INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:
   - SECTION A: Comprehension (30 marks)
   - SECTION B: Summary (10 marks)
   - SECTION C: Language in context (30 marks)

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 after EACH answer.

8. Pay special attention to spelling and sentence construction.

9. Use the following time frames as a guideline:
   - SECTION A: 50 minutes
   - SECTION B: 25 minutes
   - SECTION C: 45 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 set questions.

**TEXT A**

<table>
<thead>
<tr>
<th></th>
<th>RHINO POACHING: WHAT IS THE SOLUTION?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rhino poaching is one of the most controversial conservation issues of our time.</td>
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<tr>
<td>2</td>
<td>Although the current level of poaching has not meant a decline in the total population, the concern is that poaching has increased by 35% over the past year. The picture is dire in the Kruger National Park, with an increase of 73%. If the increase continues at this rate, the rate of poaching in South Africa might exceed the natural rhino population growth rate by 2015.</td>
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<tr>
<td>3</td>
<td>The Kruger National Park has reacted to the crisis by stepping up its anti-poaching effort. The army was co-opted and now patrols the border with Mozambique; nonetheless, poaching has escalated. The rewards of poaching are high: a horn-set of 4 kg can fetch R160 000 in illegal trading – and that's a conservative estimate. This prize can be won by two poachers armed with a rifle, a dart-gun or a poisoned cabbage, and an axe, and it represents six years of wages for each of the two poachers at Mozambican rates. It is no wonder that when poachers are shot and arrested, there are dozens of candidates willing to take their place.</td>
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<tr>
<td>4</td>
<td>Very few rhinos are shot in true trophy hunts in South Africa. A significantly high number is shot each year, mainly by Vietnamese, in pseudo-trophy-hunts, where the hunter is solely interested in the horn for trading in the Asian market. The Convention on International Trade in Endangered Species (CITES), to which South Africa is a party, allows trophy hunting, although it is widely believed that most of the horns are for trading and not for hanging on a wall. There is a valid argument that if these hunts were not allowed, the level of poaching would simply increase, transferring income from farmers to criminals, while not reducing the overall number of rhino deaths.</td>
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<td>5</td>
<td>The focus on law enforcement has increased. However, this is unaffordable in Africa, given the more important priorities such as food, health and education. Conservation is placed low down on the list of priorities. While law enforcement is important, it is undermined by corruption and at currently affordable levels it is not winning, even in rich and well-managed parks.</td>
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<td>6</td>
<td>One of the widely advocated solutions to counteract poaching is dehorning, but all it does is to move poaching from populations that have been dehorned to populations where they have not. Furthermore, it is expensive and has to be done every two years after re-growth of the horns. Another solution to help the rhino is the burning of horn stocks. However, destroying stocks would reduce potential supplies to the market and encourage speculators to stockpile, which would increase prices and encourage even more poaching.</td>
</tr>
</tbody>
</table>
About 150 live rhinos were sold by South Africa to China on the understanding that they were for educational purposes and not for commercial use. This was allowed within the CITES rules. However, it was later found that the horns were being shaved and sold, and that a business plan was involved. The exports were subsequently stopped by the Department of Environmental Affairs. Selling live rhinos to other countries is the wrong strategy and undermines Africa's competitive advantage – one of the best we have.

CITES banned international trade in rhino horn in 1977. While well intentioned, the ban has been a miserable failure. All it did was to push the trade underground where it has thrived and made money for criminals. Certain game farmers are known to be selling horns illegally. In the process it has impoverished parks, where the money rightfully belongs.

There are several practical and highly profitable ways to end the slaughter of Africa's rhinos. For example, Southern Africa could supply the market from natural deaths alone, supplemented by the stocks of horns collected over many years. Furthermore, private farmers in South Africa could provide the equivalent of 1 000 horns by cropping their rhinos. The cropping process appears not to harm the animal, provided about a third of the horn at the base is left behind when it is cut, which is normal practice. In theory, Southern Africa could provide the market with more than twice the current demand. This greatly increased supply could be achieved without the need for the killing of one rhino.

Rather than a free-for-all, it would make sense to have all sales conducted through a central selling organisation, where the volumes could be controlled and the legality of the origin of the horn could be assured. Monthly sales could be held at OR Tambo International Airport. Horn would then be offered to a selected range of buyers at a particular price – it would not be an auction. Immediate payment and export would pre-empt laundering of illegal horn or corruption.

If legal trading were permitted, countries in the East would find illegal trading unprofitable, since supply would exceed demand. At present, the only way to satisfy the undeniable demand is to kill the animal. Allowing the legal trade of rhino horn will turn around a conservation tragedy.

