

GRADE 10  
MARKS: 70  
EXAMINER:  
MODERATOR:

ENGLISH HOME LANGUAGE  
PAPER ONE: MEMO

TIME: 2 HOURS

## QUESTION ONE

REFER TO TEXT A

Refer to paragraphs 1, 2 and 3

- 1.1. Provide one item of evidence from **these** paragraphs which proves the writer's view that Usain Bolt is the "greatest athlete alive". (1)  
***He speaks of his breaking of records as "superhuman"***
- 1.2. Name the grammatical error in the question, "So what if the greatest athlete alive decided to actually get serious"? (1)  
***Split infinitive***
- 1.3. Considering the rest of the passage, what prompts the writer to suggest that Usain Bolt is not really serious about his running? (2)  
***He suggests he coasts once he realises he has won. He runs for the sheer delight of running. If he were really serious he would not let up but would try even harder till the end.***
- 1.4. Quote a word from paragraph three which shows us that this article is written by an American writer. (1)  
***"color"***

Refer to paragraphs 4, 5, and 6

- 1.5. Suggest a reason why the start is not as crucial in the 200 metre race as in the 100 metre race. (1)  
***There is still time in the longer race to make up for a slow start. In the 100 metre race every metre counts.***
- 1.6. Considering the argument being made in the article, why does the writer impress on us that Usain Bolt is the fourth runner to leave the starting blocks? (1)  
***It emphasises what a superhuman effort it is that he wins the race.***
- 1.7. The writer has used the word "sloppy" twice in paragraph 5.
- 1.7.1. "his sloppy starting habits". ***careless, negligent, mediocre***
- 1.7.2. "a sloppy mistake". ***Careless, negligent, lazy,***  
Supply a synonym for one "sloppy". You need write only the number you choose and the synonym. (1)
- 1.8. Do you think the writer is trying to paint a picture of someone who is not committed to his running career in paragraph 5? Justify your answer. (3)  
***This is an open ended question. Mark on a sliding scale 1-3. No mark for yes or no. The answer needs justification.***  
***Possible answer:***  
***No – he shows that this is a new race for Usain, so it is not lack of commitment. It is greater commitment. He is also clear that Usain has already "overcome" some of the sloppy habits.***

*Therefore, this shows commitment as well. HE has already made a success in the 200 metre race so he has to have had commitment.*

***Yes- he indicates that he has a shoe lace undone. That he says, there is “no excuse” might imply that there is lack of commitment. (1-2 marks for this)***

- 1.9. Does the writer see Bolt’s size as an advantage or a disadvantage as a sprinter? Explain your answer. (3)

***The writer seems to indicate that until they are in the “full acceleration” phase, Usain is behind the other runners who are smaller than he is. However, in the last phase, Bolt speeds ahead. Therefore, his bigger frame becomes an advantage because he has more power and a longer stretch.***

**Refer to paragraphs 7, 8, 9 and 10**

- 1.10 Quote a clause which shows us the what the writer sees as the difference between Usain Bolt and the other runners in the “full acceleration” phase? (1)

***“Usain Bolt continues to accelerate”***

- 1.11. Explain why the writer says that this difference is “hard to fathom”? (2)

***It seems unbelievable because it goes against what one would expect and what usually happens. The question that needs to be answered is where he gets the power from.***

- 1.12. *“Sprinters often describe this phase, when everything happens correctly, as being analogous to lift-off in an airplane.”*

- 1.12.1 Identify the figure of speech in this sentence. *metaphor* (1)

- 1.12.2 Explain this figure of speech. ***The movement of the sprinter is being compared to the movement of a plane. As a plane lifts its nose, so the sprinter lifts his head. As a plane gets faster, so the sprinter increases speed.*** (2)

- 1.13 What is revealed of Usain’s Bolt’s attitude to running in paragraph 10.? Supply a reason for your answer which is drawn from this paragraph. (2)

***He really enjoys running. “Something like a smile cross his lips”. Also his relaxed attitude and the way he cruises shows his delight.***

**Refer to the whole passage**

- 1.14. Do you feel that the title of the article is an effective one? Explain why by referring to the passage. (2)

(There are many ways of interpreting this. Allow for personal opinion)

***It is not really a “biography”. A biography describes someone’s life. However, the article proves how Usain Bolt is a “mutant”. He does everything that is not expected or thought impossible.***

**Refer to Text B**

- 1.15 In your own words describe the point the cartoonist is making. (2)

***Usain Bolt is superhuman. He is so fast he can even catch up to super heroes.***

1.16 Besides the name on his vest and that he is running, Usain Bolt can be identified through his body language. Explain how the cartoonist has made him identifiable. (2)

***His one arm is pointing forward and his other arm is pulled back. This is the position of his arms when he does the little dance when he has finished a race. This distinctive dance identifies him.***

**Refer to Text A and Text B**

1.17 Text B supports what the writer in Text A is saying. Identify and explain **one point** where the argument of Text A is depicted in Text B. (2)

***Text A describes Usain as a mutant and says that what he does is: "superhuman"***

***Text B depicts Usain as almost superhuman because he can almost catch up to superman.***

**TOTAL FOR SECTION A = 30 MARKS.**

## **SECTION B**

### **QUESTION TWO: SUMMARY**

Carefully read **Text C** below. It suggests tips for teens for building up muscle.

Imagine you have been asked to write a short article of one paragraph of 90 words for your local community newspaper to guide young teens in how to build up muscle.

- Your article should be in one paragraph.
- Supply a title. This must be included in your word count.
- Indicate the number of words at the end of the article.
- You do not need to provide drawings or illustrations or your name.

