These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates’ scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.
SECTION A  COMPREHENSION

QUESTION 1  MAKING MEANING OF TEXTS

Paragraph 1:

1.1 Yes: Possible response.

The article can be from the cellphone/internet and therefore it would be appropriate for the reader to have been looking at a screen/device.

OR

No: Possible response(s). Two marks for one response.

• The candidate may indicate that the person is listening to a podcast.
• The candidate may feel he is not looking at the screen right now, etc.
• The candidate may feel that the person is reading a written text,

1.2 The candidate may quote only ONE word. No marks are given for a phrase. "certainly"/"most".

Paragraph 2:

1.3 Rhetorical questions make the reader think about the issue at hand. Starting with rhetorical questions allows the reader to focus on and consider the question/think about whether society and our children (kids) are really addicted to technology.

A candidate may also answer that as the article is about screen addiction, the speaker stresses the importance of the debate about whether we are addicted to technology or not.

The candidate shows an understanding of the function of rhetorical questions – although the candidate does not have to make mention of the questions as rhetorical questions.

ONE reason for 2 marks. UOD

Paragraph 3:

1.4 There is a balance (50/50) between scientists who believe and don't believe that people are addicted to technology. If a candidate only gives the meaning of "fairly even split" and does not bring it into context of this paragraph, the candidate will only receive 1 mark.

1.5 addict
Paragraph 4:

1.6 1.6.1 It is the title of a book.

1.6.2 The light reflecting off a screen lights up a person's face and as children are spending so much time in front of their screens their faces shine. UOD

1.6.3 A figurative manner.

1.6.4 For 2 marks the candidate must explain how children who are addicted to screens have no time for interacting with others, it is as if they have been stolen from us/abducted.

If the candidate's answer is incorrect in 1.6.3 due to him/her confusing literal and figurative but the motivation here explains the figurative meaning of hijacking, award up to a maximum of 1 mark. UOD

1.6.5 children/teenagers/adolescents (The candidate must use a plural alternative for the full mark)

Paragraph 4 and 5:

1.7 The candidate has to engage fully with the content of paragraph 4 and/or paragraph 5 for 3 marks. Dr Nicholas Kardaras states that there is so much evidence to prove that screen addiction is real, yet we do not want to accept it yet.

He refers to scientific proof of the harm too much time in front of a screen has on the brain as well as the change in accepted social behaviour in teenagers, e.g. not using a bathroom when they need to while playing video games, because they are addicted and do not want to give up something they enjoy.

3 marks awarded for the reason we do not want to face it.

Paragraph 6:

1.8 1.8.1 If this candidate answers broadly: someone that stops an otherwise enjoyable event/someone who spoils the fun others are having, etc. The candidate must indicate an understanding of the word in context to the passage: someone for example scientists telling us that technology which we rate so highly as a society, is not good for us and we need to spend less time on them. UOD

1.8.2 Noun/common noun
Paragraph 8 and 9:

1.9 The candidate is to indicate clearly whether he/she considers this to be ironic. No marks are awarded for the yes or no. The candidate's explanation will allow for marks.

Yes. Possible response:

Griffin is attending a camp to assist him with his screen addiction, yet when interviewed after his camp he still chose an email interview over a more social option such as a telephone interview.

OR

No. Possible response:

Griffin may just be a shy boy who would prefer an email interview over the more social telephone interview.

Allow for more alternatives to the candidate's interpretation of the question.

1.10 The candidates must follow the instructions correctly to be awarded full marks: brief and as a list of 2 points. Award 1 mark per correct point. The points need not be in the candidates' own words, nor in full sentences.

- A lack of socialising/"I preferred it over socialising"
- Avoidance of dealing with own problems/"I preferred it over ... confronting my problems."

Paragraph 10:

1.11 (No marks for Yes/No)

Yes. The problem could be that with access to these devices he would fall into his old screen addictive habits again.

No. He may have overcome his addictive habits/fear of socialising/problems.