[Adapted from www.businessday.co.za]
Over 448 rhinos were killed for their horn in South Africa alone last year.
Together we can protect them.
QUESTIONS: TEXT A

1.1 With reference to the passage as a whole, explain the controversy around rhino poaching. (2)

1.2 Refer to paragraph 2.

What startling truth do the statistics reveal? (2)

1.3 Why did the Kruger National Park co-opt the army? (2)

1.4 What do 'a rifle, a dart-gun or a poisoned cabbage, and an axe' (lines 12–13) suggest about the weapons used for poaching? (2)

1.5 Refer to paragraph 4.

Explain the difference between the two kinds of hunting referred to in this paragraph. (2)

1.6 Refer to lines 26–28: 'However, this is unaffordable ... list of priorities.'

In your opinion, is the writer's view of law enforcement as 'unaffordable' valid? Motivate your answer. (2)

1.7 Refer to paragraph 7.

Explain how trade in live rhinos could undermine 'Africa's competitive advantage' (line 44). (2)

1.8 Consider the different role-players mentioned in paragraphs 4–8:

A Vietnamese hunters
B CITES
C The South African population
D Chinese importers

In your opinion, which ONE of the above (A–D) should be held most accountable for the increase in poaching? Motivate your choice. (2)

1.9 Refer to paragraph 10.

Discuss why the inclusion of 'it would not be an auction' (line 65) is crucial to a reader's understanding of the argument presented in this paragraph. (3)

1.10 In paragraphs 9, 10 and 11, the writer proposes a solution to poaching.

Do you consider his proposal to be morally justifiable? Motivate your answer. (3)
QUESTIONS: TEXT B

1.11 Explain why an image of a baby rhino has been used instead of an image of an adult rhino. (2)

1.12 Refer to the following in the textbox:

'Over 448 rhinos were killed for their horn in South Africa alone last year.'

Suggest why this information has been included on the front cover of the magazine. (2)

QUESTIONS: TEXTS A AND B

1.13 Comment on how the style of TEXT A differs from the style of 'Run Baby Run' in TEXT B. (4)

TOTAL SECTION A: 30
SECTION B: SUMMARY

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

Carefully read TEXT C below. It discusses how friends influence your life.

NOTE: You are required to do the following:
1. Summarise the reasons why we should choose our friends carefully.
2. You may write EITHER a fluent paragraph OR in point form.
3. Your summary should include 7 points and not exceed 90 words.
4. You are NOT required to include a title for the summary.
5. Indicate your word count at the end of your summary.

TEXT C

HOW YOUR FRIENDS INFLUENCE YOUR LIFE

Each friend represents a world in us, a world possibly not born until they arrive, and it is only by this meeting that a new world is born — Anais Nin.

If there were a fourth need besides food, water, and shelter, we could say it would be the need for human interaction, closeness, and friendships. After all, what if great things happen in your life — you got a new job, a promotion, or fall in love — and there is no one to share the news with? And what can give you more relief in time of frustration, grief, sadness, or ‘the blues’ than talking to a friend? Our friends are a necessary part of our lives; they are our mirrors, and our sounding boards.

It is of utmost importance to carefully choose the people with whom we will associate. We are the average of the five people closest to us, and that relates to their lifestyle, manners and income. If we make friends with someone who is always looking for an easy way out, tells ‘white lies’, makes excuses, and avoids taking responsibility, it is only a matter of time before we start slacking off in those areas. Somehow behaviour that seemed unthinkable before will change our perspective and become the norm.

Take an inventory of the person you are right now, compared to the person you were a year or two ago. What qualities have you adopted from the people you surround yourself with? How have your friends consciously or unconsciously influenced you in those areas? If your friends motivate and encourage you, that's great!

It is up to you to make the change, for as long as you tolerate mediocrity from others, you too will find mediocrity in your own life acceptable. Know, however, that this will be one of the hardest changes you will have to make, for your friends will not want you to grow. Sometimes you have to leave behind those who are not willing to climb the mountain with you. If they refuse to share your vision of personal growth, then they should not try to discourage you from reaching your dream.

[Adapted from www.divinecaroline.com]

TOTAL SECTION B: 10
SECTION C: LANGUAGE IN CONTEXT

QUESTION 3: ANALYSING ADVERTISING

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

TEXT D

![Advertisement Image]

At Chevron, we won't let up until the fight is won. We'll continue our education and treatment programs. Continue our support of the Global Fund to Fight AIDS, Tuberculosis and Malaria, whose programs have helped save 7.7 million lives so far. We'll finish the fight we started 25 years ago.

