

MARKS: 70

TIME: 2 HOURS

## INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

<b>SECTION A:</b>	<b>Comprehension</b>	<b>(30)</b>
<b>SECTION B:</b>	<b>Summary</b>	<b>(10)</b>
<b>SECTION C:</b>	<b>Language Structures and Conventions</b>	<b>(30)</b>

2. Read ALL the instructions carefully.
3. Answer ALL the questions.
4. Start EACH question 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 after each answer
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.

This paper consists of 9 pages

## QUESTION 1: READING FOR MEANING AND UNDERSTANDING

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

### TEXT A

#### Addiction to Selfies: A Mental Disorder?

**COMMUNICATION** BY MICHAEL WORONKO

1. If you've taken up to three selfies today, consider yourself nuts. At least, in the eyes of the American Psychiatric Association and countless others, who are igniting a global movement to recognize that an addiction to selfies can be indicative of a mental disorder.
2. We all know that certain someone who is intent on capturing every waking moment with a duck-faced selfie. They even have that one specific expression set aside, ready to plaster it on in a whim the very second an iPhone is pulled out.
3. It never seems concerning until you look through a compiled, endless list of someone's Instagram selfies – and even then, it could be more funny than worrisome. Now I'm not one to typically draw concern towards trivial matters, especially something that sounds as ridiculous as an addiction to self-portraits.
4. You'd never expect to learn that Vincent Van Gogh had been considered mentally unstable – oh wait, never mind. I personally never understood the fascination with snapping pictures of myself at every semi-interesting moment of my day – maybe I'm too ugly to consider it.
5. It wasn't until I stumbled onto the story of Danny Bowman, a 19-year-old British teen who exemplifies the worst case scenario of a selfie addiction – living proof that a new vice may currently be emerging. How far did he take his obsession? Snapping over 200 photos a day, he didn't leave his house for six months, during which time he lost 30 pounds and dropped out of school.
6. Growing increasingly frustrated with his inability to capture the perfect selfie, he eventually tried to commit suicide. Fortunately, much like his attempts for a picture perfect image, he failed in doing so.
7. Recently, the American Psychiatric Association actually confirmed that taking selfies is a mental disorder, going as far as to term the condition "selfitis". The APA has defined it as: "the obsessive compulsive desire to take photos of oneself and post them on social media as a way to make up for the lack of self-esteem and to fill a gap in intimacy", and has categorized it into three levels: borderline, acute, and chronic.
8. How extreme is your selfitis? If you find yourself taking up to three selfies a day but not posting them on social media, consider yourself borderline.
9. If you're posting at least three images of yourself a day, that's acute.
10. Lastly, if you're experiencing an uncontrollable urge to take and post up to six photos a day, congratulations – you have chronic selfitis.
11. Danny fit quite comfortably into the third category, perhaps even deserving his own echelon of selfie insanity.
12. "I was constantly in search of taking the perfect selfie and when I realized I couldn't, I wanted to die. I lost my friends, my education, my health and almost my life," he told the *UK Mirror*.
13. What can we learn from Danny? Well for starters, we live in a society that is provoked into an infinite pursuit of superficial perfection that can never be attained. In a world where people are addicted to plastic surgery and countless forms of body enhancement (from Goodlife to Sephora), foregoing things like knowledge and experience in their sole focus on living life ostensibly. We're now at the verge of insanity, if not well over it.
14. The solution? Psychiatrists treated Danny and others in a similar way they'd treat any addict – minimizing exposure to the addiction and breaking down the dependence on it. What may be called for is a reality check to do away with digital narcissism – to live with social media rather than living through social media.
15. It seemed rather comical that Danny's psychiatrists would take his phone away for intervals of time, first for 10 minutes, then for 30 minutes and so forth. Is that really so difficult? But when you pause to think about it,