Paragraph 11:

1.12 Candidates do not have to use their own words. Candidates to choose one of the following examples for boys: Boys start lacking in social skills/boys suffer from depression/boys suffer from anxiety/boys end up being on the autism spectrum. Candidates to choose one of the following examples for girls: Girls become obsessed with taking selfies/girls send inappropriate pictures of themselves/girls bully others online.

Award 1 mark each for the example of boys' and girls' behaviour with regards to addiction to technology. Do not award full marks if a candidate has not selected only one example for boys and one example for girls.

Paragraph 12:

1.13 The candidate's answer must indicate an understanding of an addiction being more severe/serious than a habit. For example an addiction can be life-threatening. UOD
SECTION B  SUMMARY

QUESTION 2  SHOW UNDERSTANDING BY SUMMARISING

Study Text 2, the article on "Ways to help cure your teen's screen addiction" on page ii of the Insert carefully before answering this question.

The summary is 5 points from the article that could assist parents in dealing with concerns about their children's overuse of technology.

Any FIVE of the following:

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>POTENTIAL RESPONSES – Words to this effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;Give teens a voice.&quot;</td>
<td>• Listen to what teens have to say.</td>
</tr>
<tr>
<td>2. &quot;Teach teens to pick up on marketing ploys&quot;/&quot;take ownership of the plan&quot;.</td>
<td>• Teens need to understand/be aware of marketing tricks.</td>
</tr>
<tr>
<td>3. &quot;Resist the cool stuff/cool person image&quot;/&quot;a person's value isn't related to the things they own&quot;.</td>
<td>• Teach teens that they shouldn't measure their self-worth to possessions.</td>
</tr>
<tr>
<td>4. &quot;Find allies in other parents&quot;/&quot;connect ... and find out what other parents do&quot;.</td>
<td>• Learn from other parents how they manage technology.</td>
</tr>
<tr>
<td>5. &quot;Don't just limit technology use&quot;/&quot;find activities to replace it&quot;.</td>
<td>• Replace technology with interesting things to do.</td>
</tr>
<tr>
<td>6. &quot;Be ok with the backlash that comes with setting parental limits&quot;/&quot;don't cave to slammed doors and sucked teeth&quot;.</td>
<td>• Don't allow angry behaviour/tantrums from your kids to change your decision.</td>
</tr>
<tr>
<td>7. &quot;It was about educating our kids about what a computer is for ...&quot;</td>
<td>• Teach kids the good functions of a computer.</td>
</tr>
</tbody>
</table>

IMPORTANT:
There are 7 points that could be identified. Candidates to select 5.

Marking: Markers are required to mark up to a maximum of 74 words and then draw a double oblique stroke. Nothing after the double oblique stroke will be marked.

Mark allocations: 5 facts = 2 marks each. If a fact is partially presented, award 1 mark.

Penalties: Underline all language, sentence construction and grammatical errors. 0–3 errors: no marks subtracted. 4–6 errors: subtract 1 mark from the total. 7+ more errors: subtract a maximum of 2 marks. In paragraph format: subtract 1 mark from the total. Indicate a quotation as Q in the margin. This will be treated as 1 language error.
SECTION C  POETRY

SEEN POETRY

QUESTION 3  MAKING MEANING OF POETRY

Read the two poems (Texts 3 and 4) that you have studied in class on page iii of the Insert before answering the questions.

Refer to Text 3: "The World Is Too Much With Us" on page iii of the Insert.

3.1 The phrase "late and soon" covers the expanse of time and helps explain how we are obsessed with the material world the whole time/that the world and its materialism consume our thoughts and actions daily. For full marks the candidates must refer to the aspect of too much time.

3.2 We should be paying attention to/using our power to appreciate/enjoy nature.

3.3 Our heart (the privilege to feel emotion) is losing its love for nature. Candidate is to ensure an engagement with both "sordid" (ugly/ruined) and "boon" (something functioning as a blessing). We have given our hearts away in exchange for money (or words to this effect).