Today, in Nigeria and Angola, we've gone seven years without one mother-to-child HIV transmission among our employees and their dependents. And we recently committed $20 million to the new global plan spearheaded by UNAIDS and PEPFAR to eliminate new HIV infections among children and keep their mothers alive. There is more to be done. And we're going to help do it. Learn more at chevron.com/weagree.

[Source: *Time*, March 2012]
The text below the picture of the girl reads:

At Chevron, we won't let up until the fight is won. We'll continue our education and treatment programs. Continue our support of The Global Fund to Fight AIDS, Tuberculosis and Malaria, whose programs have helped save 7.7 million lives so far. We'll finish the fight we started 25 years ago. Today, in Nigeria and Angola, we've gone seven years without one mother-to-child HIV transmission among our employees and their dependents. And we recently committed $20 million [approximately R160 million] to the new global plan spearheaded by UNAIDS and PEPFAR to eliminate new HIV infections among children and keep their mothers alive. There is more to be done. And we're going to help do it.

Learn more at chevron.com/weagree

The signatures read:

Michel Sidibé                                      Rhonda Zygocki  
Executive Director                                Executive Vice President, Policy and Planning
UNAIDS                                             Chevron

3.1 Why has the advertiser included the signatures of the Executive Director of UNAIDS and the Executive Vice President of Chevron? (2)

3.2 'There is more to be done. And we're going to help do it.'

How does the tone of these statements reinforce the expression of the advertiser's intention? (2)

3.3 The text makes reference to both mother and child, but the photograph includes only an image of a child.

In your opinion, is the photograph effective? Motivate your response. (3)

3.4 Discuss the effectiveness as an advertising technique of the layout and language used in the headline, 'AIDS is going to LOSE'. (3)

[10]
QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT E below and answer the set questions.

TEXT E: CARTOON

![Cartoon frames](Source: www.arcamax.com)

QUESTIONS: TEXT E

4.1 Account for the difference between the expressions of the father and his son. (2)

4.2 Refer to the son's responses in frames 1 and 2.

   Explain how the son's explanation serves to heighten the father's confusion. (3)

4.3 Refer to frame 3.

   Discuss how Blondie (the mother) and Dagwood (the father) differ in their attitude to Alexander's new slashed jeans. (2)

4.4 In your view, is the inclusion of the dog effective in enhancing the message of the cartoon? Justify your response. (3)
QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT F

FOR TEENAGERS, 'HELLO' MEANS 'HOW ABOUT A HUG?'

1 Hugging appears to be a grass-roots phenomenon and not an imitation of a character or custom on TV or in movies. There is so much hugging at schools that learners have classified the different hugs as follows: There is the basic friend hug, probably the most popular, and the bear hug, of course. But now there is also the bear claw, when a boy embraces a girl awkwardly with his elbows poking out. There is the hug that starts with a high-five, then moves into a fist bump, followed by a slap on the back and an embrace. There are romantic hugs, too, but that is not what these teenagers are talking about. The hug has become the favourite social greeting when teenagers meet or part these days. Perhaps it shouldn't be offensive to you or I.

2 Parents grew up in a generation more likely to use the handshake, the low-five or the high-five. Therefore they are often baffled and confused by the close physical contact. Parents say teenagers seem to have very few rules governing bodily touch. Witnessing this interaction might make them feel like tourists in a country where they do not know the customs and cannot speak the language.

3 For teenagers, though, hugging is hip – it's a hot new trend. Nevertheless, it's a somewhat controversial one. Some schools have banned hugging while others have imposed prescriptive rules. A small minority of learners have also objected to the peer pressure associated with hugging, fearing that they might be seen as weird if they avoided physical contact.

4 Who knew the text-message and Facebook generation was capable of expressing so much physical affection? Because they spend so much time interacting with techno-toys, good, old-fashioned physical contact with their friends is most desirable.

[Adapted from www.nytimes.com]

QUESTIONS: TEXT F

5.1 Give the standard plural of 'phenomenon' (line 1). (1)

5.2 Provide the adjectival form of 'custom' in line 2. (1)

5.3 Identify and correct the pronoun error in paragraph 1. (1)
5.4 Rewrite the second sentence of paragraph 2 ('Therefore they are ... close physical contact'), removing the redundancy.

5.5 Parents say teenagers seem to have few rules governing bodily touch.

Punctuate the above sentence so that two different meanings are conveyed.

In each answer, use direct speech.

5.6 Correct the concord error in paragraph 3.

5.7 'Some schools have banned hugging while others have imposed prescriptive rules' (lines 19–20).

Rewrite the above sentence in the passive voice.

5.8 'Because they spend so much time interacting with techno-toys, good, old-fashioned physical contact with their friends is most desirable' (lines 25–27).

Write down the main clause of the above sentence.

TOTAL SECTION C: 30
GRAND TOTAL: 70