This question paper consists of 9 pages.
INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:
   
   SECTION A: Essay  (50)
   SECTION B: Longer Transactional Text  (30)
   SECTION C: Shorter Text: Transactional/Referential/Informational  (20)

2. Answer ONE question from EACH section.

3. Write in the language in which you are being assessed.

4. Start EACH section on a NEW page.

5. You must plan (e.g. a mind map/diagram/flow chart/key words, etc.), edit and proof-read your work. The plan must appear BEFORE the answer.

6. All planning must be clearly indicated as such. It is advisable to draw a line through all planning.

7. You are strongly advised to spend approximately:
   
   • 80 minutes on SECTION A
   • 40 minutes on SECTION B
   • 30 minutes on SECTION C

8. Number each response as the topics are numbered in the question paper.

9. Give each response a suitable title/heading.
   NOTE: The title/heading must NOT be considered when doing a word count.

10. Write neatly and legibly.
SECTION A: ESSAY

QUESTION 1

Write an essay of 400–450 words (2–2½ pages) on ONE of the following topics. Write down the NUMBER and TITLE/HEADING of your essay.

1.1 A path worth exploring

1.2 'When night falls over Africa, cities light up, creating patches of light visible from space. Compared to other places on the planet, the continent is pretty dark, but that is changing.'

   [Source: Connectivity, February 2012]

1.3 To live is the rarest thing in the world. Most people exist – that is all.

1.4 If you run with the wolves, you will learn how to howl.

1.5 Tumbling from the heavens

1.6 'The first wintry day
   You who sang like a robin
   At last fell quiet.'

   (Norman Morrissey)

1.7 The pictures reproduced on pages 4 and 5 may evoke a reaction or feeling in you or stir your imagination.

Select ONE picture and write an essay in response. Write the question number (1.7.1 or 1.7.2) of your choice and give your essay a title.

NOTE: There must be a clear link between your essay and the picture you have chosen.
1.7.1

[Source: Destiny, March 2009]
1.7.2

[Source: *Fairlady*, January 2012]

TOTAL SECTION A: 50
SECTION B: LONGER TRANSACTIONAL TEXT

QUESTION 2

- Respond to ONE of the following topics.
- The body of your answer should be 180–200 words (20–25 lines) in length.
- Pay careful attention to the following:
  - Audience, register, tone and style
  - Choice of words and language structure
  - Format
- Write down the NUMBER and TITLE/HEADING of the text you have chosen, e.g. 2.1 Letter to the Editor.

2.1 LETTER TO THE EDITOR

Examine the advertisement below.

[Image of a dog wearing sunglasses with the text: They lose, you choose - Hill’s Pet Slimmer of the Year! Cast your vote on www.petslimmer.co.za]

[Source: Adapted from Fairlady, October 2012]

Write a letter to the editor of Animal Talk, expressing your views on the product being advertised.
2.2 INTERVIEW

Two young children died and another was seriously injured after a main water supply pipe burst in a township in South Africa. As a newspaper reporter, you have been tasked to conduct an interview with the manager of the municipality.

Write the interview.

2.3 REVIEW

Recently, you dined at the Real Roots Restaurant, where cultural/traditional meals are served. A magazine/newspaper supplement has approached you to write a review of the restaurant.

Write the review.

2.4 SPEECH

Examine the photographs and text below.

How do you want the world to look?

RamsayMedia is offering a total of R1 million in free advertising space to promote three worthy causes in the 2012 Picture the Change campaign.

[Source: Adapted from Getaway, April 2012]

Write a speech that you would present to RamsayMedia and in which you motivate your support for the most deserving cause.

NOTE: You may select only ONE of the photographs.

TOTAL SECTION B: 30
SECTION C: SHORTER TEXT: TRANSACTIONAL/REFERENTIAL/INFORMATIONAL

QUESTION 3

• Respond to ONE of the following topics.
• The length of the answer should be about 100–120 words.
• Pay careful attention to the following:
  - Audience, register, tone and style
  - Choice of words and language structure
  - Format
• Write down the NUMBER and TITLE/HEADING of the text you have chosen, e.g. 3.1 Diary Entry.

3.1 DIARY ENTRY

You have posted a message about a person, using social/digital/other media.

Write a single diary entry in which you reflect on the message.

NOTE: Your tone may be informal but you may not use slang. [20]

3.2 POSTER

As the events co-ordinator of a cultural organisation, you are responsible for a major annual celebration in your area.

Design a poster inviting aspirant performers to audition for inclusion in the programme.

NOTE: Your response should be limited to written text only. NO MARKS WILL BE AWARDED FOR PICTURES, SKETCHES, etc. [20]
3.3 DIRECTIONS

A friend is picking you up from the University of Johannesburg. He/she is travelling from Beyers Naude Drive towards Kingsway Road. After making a stop at McDonalds, he/she must pick you up in the B-Parking area on the campus.

Using the map above, write down the directions that you will give him/her.

NOTE: Your route should include at least three turns and three landmarks. [20]

TOTAL SECTION C: 20
GRAND TOTAL: 100