**TOTAL FOR SECTION B: 10 MARKS**

Points:

1. Get a doctor's examination before you begin, especially if you have a previous health issue.
2. Focus on basics – eat properly.
3. Do not take steroids or enticing supplements.
4. Build a basic core programme for your training.
5. Build onto that basic programme when you get fitter.
6. Make sure you eat 3,000 calories or more a day.
7. 30 minutes after a workout, eat a combination of carbs and protein.
8. Title. Tips for building muscle in teens.

**One mark per point up to 7 points = 7 marks**

**3 marks for style. 1 mark for 3-4 points. / 2 marks for 5 points / 3 marks for 6 -7 points.**

**No marks for style if not in paragraph form.**

**Deduct one mark for more than 90 words.**

**Deduct one mark if number of words not listed.**

**Deduct one mark if not in one paragraph.**

**Deduct one mark if there is no title.**

## SECTION C: TEXTS FROM OTHER MEDIA

## QUESTION THREE: ADVERTISING

Answer the questions set on TEXT D and E

Refer to TEXT D

3.1. The advertiser is punning on the phrase “quick fix”. Explain the pun. (2)

***A quick fix is usually a remedy to solve a problem. The pun is on the word “quick” here which is related to running quickly.***

3.2. Describe two techniques the advertiser has used in the composition of the advertisement to make the product more appealing? (2)

***The very large font is at the top of the page. Makes the statement which entices the reader. It leads the reader to the product.***

***The visual, placed just beneath the copy, shows the product which evokes a desire in the reader to obtain them.***

3.3. What is the target market of the advertisement? (1)

***Women runners (not acceptable for them to write “runners” only.)***

Refer to TEXT E

3.4. There is not much copy (text) in this advertisement. Do you think this is an advantage or a disadvantage? Justify your answer. (2)

*Own opinion here. Allow for reasonable answers as long as they are justified.*

*Possible answers:*

***Advantage: The message is conveyed through the main sentence and the sentence giving the name of the product. Not having extraneous text means that the picture is highlighted. The name of the product is there and as this is a web advertisement you can search for more details if you wish. Most people do not read the text. They are enticed by the picture.***

***Disadvantage: There are no finer details like availability. There is no slogan for identification of the product brand. The target market is not really defined. .***

3.5. Comment on the sound device in: From here to disappear. (1)

***The use of rhyme makes the sentence catchy and creates a rhythm.***

Refer to TEXT D and TEXT E

3.6. Which advertisement do you think is a more effective advertisement? Give a valid reason why your choice is the more effective advertisement. (2)

*This is an open ended answer. They need to say why it is more effective. Mark on a 1-2 scale.*

*They need to refer to the technical aspects of the advertisement, not merely their preference.*

#### QUESTION FOUR: VISUAL LITERACY

Answer the questions set on TEXT F and TEXT G.

4.1. Give one word to describe the expression on Calvin's face in the first three frames. (1)

***Strained, tense, pained, tortured.***

4.2. How does Calvin's body language in the last frame affirm what he is saying? (3)

***There must be a reference to both the text and the visual.***

***He looks happy, satisfied. He has a smile on his face, which is in contrast to the pained expression, lines on his face from the previous frames. He is feeling his arm (muscles) (2 marks)***

***The text reinforces this satisfaction – he uses the word "gratifying" which means pleased. (one mark)***

4.3. Explain Calvin's reasoning.

***You should count the number of push ups you do according to how much effort you make, not how many you do.*** (1)

4.4.1. This comic strip is an example of

a. sarcasm

**b. satire**

c. slapstick

(1)

4.4.2. Explain your choice. (1)

*It is mocking the state of crime in South Africa in a humorous way.*

4.5. Discuss the play on words and how it contributes to the humour (3)

***Throughout the strip there is a play on the terminology used in athletics. This comic strip is created during the Olympics so the terms are related to that. (triathlon). Each frame shows a different event – pole vaulting/ weightlifting and sprinting. The humour is created when the event is given a visual depiction related to the South African crime context.***

***(Mark on a sliding scale. 1 for a short point. 2 and 3 need to mention in some way the underlined points. 3 marks must say something about how it contributes to the humour.)***

#### QUESTION C = EDITING AND LANGUAGE USAGE

5.1. Explain the use of the italics in paragraph 2 (1)

***It is the name of an organisation***

5.2. "Since the foundation was formed, we have worked very hard to inspire kids to become anything that their hearts desire." (Paragraph 6)

Change the above sentence into reported / indirect speech. (2)

Begin: Usain Bolt said...

**Usain Bolt said that since the foundation had been formed, they had worked very hard to inspire kids to become anything that their hearts desired. Half mark for each underlined part. (4 x ½ mark = 2)**

5.3. “The Usain Bolt Foundation has invested millions of dollars, particularly in Jamaica, into community development projects.” (paragraph 8)

Change the above sentence into **Passive speech** (2)

**Millions of dollars had been invested (1 mark) by the Usain Bolt Foundation (1 mark), particularly in Jamaica, into community development projects.**

5.4. Correct and name the grammatical error that has been made in paragraph 3. (1)

**Athletics for a Better World provides organisations / Lack of concord**

5.5. There are two errors in paragraph four.

5.5.1. Correct the malapropism. **Canals = channels** (1)

5.5.2. Correct the word which is misspelt. **There = their** (1)

5.6. Two apostrophes have been used in line 9. Explain the difference in use. (1)

*I'm = contraction/ omission (½ mark) whereas IAAF's = possession ((½ mark)*

**(10)**

**TOTAL FOR SECTION C = 30 MARKS.**

**TOTAL FOR SECTION A (30) + SECTION B (10) + SECTION C (30) = 70 MARKS.**