This memorandum consists of 7 pages.
QUESTION 1: COMPREHENSION

1.1 The passage is about Lenie Pienaar who gave up her job to take care of abandoned children. (2)

1.2 By not mentioning her name the writer wants readers to read on to discover who the person is. The first paragraph captures the readers' attention because they want to discover the identity of a person who can willingly make such a sacrifice. (Mark globally) (3)

1.3 1.3.1 She has taken the place of the children's real mothers. (1)

1.3.2 She cares about children. She has made a personal sacrifice of giving up her livelihood so that 11 children can have love and attention in their lives.
(Any acceptable answer) (2)

1.4 His mother was an alcoholic. She abandoned him on the streets. He was helpless. The police brought the boy to her. (3)

1.5 Yes. She needed all her time to take care of the children. Bringing up so many children is a full-time job and she would have neglected the children if she wanted to keep her shop.

No. The shop was her only source of income. It was a popular shop. She could have used the income from the shop to provide money for bringing up the children.

(Mark globally) Credit YES or NO for full marks depending on the reasons. Do not credit for ONLY YES or NO. (3)

1.6 The grant she receives is minimal. (Any acceptable answer but this answer must be literal). (2)

1.7 He was the first child who was brought to her. He gave her a purpose in life. Through her he was able to learn about the meaning of love. (Any acceptable answer – mark globally). (2)
1.8 1.8.1 Admiration (Something similar).

1.8.2 The writer admires Lenie for her stance. She has made personal sacrifices to take care of 'strangers'. The writer is moved by the fact that there are individuals who can care for others whilst asking for nothing in return. (Mark globally – any acceptable answer)

1.8.3 Her life revolves around the children. She does not regret that she has very few material possessions. Her spiritual upliftment is reward enough. She does not want people to feel sorry for her. The paragraph leaves a lasting impression on the reader/creates an emotive response in the reader. (Mark globally)

1.9 It sums up what the passage is about. It is short, to the point, factual. Candidates might comment on 'mother'/'homeless'. Expression of a caring person evokes an emotive response. Credit must be given. (Any acceptable answer).
QUESTION 2: SUMMARY

The marks are merely a guide. Candidates' points may vary from these.

CONTENT:

1. People find it difficult to be able to eat uncooked fish, seaweed and wasabi.

2. Wasabi, which is pungent and made from Japanese horseradish, and soy sauce are used to season sushi.

3. Once sushi is tasted an addiction is developed.

4. Sushi is very healthy.

5. Having sushi at an authentic Japanese restaurant is advisable.

6. Eating sushi becomes a ritual.

7. You need to wipe your hands with oshibori.

8. It is a pleasure to watch a sushi chef at work.

9. The chef slices the fish and prepares the sushi in front of you.

10. You can order sushi item by item and enjoy the contrasting and complementary tastes.

11. Japanese live for a long time because of eating sushi (longevity)

PENALTIES:

-1 for no title

-1 if points / bullets not used

-1 for not using full sentences

-1 for not indicating word count

-1 if summary exceeds 130 words.

-1 for dishonesty in word count

Penalise to a maximum of 3. [10]
QUESTION 3: ADVERTISING

3.1 The advertisement is aimed at people who have no time to cook. People who do not want to leave their homes to buy food. People who want to experience different types of food. Mr. Delivery receives your call and delivers a wide variety of food that you want to have. (2)

3.2 The U attracts the attention of the reader for its brevity. It has been written in a shortened form very much like cellphone language. It's trendy and popular with younger people. (2)

3.3 The customer can order any food (Chinese, American, Indian) and Mr. Delivery will ensure that the particular food is delivered to you. You do not have to worry about leaving the comfort of your home because Mr. Delivery will do the travelling to ensure that you receive the meal you ordered. (Any ONE statement for 2 marks) (2)

3.4 The illustrations focus on people using the national dress of their respective countries. It gives an impression of an international selection of food. The claims made by Mr. Delivery reflect this international theme as it is their responsibility to travel to the authentic food houses. (2)

3.5 Newspaper/Magazine (Any other acceptable answer) (1)

3.6 A dog is ferocious and can protect its owner from harm. Similarly, this fierce dog symbolizes the protection that all FNB clients have when they use Internet banking. (2)

3.7 Online security is a top priority/FNB undertakes to provide each client with a notification service/FNB provides a guarantee that will offer you your money back if you are a victim of Internet fraud. (Any TWO) (2)

3.8 The bank places its resources in the hands of their clients who should tell them what they (the clients) want. This emphasizes the caring and support that the bank has for its clients. It implies that the clients are special. (2)

3.9 Open-ended response. Yes: promise to make a difference. No: still easy to break into the system. (The candidates should respond to the visuals OR the claims. It is not necessary to respond to both the visuals and the claims – mark globally) (2)

3.10 Open-ended response. C: emphasis on the ease in ordering food. The customer can relax in the comfort of his own home. D: the system is secure. The bank guarantees the safety of your money. You do not have to enter the bank to do your banking. (Mark globally) (3)
QUESTION 4

4.1 Lucky takes the subject of art as a joke. He believes that his spreading of peanut butter is a work of art. Abigail seems to know about art as she asks Lucky if it is an example of abstract art. She is horrified to find that Lucky has used peanut butter and is hoping to pass it off as a work of art. (The good candidate will comment on the idea that Lucky is making a disparaging comment on modern art. Mark globally)

4.2 In frame 3 Abigail is shocked (illustrated by the wide-opened mouth, the wide eyes and the pointing finger). These actions register her shock and displeasure. In frame 2 she is genuinely interested hence her hands are at her side. (The candidate could also comment on how the pointing finger could be an accusatory position).

4.3 The speaker is commenting in this way because all the people are very cosmopolitan. They have different, funky, modern hairstyles and do not fit the 'normal' description of ordinary people. They all do not dress in the way the ladies expect them to be dressed. (Mark globally – accept variations).

4.4 Open-ended response.
Yes: South Africa is also a cosmopolitan country with all types of people. South Africa's population is adopting styles and fashions from all over the world.
No: The cartoon does not portray the South African reality as no Black people are present. The setting does not seem South African at all.
(Accept variations)

[10]
QUESTION 5: STYLE AND TEXTUAL EDITING

5.1 People usually hate to admit that they are HIV positive because of the stigma attached to it. In this instance the speaker has embraced and accepted her HIV positive status.  

5.2 reconcile/reconcile.  

5.3 5.3.1 Contraction/omission OR The apostrophe replaces the letters 'n' and 'o'.  
   (If the candidate uses the second part both letters must be stated. If only one letter is stated a zero must be awarded).  

5.3.2 Denotes possession. (singular)  

5.4 5.4.1 Indicates where one clause ends and another clause begins OR It separates two sentences OR it is used stylistically because a comma plus AND provides a heightened pause.  

5.4.2 To  

5.5 Prevelent/prevalent  

5.6 It separates parts of a sentence OR It gives additional information OR It separates a comment or afterthought from the rest of the sentence OR It creates a dramatic pause.  

5.7 5.7.1 It gives the English meaning of Wola Nani.  

5.7.2 Brackets OR Commas  

[10]

TOTAL: 75