

Section A: Question 1: comprehension

- 1.1.1 The first line of the text indicated the tone of the article. The tone can be described as:
B: conversational. (1)
- 1.1.2 Give TWO reasons for your choice of answer in 1.1.1. (2)
The speaker addresses the reader directly – “you” / also – colloquial expression is used “consider yourself nuts”.
- 1.2.1 Is the phrase “igniting a global movement” meant literally or **figuratively**? (1)
- 1.2.2 Give a reason for your answer in 1.2.1. (2)
It means to create an image of something taking off - as in a fire being lit / sparked.
- 1.3 The writer refers to the “duck-faced selfie”. Explain in your own words what the writer aims to convey through this image. (2)
A duck-face refers to a pose created by a person who takes pictures of themselves / A duck-face would not be attractive. A duck-face would be long and beaky looking – and that people try to hide flaws by stretching their faces / The writer aims to convey that the faces people pull to take the perfect selfie are not very attractive.
- 1.4 Clearly explain the writer’s intention in mentioning Vincent Van Gogh. (2)
The writer is creating the illusion that Vincent, the famous self-portrait painter, DID go mad and kill himself – pointing out the fact that self-portrait addiction can lead to insanity.
- 1.5 Explain why the writer makes the assertion that Danny Bowman is the worst-case scenario of a selfie-addiction. (3)
He took over 200 pictures a day, did not leave his home for 6 months, lost 30 pounds and dropped out of school. (any 3)
- 1.6.1 Did Danny Bowman ever succeed in taking the perfect selfie? (1)
No.
- 1.6.2 Quote to support your answer in 1.6.1. (1)
“Much like his attempts for a picture perfect image, he failed in doing so.”
- 1.7.1 Explain why the American Psychiatric association has chosen the term “selfitis” as the name for the addictive condition. (1)
Most diseases end with “it is”. – this idea combines with the action – making it sound like a disease – which is the point.
- 1.7.2 According to this Association, what is the reason that motivates people to post selfies online? (1)
It is a way to make up for lack of self-esteem.
- 1.7.3 Do you agree with their reason? Motivate your answer. (2)
Own opinion (Must find some basis in the article) 0 – 1 – 2

- 1.8 In your own words, mention two lessons we can learn from Danny's story. (2)
OWN WORDS: The world is not perfect. There are more important things like Knowledge and experience.
- 1.9 Explain the difference between: "to live with social media rather than living through social media" (2)
WITH: it is a part of ones life + THROUGH: It is ones life
- 1.10. What is the central and common message in all three of these paragraphs? (2)
Live your life without your phone.
- 1.11 Is the message in Text B meant to be taken seriously? Give a reason for your answer. (3)
**NO – Its aim is to show how ridiculous people are. The doctor's advice is obviously sarcastic. OR
 YES – It is satire. It's to point out the seriousness of our need to post selfies as a self-help tool.
 AND: The doctor is giving this psychological advice to a child – which says something worrying about our world.**
- 1.12 What is the **central** similarity between Text A and Text B? (2)
Addiction to selfies is a mental condition / disease / disorder.
- TOTAL SECTION A: [30]**

SECTION B: SUMMARY – Question 2 [10]

1. Teens give away personal information that should not be shared, that strangers could see.
 2. Strangers could see personal profile information.
 3. Under aged children could be keeping secret Instagram accounts.
 4. Children could reveal their locations on photos, which strangers could use to harm them.
 5. Teens could befriend strangers pretending to be other teens.
 6. Your child could be exposed to explicit photographs.
 7. Your daughter could fall victim to a ranking trend – where she is rated according to her looks.
- 90 words Please count – stop reading at 95 ONE fact per point**
7 – 6 correct + 3 / 5 – 4 correct + 2 / 3- 2 correct + 1

SECTION C: QUESTION 3: ANALYSING ADVERTISEMENTS

- 3.1 Explain the simile used in the text: "It's like buying a sports car for the price of a scooter". (3)
The quality of the phone is compared to the quality of a sports car – a high priced product. However, the comparison is further extended, by comparing the price of the sports car to the price of a scooter – which is infinitely cheaper. The point of the comparison is to show the phone to be of a high quality at a lower than expected price.
- 3.2 Mention two selling features of this product mentioned in the advertisement. (2)
It features thousands of free apps. These will not cost a fortune. Free Internet. Unlimited texts (any 2)
- 3.3 How does the visual support the text in the advertisement? (2)
The visual shows all the apps available – which is reiterated in the text.

- 3.4.1 Who would be the target audience for this advertisement? (1)
Anyone who wishes to buy an up to date cost effective phone.
- 3.4.2 Give a reason for your answer in 3.4.1. (1)
The text – “get more for your money” would target someone who needs to follow a budget and still get the best deal.
- 3.5 Is this a local advertisement? Give a reason for your answer. (1)
NO – Pounds are mentioned
- /10/

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

- 4.1 Suggest why the image of a duck has been used in this cartoon. (1)
It refers to the “duck-face” pose.
- 4.2 What is suggested about the reasons why people take selfies now, as opposed to the past? (2)
In the past, people asked other people to take photos of them. No one took photos of themselves.
- 4.3 What is the innuendo made by the doctor in this cartoon? (2)
The innuendo is that Kim’s personal life and body is all over the Internet; that the doctor would already be intimately familiar with her.
- 4.4 Mention two visual caricatures used to distinguish Kim Kardashian that are missing OR are poorly illustrated in this cartoon. (2)
Her large lips and bottom have not been drawn in caricature – they are very understated and not typically Kim.
- 4.5 Mention one visual feature of the drawing of the doctor to show his matter-of-fact attitude. (1)
His arm is outstretched, his spectacles on the end of his nose, mouth open wide.
- 4.6 Identify the two interpretations in the text. (2)
Selfies are taken of one’s self - so there is no one else that (I) can take the selfie with.
- /10/

QUESTION 5: USING LANGUAGE CORRECTLY

- 5.1 Identify and correct an error of concord in paragraph 1. (1)
Have – has
- 5.2 What is the purpose of the hyphen in “four-day” (line1)? (1)
To create a compound word (adjective)
- 5.3 What is the purpose of the “(quotation marks) in paragraph 2? (1)
Punctuating a title

- 5.4 What is the purpose of the apostrophe in “Kendal’s” (paragraph 2)? (1)
Possession / ownership
- 5.5 What is the purpose of the apostrophe in “didn’t” (paragraph 3)? (1)
Omission / contraction
- 5.6 Why are the words “busy doing photo shoots” and “overcast” in quotation marks (paragraph 3)? (1)
They are quoted words
- 5.7 The words *Keeping Up With the Kardashians* is written in italics to show that it is a title. Give ONE other way in which a title can be punctuated. (Paragraph 4.) (1)
Underline / in quotations
- 5.8 Provide the adjectival form of the word “beauty” (paragraph 4). (1)
Beautiful
- 5.9 Re-write Kim’s words in the final line in reported / indirect speech. Begin: Kim said that **she is** kind of letting them know **that** it is ridiculous but **that** it is all fun (½ X 4) (2)

/10/
TOTAL SECTION C: [30]
GRAND TOTAL: 70