This memorandum consists of 7 pages.
QUESTION 1: COMPREHENSION

1.1 The passage is about Marc Maingard and the passion he has for manufacturing guitars.

1.2 He wants to portray an authentic African feeling in his message. It could also be a sales gimmick because the rest of the world seems to be impressed with anything African. Maingard wants to emphasise his 'Africaness'.

1.3 The short sentences are there for emphasis/to attract interest/easy to read. They heighten the readers' expectancy about Maingard. (Any two)

1.4 Maingard inherited the skills for making musical instruments./The skills were in his genes./ His occupation was thrust upon him. (Any one)

1.5 The word 'bristling' emphasizes the great number of clamps that Maingard has. It shows his passion and his professionalism when it comes to guitar making.

1.6 Maingard needs to show attention to detail so that his work becomes unique. By being unique, his products will be in demand. No two guitars are the same and thus clients feel that special attention is given to them. The wood is also carefully selected. The artwork is intricate.

1.7 The writer wishes to emphasise the zigzag pattern which adds to the beauty and decorative nature of the guitar. The patterns resemble the bones of a herring/fish. (Global marking)

1.8 All the materials used are from South Africa. Maingard wishes to emphasise the South African aspect of his creation and thus the 'Ndbele look' gives this a South African flavour. He stresses the indigenous aspect of South African life because most people in the world want a 'piece' of authenticity especially anything that is South African. Ndbeles are famous for artwork (geometric patterns on houses) and bead work.

1.9 1.9.1 Pride (Any other acceptable answer.)

1.9.2 Maingard is self-confident/proud/ arrogant about his ability in creating a unique product for his clients. Being a musician himself makes him understand what fellow musicians appreciate and his products are always excellent. He is a person who does not settle for mediocrity.

1.10 The writer's intention is to highlight Maingard's popularity. He also wishes to make the reader aware that Maingard is popular not only among South African musicians but also Americans. The writer also wants to increase our awareness that a South African can be successful world-wide and that as South Africans we can be proud of our heritage. (Mark globally)
1.11 A rock shows strength and durability and Maingard wants to portray his products as being strong and durable. Once you have purchased a Maingard guitar it should last you forever.

1.12 By manufacturing the guitars, Maingard has to destroy the trees. His guitars are so perfect that the destruction of the trees is not in vain as something useful emerges. It gives the impression that the trees are responsible for the music that will emerge from the guitars.

1.13 The trees need to be sacrificed for the making of new guitars. The replenishment of the trees is not considered. Once the trees are destroyed it would take years for them to be regrown. Once again man shows scant respect for nature.

QUESTION 2: SUMMARY

- The summary must be in the form of a magazine article.
- The article must have a headline. The headline is not included in the word count.
- Register should be formal but simple. No slang should be used.
- Word count must be indicated.

Penalties

Penalties for incorrect FORMAT and REGISTER will be imposed according to the grid.

-1 for no headline
-1 for not indicating word count
-1 for 121–130 words
-2 for more than 130 words

Penalise up to a maximum of 3.

The summary should include most of the following points:

Ginger
- Chinese swear by health benefits.
- Helps fight colds and viruses.
- Stimulates digestive system.
- Boosts immune system.
- Gets rid of nausea.
- Use liberally in cold months.
- Cure for the plague.
- Protects food from parasites and bacteria.
- Adds to flavour in fresh juices.

Garlic
- Keeps seasonal colds at bay.
- Nature’s antibiotic.
- Reduces cholesterol.

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Summary Evaluation Grid

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Outstanding. All criteria fulfilled. Fluent and interesting. Error Free.</td>
</tr>
<tr>
<td>9</td>
<td>Excellent. All criteria met. Flowing English. Clear. Relevant.</td>
</tr>
<tr>
<td>8</td>
<td>Distinctive. Clear and fluid. Most facts included.</td>
</tr>
<tr>
<td>7</td>
<td>Very good. Reasonable command of English. Most facts included.</td>
</tr>
<tr>
<td>6</td>
<td>Pleasing. A reasonable attempt to meet the criteria. Average skills in writing and synthesis.</td>
</tr>
<tr>
<td>5</td>
<td>Mediocre. Limited understanding of task/passage. Pedestrian language.</td>
</tr>
<tr>
<td>4</td>
<td>Weak. Has not understood question or passage. An attempt.</td>
</tr>
<tr>
<td>3</td>
<td>Poor. Has not followed instructions. Limited language skills.</td>
</tr>
<tr>
<td>2</td>
<td>Very poor. Irrelevant information and/or limited language skills.</td>
</tr>
<tr>
<td>1</td>
<td>Drivel. Irrelevant. Illiterate.</td>
</tr>
<tr>
<td>0</td>
<td>Question not attempted.</td>
</tr>
</tbody>
</table>

