

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS

QUESTION 3: ANALYSING ADVERTISING

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

TEXT D



Balance.

Meat, potatoes and milk.
Balance comes from eating a variety of foods. Because nutritionists agree, no one food provides all the necessary nutrients.
At McDonald's, we offer 100% pure American beef. We offer fish and poultry. Lettuce and tomatoes. And more. Variety in our menu means you can balance what you order.
And make sure your McDonald's meal balances with other meals you eat. Because we want McDonald's food to fit comfortably into your well-balanced diet.
Better for you. Better for us.
For more information about all our menu items, ask your McDonald's Restaurant Manager or turn the page.

IT'S A GOOD TIME FOR THE GREAT TASTE.

[Source: Alamy Stock Photo]

The text in small font reads as follows:

Meat, potatoes and milk.
Balance comes from eating a variety of foods. Because nutritionists agree, no one food provides all the necessary nutrients.
At McDonald's, we offer 100% pure American beef. We offer fish and poultry. Lettuce and tomatoes. And more. Variety in our menu means you can balance what you order.
And make sure your McDonald's meal balances with other meals you eat. Because we want McDonald's food to fit comfortably into your well-balanced diet.
Better for you. Better for us.
For more information about all our menu items, ask your McDonald's Restaurant Manager.
IT'S A GOOD TIME FOR THE GREAT TASTE.



[Source: Alamy Stock Photo]

The text in small font reads as follows:

We talk about balance while promoting a diet that's low in fibre and high in fat, sugar and salt. We leave the challenge of balancing this junk-food diet to you.
IT'S A GOOD NAME FOR A SCAM.

QUESTIONS: REFER TO TEXT D.

- 3.1 Account for the use of the word, 'Balance'. Refer to the literal and figurative meaning in the context of the advertisement. (2)

- 3.2 Discuss the repetition of the pronouns, 'we' and 'you' in the advertisement. (2)

QUESTION: REFER TO TEXT E.

- 3.3 Comment on the appropriateness of the image in the context of the advertisement as a whole. (3)

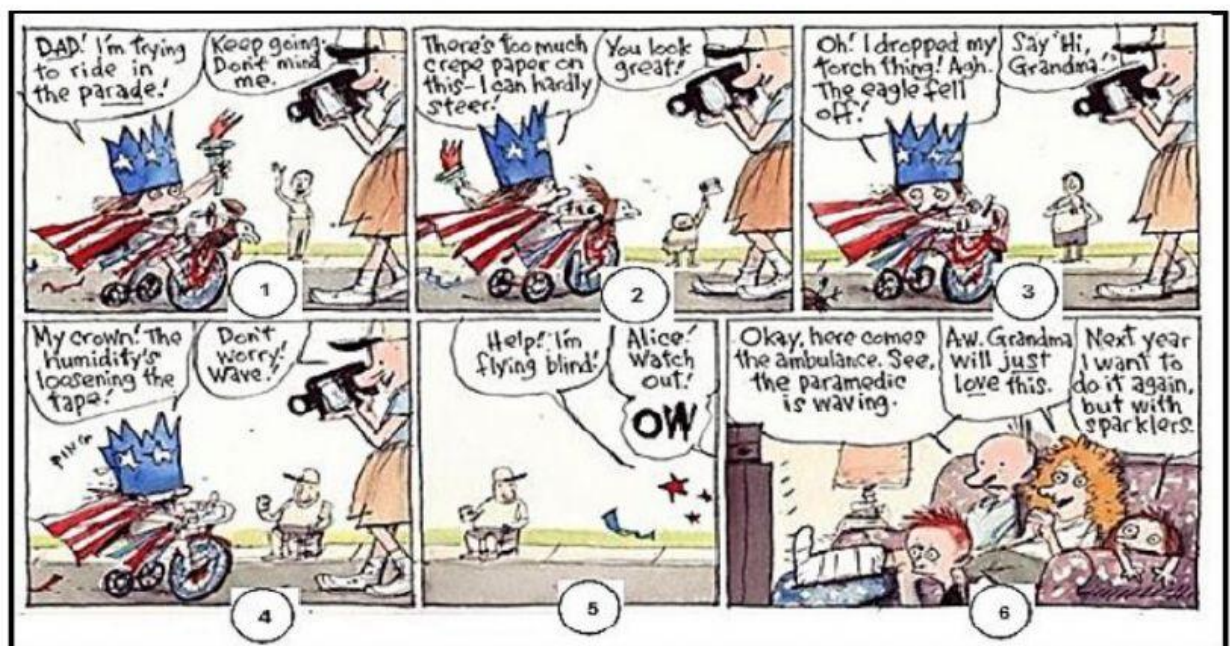
QUESTION: REFER TO TEXT D AND TEXT E.

