GRADE 11 PAPER 1 NOVEMBER 2025 MARKING GUIDELINES

SECTION A: COMPREHENSION

QUESTIONS: TEXT A

1.1 Refer to the title.

Provide a synonymous phrase for, 'It's all Greek to me'.

It doesn't make sense to me. It's incomprehensible or unintelligible. (1)

1.2 Refer to the subheading, 'Do these terms sound like a foreign language to you too?'

Account for the use of the rhetorical question.

The writer wants us to think about the fact that new generations keep beginning. All of these new terms/names of the new generations are becoming confusing. They sound like foreign languages. (2)

1.3 Refer to paragraph 1.

Provide a definition for the phrase 'generation group'.

Generation categories are groupings of people born within a specific timeframe. (2)

1.4 Refer to paragraph 2.

1.4.1 Describe a typical Generation Z person in your own words.

Generation people are independent, goal-directed, humble, compassionate, morally correct and technologically advanced. (2)

1.4.2 Explain how the two international events mentioned in paragraph 2 have influenced the characters of Generation Z young people.

9/11 Made the world aware of the horrible reality of terrorism and the great recession showed how economically vulnerable society is. These young people need to be 'socially aware' and 'driven' to stop threats of violence and they need to be 'sober' and 'less vain' to make economically viable decisions. (2)

1.4.3 Explain the neologism, 'screenager'.

Neologism – Screen and teenager melded together. A 'screenager' is a young person (teenager) who has grown up in the digital world where screens are the media through which information is acquired. (1)

1.5 Refer to paragraph 3.

1.5.1 What could account for the fact that Generation Z members are 'smarter than the baby boomers'?

They have been brought up with technology at their fingertips that allows them access to the internet to acquire all sorts of information. This type of easy access to knowledge was not available after the Second World War. (2)

1.5.2 Describe the ‘millennial generation’.

This generation was unmotivated, not ‘driven’, very egotistical, financially extravagant, addicted to narcotics, promiscuous, violent, selfish and vain.

(3)

1.5.3 Identify TWO aspects about Generation Z members that prove that these youngsters are neither selfish nor egotistical.

They want to change the world for the better through their jobs. They do not think only of themselves, they volunteer. They would rather be smarter than better looking. (2)

1.6 Refer to paragraph 4.

1.6.1 Explain why the writer has included Adora Svitak and Greta Thunberg as examples of Gen Z s.

To give credibility to Gen Z s and show the great impact that this generation has had on society. These activists produced great things at a very young age.

(2)

1.6.2 In what way were Gen Z s considered more advanced than adults?

Access to technology makes knowledge more accessible to Gen Z s. They know much more about many topics than adults do and this knowledge gap exacerbates the generation gap. (1)

1.7 Refer to paragraph 6.

Discuss the implication of the information presented in this paragraph.

The implication is that Generation A can cope with difficult situations better than previous generations as this generation has been through difficulties, especially due to COVID-19. This generation was also born in the 21st century so has never been without technology which helps with diversity. (2)

1.8 Refer to paragraph 7.

The writer’s attitude in this paragraph could be described as

A respectful

B critical

C understanding

D sarcastic (1)

1.9 Refer to paragraph 9.

To what extent does the concluding paragraph support the heading and subheading of this article? Motivate your response.

The heading gives examples of generation names, implying there are so many different generations nowadays that it's difficult to keep track of all the new generations. The heading also suggests that these names don't make sense to the writer. The subheading asks the reader whether these names sound like a foreign language. The concluding paragraph questions what the new generation will be called and states that even Greek, which is considered a difficult language, does not sound as complicated as all of these new generations do. (3)

QUESTIONS: TEXT B

1.10 What do people in Greatest/Silent Generation and Gen Z s have in common?

They have experienced financial calamity. (1)

QUESTIONS: TEXTS A AND B

1.11 Refer to both TEXT A and TEXT B.

Critically discuss the extent to which TEXT B illustrates the writer's view in paragraph 4 of TEXT A. Justify your response.