If question is incomplete, attempt to fit it into one of the categories.
QUESTION 3

3.1 Car enthusiasts/Materialistic people/Fashion conscious people/Status conscious people
The substantiation must be based on the response given. The link must be evident. (1+2. 1 mark for identification + 2 marks for motivation).  (3)

3.2 People in South Africa support the rugby team. BMW is the official sponsor of South African Rugby. The advertiser wants to demonstrate their patriotism to South Africa. BMW wants to be associated with the successful Springboks and both are winners.  (4)

3.3 The main visual shows the cars from the front and the rear. This gives the reader a full visual of the car. This indicates the pride that BMW has and also says to the reader that the manufacturer has nothing to hide.  (4)

3.4 The smaller visuals focus on 'modern' handsome men which possibly indicate the target market of BMW and glamorises the car. The cellphone is used because it is a modern appliance and BMW wish to show that they use the latest technology.  (4)

3.5 The advertiser uses different types of font to demonstrate the importance of the questions – the bigger the font the more important the question. The font that is not bold has all the technical details while the bold font is there to attract the attention of the reader.  (3)

3.6 Open-ended.

No – colour would enhance the beauty and style of the cars and readers would be attracted by the colours.

OR

Yes – the most important part of the advertisement are the claims made by BMW and not the colours of the car.  (2)

[20]
QUESTION 4

4.1 Jo'burg's Central Business District (CBD) is dead. The death has been caused by various issues like the lack of Law and Order. Without these cornerstones Johannesburg has become too dangerous for businessmen to survive. (3)

4.2 The cartoon is so obvious that no spoken words are necessary. It forces the reader to focus on the pictures especially that of the man who is shedding a tear because of the demise of the CBD. The absence of words makes the death of the CBD more appropriate and adds emphasis to the mourning. (3)

4.3 The cartoonist is making his comment on the situation by using a pun. The inclusion is like a separate conscience speaking and warning the authorities of impending doom. He also wants to warn that if nothing is done about arresting the damage to the CBD, Johannesburg will collapse and face a 'grave situation'. (4)

4.4 He has made South Africans laugh at their flaws in the form of satire. His political comment has been astute and has brought attention to various situations and has made the general public aware of the issues that surround them. He has had a 'wicked sense of humour' that has been creative and yet has made a difference in changing the perceptions in society. (4)

4.5 No leader is exempt from Dov Fedler's brand of humour. If you have made an error of judgement you are open to Fedler's satire. This demonstrates that Fedler comments on issues that affect society. The issues are more important than the individual people. (3)

4.6 Figure of Death: The figure of death indicates the fallibility of man. It is there to remind us that our duty is to serve other people and to contribute positively to society. The figure of death is at the end of the line which indicates all of us will eventually die.

OR

The tortoise: The tortoise is an animal that is slow and is walking and observing the faults of human behaviour. The tortoise serves as a conscience as it looks at the human figures. (3)

[20]
QUESTION 5: STYLE AND TEXTUAL EDITING

5.1 It means that the actresses portray themselves as 'ordinary' people. They seem to be practical and accept their status as nothing extraordinary/not pretentious.  

5.2 5.2.1 Concord error. 'Are' should be replaced by 'is'.  

5.2.2 The subject (Gwyneth, Sandra, Julia) is singular. The verb should be singular.  

5.3 5.3.1 The use of the question mark indicates a 'conversational' style for the writer. The writer wants to persuade the reader to accept his viewpoint. If the writer used an exclamation mark the writer would be forcing the reader to accept his (the writer's) view. (Mark globally but the candidate must comment on why the writer uses a question mark and on how the intention would change if an exclamation mark was used.)  

5.3.2 Sarcasm/Ironic/Sharp/Angry/Cynical (Any other acceptable response)  

5.3.3 The writer wants to make the reader aware of the hypocritical nature of the actresses. Many of the readers accept actresses at face value and the writer wants to emphasise the 'true' character of the actresses.  

5.4 The hyphen is used to create a compound word (created by the writer). Strictly no such word exists.  

5.5 5.5.1 Contraction/omission OR The apostrophe replaces the letter 'i'.  

5.5.2 Any acceptable response. The word must be part of a coherent sentence.  

5.6 The words in brackets make the reader aware that the behaviour of the actresses is not unique only to women. The actors behave in the same manner.  

5.7 The colon indicates that a list, with an explanation or an idea is following.  

5.8 Actresses often behave as if they are goddesses. They consider themselves as important to the world. This self-importance irritates the writer. (Mark globally – any acceptable response).  

5.9 It separates a comment or afterthought from the rest of the sentence. (Only acceptable answer).  

[20] TOTAL: 100

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