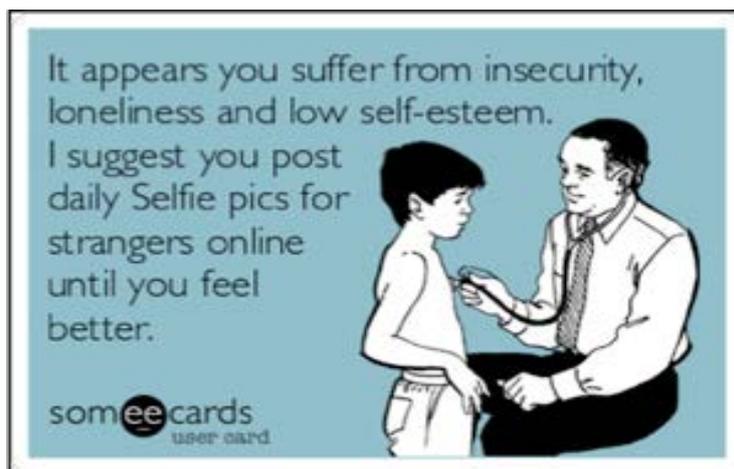
when was the last time you had gone an hour or two (or maybe even 10 minutes) without touching your phone?

16. I challenge you readers to leave your phone behind the next time you embark on a picture-perfect moment or to do away with posting pictures of every meal on Instagram (seriously?! That's another issue for another article).
17. Speaking on the selfie craze, Benedict Cumberbatch summarizes it well in his comments to *Business Standard*, "What a tragic waste of engagement. Enjoy the moment. Do something more worthwhile with your time, anything. Stare out the window and think about life"
18. So if you find yourself snapping away and capturing life through the lens of your camera, add a new perspective. Work to minimize your social media presence, take in the best of life's moments without the need to seek approval or commentary from others. Live your own life – don't live before the eyes of others.

<https://goo.gl/3SNs8j>

AND

### TEXT B



### QUESTIONS: TEXT A

Refer to paragraph 1.

1.1.1 The first line of the text indicated the tone of the article. The tone can be described as:

- A: serious.
- B: conversational.
- C: critical.
- D: sad.

(Write down only the letter matching your choice of answer.)

(1)

1.1.2 Give TWO reasons for your choice of answer in 1.1.1.

(2)

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)

Refer to paragraph 2.

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)

Refer to paragraphs 3 – 4.

1.4 Clearly explain the writer’s intention in mentioning Vincent Van Gogh. (2)

Refer to paragraph 5.

1.5 Explain why the writer makes the assertion that Danny Bowman is the worst-case scenario of a selfie-addiction. (3)

Refer to paragraph 6.

1.6.1 Did Danny Bowman ever succeed in taking the perfect selfie? (1)

1.6.2 Quote to support your answer in 1.6.1. (1)

Refer to paragraph 7.

1.7.1 Explain why the American Psychiatric association has chosen the term “selfitis” as the name for the addictive condition. (1)

1.7.2 According to this Association, what is the reason that motivates people to post selfies online? (1)

1.7.3 Do you agree with their reason? Motivate your answer. (2)

Refer to paragraph 13.

1.8 In your own words, mention two lessons we can learn from Danny’s story. (2)

Refer to paragraph 14.

1.9 Explain the difference between: “to live with social media rather than living through social media”. (2)

Refer to paragraphs 16 – 18.

1.10. What is the central and common message in all three of these paragraphs? (2)

**/25/**

**QUESTIONS: TEXT B**

1.11 Is the message in Text B meant to be taken seriously? Give a reason for your answer. (3)

**/3/**

**QUESTIONS: TEXT A AND B**

1.12 What is the **central** similarity between Text A and Text B? (2)

**/2/**

**TOTAL SECTION A: [30]**

## SECTION B: SUMMARY

### QUESTION 2: SUMMARISING IN YOUR OWN WORDS

Read the article about the website “Parent Alert: 7 Dangers for Kids on Instagram”.

*Use the advice given to parents to identify SEVEN dangers that children using Instagram may face.*

#### NOTE:

1. Your summary should include SEVEN points and NOT exceed **90 words**.
2. Present your summary as a fluent paragraph OR as a point-form summary.
3. You are NOT required to provide a title for the summary.
4. Indicate your word count at the end of the summary.