3.4 3.4.1 Personification/alliteration

3.4.2 The poet wants us to 'see' how the sea shows her beauty to the moon. In other words when the moon shines on the sea we can see and appreciate the beauty of both the sea and the moon.

3.5 B do not pay attention to nature.

3.6 The candidates can either indicate that Wordsworth shows his dissatisfaction with man and his obsession with material possessions OR that Wordsworth shows his absolute pleasure at nature and all it holds. The explanation above would be worth 2 marks.

The example can be explained or it can be a quotation from the poem, this is for 1 mark.
3.7 3.7.1 It would refer to a real connection/engagement/positive influence with nature and the aspects of nature. Candidates' answers must reflect a positive involvement with nature. Also accept examples.

3.7.2 The candidates are to indicate an agreement or disagreement with the statement. Note that NO marks are allocated yet. If a candidate has stated the answer as a disagreement – NO marks are given for the substantiation.

The candidates are to substantiate their answers of agreement of the statement. For example that Wordsworth shows an intense criticism of man's obsession with materialism and estrangement from and disconnect with nature and implores man to turn to nature. (The candidate does not have to give more than one reason as substantiation as the instruction states that it must be 'brief'.) UOD.

AND

Refer to Text 4: An extract from "Love Poem for My Country" on page iii of the insert

3.8 The poet writes about/shows his love for South Africa and all its beauty.

3.9 Adorning means to beautify, to enhance. UOD

3.10 Whichever image is chosen the candidates need to indicate a clear understanding of "unity". The coming together with the same goals, etc. of a country and its people. The 2 marks are for the explanation of the chosen image.

For Image A and Image B, the candidates should make mention of the fact that the image is the outline of Africa and the plea for unity in Africa. UOD

In Image A an interpretation of the beauty of nature and how this unites South Africans UOD and in Image B the "fingerprints" and a relevant explanation of how this could create unity. For example: Fingerprints are our identity and we have the identity of being Africans.

3.11 When all in South Africa can live together in harmony and peace./South Africans have hope again. Accept other responses.
UNSEEN POETRY

QUESTION 4  MAKING MEANING OF POETRY

Read the unseen poem (Text 5) "It’s Over Now" on page iv of the Insert before attempting to answer the questions.

4.1 The candidate is to indicate that the repetition of "remember" shows that there are a lot of memories OR that the relationship was serious. UOD

4.2 The candidate is to indicate whether he/she finds this to be an accurate description of people being in love or not – no marks are allocated to this. The 1 mark is given for the candidate’s brief substantiation of whether this shows that two people are in love or not. Most of the candidates would indicate YES that it shows two people being in love and very focused on each other and having a lot to talk about. But the marker is to accept ANY sensible answer. A NO answer could indicate that true love is more serious than the examples given in the poem. UOD

Allow for an open-ended response.

4.3 C  It is now something in the past.

4.4 The candidates are only required to give ONE example of a promise the two lovers would possibly have made. Give the full mark for a well-written example, for example that they would love each other forever/they would never separate/they would also be together/they would never hurt each other, etc.

4.5 Consider line 19: "You will be the tornado that'll wreck my life apart".

4.5.1 A metaphor.

4.5.2 The way her lover destroyed her love when he left her/broke her heart is compared to the way a tornado and its forces destroy the things around it.

4.5.3 The candidates are to give a clear indication of whether they find the comparison suitable or not. (Most candidates will state that it is suitable, but be open to an argument that indicates that it is not suitable). No marks are awarded for this indication of suitability. A strong substantiation will be worth the 2 marks. For example that the destruction that a tornado causes is a good comparison to the way a broken love affair feels when the heart of the person is destroyed, etc.
SECTION D COMMUNICATIVE LANGUAGE

QUESTION 5 CARTOONS

Study the cartoon strip (Text 6) on page v of the Insert before answering the questions.

5.1 The candidates are not penalised for not using quotation marks. Marks are awarded for change in diction of "popped" and "huh", for example: "So you got caught/fined/prosecuted for texting while driving, didn't you?"

