</tr>
<tr>
<td>Good</td>
<td>7</td>
<td>Reads well. Has most of the above points.</td>
</tr>
<tr>
<td>Average</td>
<td>5-6</td>
<td>At least 50% of the main points. Lacks flow. Much irrelevant information.</td>
</tr>
<tr>
<td>Poor</td>
<td>2-4</td>
<td>Lacks coherence. Not logically presented. Rambling. Lacks number of main points.</td>
</tr>
<tr>
<td>Hopeless</td>
<td>0-1</td>
<td>No understanding of summarising. No salient points.</td>
</tr>
</tbody>
</table>

Penalties:

- ½ mark for omission of (or incorrect) word count.
- ½ mark for every multiple of 5 words beyond 105.

[10]
SECTION C

LANGUAGE IN CONTEXT

QUESTION 3 - Analysing Advertising

3.1: **X Kit ad:**

3.1.1 It makes the message more appealing/eye catching / it is likely to be more appealing to teenagers / it is modern (up to date) and even 'funky'. (2)

3.1.2 This serves as a constant reminder to the student of the X-kit and its usefulness to the student. As an advertising technique it serves to reinforce the message. (2)

3.2: **Artline ad:**

3.2.1 It can write on any surface / there is probably no surface that is resistant to or that Artline cannot write on. (2)

3.2.2 Yes - It appeals to the teenage market. (2)

3.2.3 Artliner is the first choice in pens that can write on any surface. It is also the leading pen to be used for such purposes. (2)

QUESTION 4 - Understanding visual communication

4.1 **Calvin and Hobbs cartoon:**

4.1.1 He is trying to charm his way out of a difficult situation / hoping to please the teacher with is smile as he knows he has failed to produce an adequate 'paper' / speech. (2)

4.1.2 He wants to show how angry Calvin is at being found out. His attempts have obviously not met with approval from his teacher and he is trying to defend himself. (2)

4.1.3 Open-ended. Accept a reasonable response. (1)

4.2: **Chicken soup for the Teenage soul on tough stuff:**

4.2.1 A contributors (1)

4.2.2 To attract the reader's attention / the teenage years are full of up's and down’s and the different angles / sizes / patterns in the fonts reflects this. (2)
4.2.3 The use of the slang expression is intended to make a more immediate connection with teenagers, who would be familiar with such language. (2)

QUESTION 5: Using language correctly

5.1 compound word (noun); accept that it forms a new word. (1)

5.2.1 accept ‘obscure’ or ‘vague’. (1)

5.2.2 It is used as an adjective. (1)

5.2.3 mistily (1)

5.3 dash (1)

5.4 This shows the way that the word is written (spelt out) on her hand: syllable by syllable. The word is broken up for Anne. Candidates might say that this is how it is pronounced. (1)

5.5 D – compound sentence (1)

5.6 She is overcome with emotion / there is still more to come/follow/add / something has been left out. (1)

5.7 gave (1)

5.8 This serves to highlight / draw attention to the important people in her life. (1)

[30]