- 3.4 In your opinion, which advertisement would have a greater impact on the reader? Justify your choice by referring to both advertisements. (3)
[10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT F and answer the set questions.

TEXT F: CARTOON



[Source: Cul de Sac cartoons]

QUESTIONS: REFER TO TEXT F.

4.1 Refer to FRAME 1.

How does the little girl feel? Motivate your answer by referring to ONE VERBAL clue. (2)

4.2 Refer to the cartoon as a whole.

Provide TWO VISUAL CLUES that indicate that the girl is travelling down the road. (2)

4.3 Account for the change in the pedestrian's body language from FRAME 4 to FRAME 5. (3)

4.4 Comment on the cartoonist's use of satire in FRAME 6. (3)
[10]

QUESTION 5: USING LANGUAGE CORRECTLY

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

TEXT G

WHO INVENTED LEGO® BLOCKS?		
1	If you're like most kids, you probably love to play and build things with those colourful little blocks we all know as LEGO® blocks.	
2	LEGO® blocks are just part of the overall line of construction toys made by the Lego Group, a company from Denmark. In addition to the colourful interlocking plastic blocks we're all familiar with, other LEGO® toys includes various other parts that allow kids to construct buildings, machines, vehicles and even robots.	5
3	The great thing about LEGO® toys is that they can be taken apart and reused constantly over and over again to make new creations. LEGO® toys have become popular all over the world!	10
4	The Lego Group got its start in the carpentry workshop of Ole Kirk Christiansen. He started making wooden toys in 1932. He began calling his company "Lego" in 1934, based upon the Danish phrase <i>leg godt</i> , which means "play well."	
5	The Lego Group began making it's famous plastic interlocking blocks in 1949. Over time the blocks became very popular as the company made it part of an overall system of toys that kids could use to build an unlimited variety of things.	15
6	The LEGO® block design still in use today was patented on January 28, 1958. Blocks from that year are still compatible with blocks made today. The Lego Group takes great pride in manufacturing precise pieces that fit firmly together, yet can be easily taken apart.	20
7	Since 1963, LEGO® blocks have been made from a special plastic called acrylonitrile butadiene styrene or ABS. Over the last 50 years, the Lego Group has produced over 400 billion LEGO® blocks. That's enough LEGO® blocks for every person in the world to have over 60 LEGO® blocks!	25
8	The popularity of LEGO® blocks has grown so much over the years that they were indicted into the National Toy Hall of Fame in 1998.	
[Source: https://www.wonderopolis.org]		

QUESTIONS: REFER TO TEXT G.

- 5.1 Identify a spelling mistake in paragraph 2 and rewrite the word correctly. (1)
- 5.2 Correct an error of concord in paragraph 2. (1)

- 5.3 Identify an error of redundancy in paragraph 3. (1)
- 5.4 'The Lego Group got its start in the carpentry workshop of Ole Kirk Christiansen.' (line 11–12)
- Rewrite this sentence in standard English by removing the colloquialism. (1)
- 5.5 Refer to line 13: 'based upon the Danish phrase *leg godt*'.
- Account for the use of italics in '*leg godt*'. (1)
- 5.6 Correct an error of punctuation in paragraph 5. (1)
- 5.7 Correct a pronoun error in paragraph 5. (1)
- 5.8 'The LEGO® block design still in use today was patented by the Lego Group on January 28, 1958.' (line 19)
- Rewrite this sentence in the active voice. (1)
- 5.9 ABS' (line 24) is an example of ...
- A an acronym.
 - B an abbreviation.
 - C an initialism.
 - D a palindrome.
- (1)
- 5.10 Correct a malapropism in paragraph 8. (1)
- [10]