5.2 "Grounded" means to be prohibited from going out or doing certain things usually allowed./Confined into one space.

5.3 5.3.1 Surprise/shock/disbelief UOD

5.3.2 The candidate is only required to give ONE visual clue. For example: The boy's mouth is wide open/his fingers are spread wide open/he has swung his head around, wide-open eyes; raised eyebrows. UOD

5.4 The candidates' examples must be visual not verbal: The nosering/earring of the boy/his radical hairstyle/jewellery. The other boy's long hair, slouched shoulders, back pack. (Any other visual clue)

5.5 That as a society we are obsessed with the use of cellphones and other technology./Constantly texting.
QUESTION 6

ADVERTISEMENTS

Study the advertisements (Texts 7 and 8) on pages v and vi of the Insert before answering the questions.

The following questions refer to Text 7.

6.1 The aim is to make people aware of and think more about their addiction to social media/networks and other forms of technology/or the candidate can indicate that this campaign's aim is to help people understand they can/must break free from their addiction to technology/social media. (Words to this effect)

6.2 "freedom". If the candidate has quoted the phrase "click freedom" do not award any marks. If freedom is not in quotation marks still award 1 mark.

6.3 The candidates are to indicate that the use of handcuffs in this advertisement is successful, as it symbolises how social networking has imprisoned us (1 mark) and how we are to break free from it (1 mark) by not being on social networks for such long periods of time UOD.

The following questions refer to Text 8.

6.4 The intention of this advertisement is to question whether/or to what extent we are "addicted" to social media, OR to inform users about the popularity which is not necessarily addiction.

6.5 The candidate is to indicate an understanding of the difference in degrees to us accessing social media. "Using" social media is to be in control of how often and for how long you are on it, while with "surrendering" you have given your control to the social media site and have no control over the time you spend on it./You are addicted to social media. (Words to this effect)

6.6 The candidates are to indicate whether they find the use of a visual of tablets appropriate or not to an advert questioning our addiction to social media. Candidates may find it appropriate or inappropriate. Do not award marks for the candidates' indication of appropriateness. Award marks for the clear reasoning. Candidates who find the tablet visuals appropriate will make mention of the comparison of addiction to chemical drugs being similar to an addiction to social media, and possibly note that each tablet has the symbol of some form of social network on it. If the reasoning is clear award 2 marks. Candidates who find the visuals of tablets on an advertisement that speaks of social media addiction inappropriate would most likely state that chemical addiction is more serious and can lead to death, or they would speak of the fact that there is a lot of research and evidence that drugs are very harmful, while with the supposed addiction to social media being mainly theories with not sufficient proof as well as that it does not kill. If the reasoning is clear award 2 marks.
Refer to Text 7 and Text 8.

6.7 Candidates are to give a clear indication of which advertisement they find to be more successful. Do not award any marks for their choice of advertisement. The 2 marks are awarded for a clear explanation of the candidates' choice. For full marks the candidate is to give 2 reasons.

E.g. Text 7 is more subtle and the addiction to social media is only displayed by the handcuffs. Text 8 uses direct messaging linking this addiction to social media to drugs and posing a thought-provoking question, e.g. Text 7 has an immediate impact, in Text 8 the many words fog the issue. UOD
QUESTION 7 TEXTUAL EDITING

Refer to Text 9 on page vi of the Insert before answering the questions.

7.1 7.1.2

7.2 The function of the apostrophe is to indicate possession/ownership.

7.3 The hyphen joins two words to form a compound word.

7.4 unintelligent/foolish/idiotic/stupid UOD

7.5 …, haven't they?

7.6 buy/buye

7.7 Kids are exposed to important issues and people from all over the world, (by large social networks).

7.8 Experts said that social media was not all bad for teens, and allowed them on a different platform to make and keep friends.

7.9 7.9.1 accepting

7.9.2 did not have OR didn't have

Total: 100 marks