#### TEXT C

##### Parent Alert: 7 Dangers for Kids On Instagram

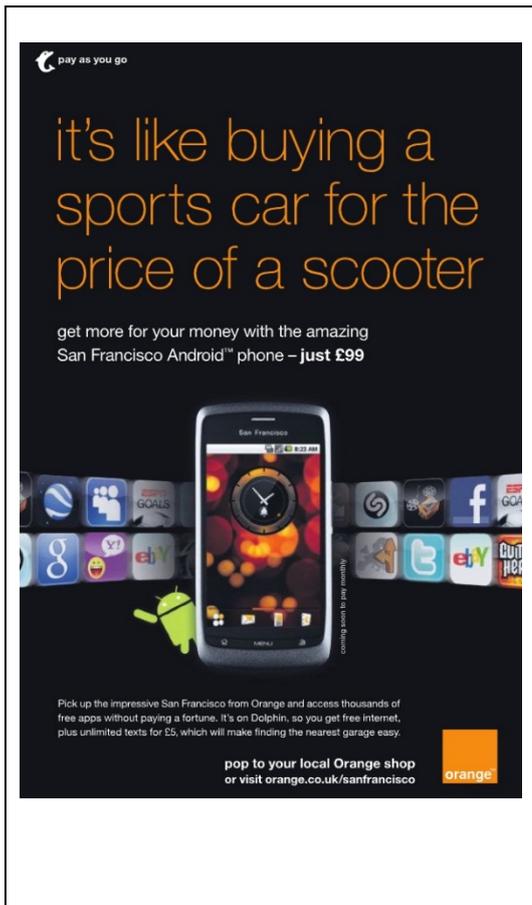
1. Many times pre-teens and teens give away personal information that should not be shared. Yes, even though you have had a thousand conversations about not over-sharing, it happens.
2. All information begins as viewable by the public unless you change the settings to private. This way their profile information is concealed from strangers.
3. Instagram is available on your child’s iPod, iPad, iPhone, or Android phone. Many parents have been surprised to learn their child, under the age of thirteen, had a secret Instagram account they were accessing from their iPod. If in doubt, check it out.
4. Make sure your child or teen is not revealing their location on their photos. You can turn off geo-tagging in the settings under Location Services.
5. Instagram is another social platform, therefore, your teen can become friends with strangers posing as another teen. They have the option to “follow” other Instagram users in the “Popular” section. This is one of the ways they can come in contact with strangers. Many times teens feel it is popular to follow many people similar to collecting “likes” on Facebook. Always check their friend list to make sure you know the people they are communicating with.
6. One of the many dangers of teens on Instagram is nudity. There is not a filter to prevent your child from being exposed to explicit photographs unless you limit sharing photos to friends they know. This is another reason you should be on your child’s friend list.
7. A current trend on Instagram is to rate girls according to their looks. Many parents are not aware their daughter’s picture has been posted and ranked online. This exposes their picture to strangers and their self-worth to an online ranking status and comments.
8. Now, is the time to get involved. With so many people participating and sharing, you need to be aware of how children should be protected by implementing safety settings and joining the service. Happy snapping!

**TOTAL SECTION B: [10]**

## SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

### QUESTION 3: ANALYSING ADVERTISEMENTS

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



**TEXT D**

**THE TEXT READS:**

Pick up the impressive San Francisco from Orange and access thousands of free apps without paying a fortune. It's on Dolphin, so you can get free internet, plus unlimited texts for 5 pounds which will make finding the nearest garage easy.

**QUESTIONS: TEXT D**

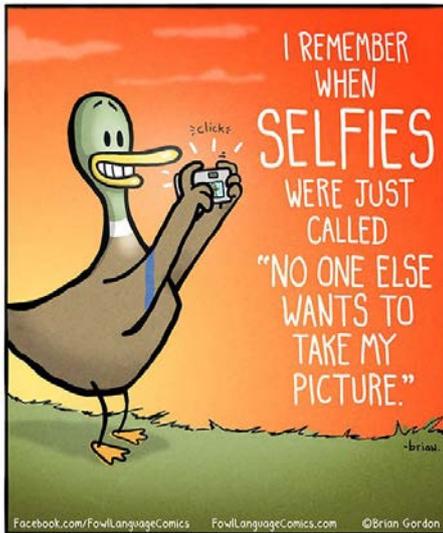
- 3.1 Explain the simile used in the text: “It’s like buying a sports car for the price of a scooter”. (3)
- 3.2 Mention two selling features of this product mentioned in the advertisement. (2)
- 3.3 How does the visual support the text in the advertisement? (2)
- 3.4.1 Who would be the target audience for this advertisement? (1)
- 3.4.2 Give a reason for your answer in 3.4.1. (1)
- 3.5 Is this a local advertisement? Give a reason for your answer. (1)

**/10/**

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXTS E, F and G and answer the questions set.

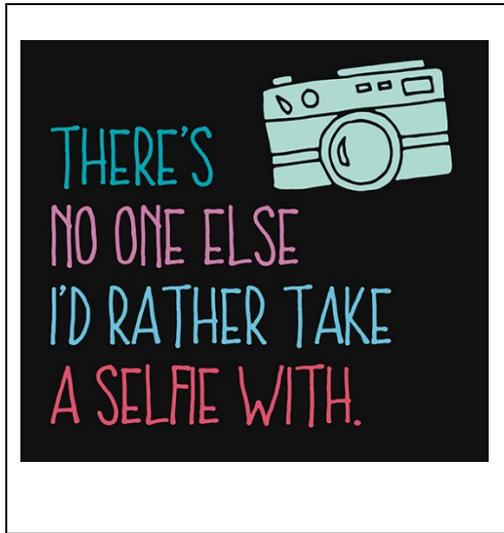
TEXT E: CARTOON



TEXT F: CARTOON



TEXT G: CARTOON



QUESTIONS: TEXT E

- 4.1 Suggest why the image of a duck has been used in this cartoon. (1)
- 4.2 What is suggested about the reasons why people take selfies now, as opposed to the past? (2)

QUESTIONS: TEXT F

- 4.3 What is the innuendo made by the doctor in this cartoon? (2)
- 4.4 Mention two visual caricatures used to distinguish Kim Kardashian that are missing OR are poorly illustrated in this cartoon. (2)
- 4.5 Mention one visual feature of the drawing of the doctor to show his matter-of-fact attitude. (1)

QUESTION: TEXT G

- 4.6 Identify the two interpretations in the text. (2)

/10/

QUESTION 5: USING LANGUAGE CORRECTLY

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

## TEXT H

**She's known as the selfie queen, but Kim Kardashian's latest claims to the crown almost defy belief.**

1. The reality star have revealed she took 6000 selfies during a four-day trip to Mexico. So, that works out at a staggering 1 500 pictures a day.
2. Kim broke down the numbers on her sister Kendall's app in a post titled 'Kim-Digits: The Breakdown of My Mexico Vacation' on Wednesday, where she also said she and daughter North indulged in 10 watermelon smoothies and spent just a mere four hours on the beach at Punta Mita playing with Saint while on their sunshine break.
3. She also had a wardrobe of nine different bikinis at hand, but didn't spend much time in the sun because she was "busy doing photo shoots" or it was "overcast".
4. The *Keeping Up With the Kardashians* beauty is the first to admit that her habit is borderline out of control.
5. "So many people think that taking selfies is just ridiculous. For me, what's so funny is I love taking pictures and posting them on social media just for memories," she told AdWeek back in March 2015. "I'm kind of letting them know, yes, it is ridiculous, but it's all fun."
6. Adapted from: <http://www.dailymail.co.uk/tvshowbiz/article-3790096/Kim-Kardashian-claims-took-SIX-THOUSAND-selfies-four-day-vacation-Mexico-North-Saint-West.html>

## QUESTIONS: TEXT H

- 5.1 Identify and correct an error of concord in paragraph 1. (1)
- 5.2 What is the purpose of the hyphen in "four-day" (line1)? (1)
- 5.3 What is the purpose of the " (quotation marks) in paragraph 2? (1)
- 5.4 What is the purpose of the apostrophe in "Kendal's" (paragraph 2)? (1)
- 5.5 What is the purpose of the apostrophe in "didn't" (paragraph 3)? (1)
- 5.6 Why are the words "busy doing photo shoots" and "overcast" in quotation marks (paragraph 3)? (1)
- 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)
- 5.8 Provide the adjectival form of the word "beauty" (paragraph 4). (1)
- 5.9 Re-write Kim's words in the final line in reported / indirect speech. Begin: Kim said that... (2)

/10/

TOTAL SECTION C: [30]

GRAND TOTAL: 70