Paragraph 4 in Text A only focuses on Gen Z s but Text B includes the Greatest/Silent generations, Baby Boomers, Gen X, Millennials and Gen Z s. The information in Text B about Gen Z s, does support the writer's view in paragraph 4 of Text A. Social media platforms are mentioned, eg. Tik Tok. Gen Z's skill with technology is mentioned. The activist, Greta Thunberg is mentioned due to her huge impact. The Gen Z information in Text B therefore does support paragraph 4 in Text A. (3)

[30]

TOTAL SECTION A : 30

SECTION B: SUMMARY
QUESTION 2: SUMMARISING IN YOUR OWN WORDS.

The passage below (TEXT C) is entitled: 'How marketing companies can reach Generation A' Summarise, in your own words, seven ways marketing companies can reach Generation A.

- Your summary should include SEVEN points and NOT exceed **90 words.**
- You must write a **fluent paragraph**.
- Write each point in a **full sentence**.
- Use your **own words** as far as possible.
- You are NOT required to include a title for the summary.
- Indicate your word count at the end of your summary.

How marketing companies can reach Generation A

1. To reach Generation Alpha, marketers should use interactive, digital-first content on platforms they frequent.
2. Strategies should emphasize gamification that aligns with social and environmental concerns.
3. Focus on preferred platforms and engage with them on platforms they use.
4. Create interactive content and develop content that encourages participation.
5. Prioritize videos and create engaging videos.
6. Incorporate gamification and personalize experiences.
7. Be authentic and transparent.
8. Social causes should be highlighted to build long-term trust.
9. Be responsible and use responsible marketing.
10. Acknowledge parents and encourage user-generated content.
11. Build trust and relationships.
12. Use trusted influencers and engage directly with them.
13. Be transparent about data and implement robust data protection measures.

Mark allocation:

o 7 marks for 7 points (1 mark per main point)

o 3 marks for language

o Total marks: 10

Distribution of language marks when candidate has not quoted verbatim:

o 1–3 points correct: award 1 mark

o 4–5 points correct: award 2 marks

o 6–7 points correct: award 3 marks

Distribution of language marks when candidate has quoted verbatim:

o 6–7 quotations: award no language mark

o 4–5 quotations: award 1 language mark

o 2–3 quotations: award 2 language marks

NOTE: Word Count:

o Markers are required to verify the number of words used.

o Do not deduct any marks if the candidate fails to indicate the number of words used or if the number of words used is indicated incorrectly. If the word limit is exceeded, read up to the last sentence above the stipulated upper limit and ignore the rest of the summary.

[10]

TOTAL SECTION B : 10

SECTION C: LANGUAGE IN CONTEXT

QUESTION 3:

3.1 Identify what is being advertised.

Converse footwear (1)

3.2 Who do you think the target market is of this advert?

Anyone interested in a good sports footwear brand. Converse has produced tennis and basketball shoes, as well as galoshes, rubber waterproof shoes. This brand is therefore suitable for everyone who is 'sporty'. (2)

3.3 Comment on the effectiveness of the slogan, 'Run Star Hike'.

The slogan is effective as it is bold and capitalised, so it stands out. It implies that converse is suitable for all types of activities, like running and hiking. 'Star' implies that the Converse brand is exceptional. (2)

3.4 Discuss TWO advertising techniques used in the advertisement as a whole.

- ***The slogan 'RUN STAR HIKE' is in bold font / a bigger font and capitalised which draws the reader's attention / piques the reader's interest to continue reading.***
- ***Diction - Words such as 'run star hike' imply the shoes are for anyone active & pique the reader's interest.***
- ***Diction – 'Nike' and 'several companies' imply this brand is well-known and respected.***
- ***Layout - The text is centred with a pair of the most recent converse shoes, this draws the reader's attention to the text. The photo of the relaxed woman in front of the shoes emphasises these shoes are for everyone.***
- ***Image - The image of the close-up of the back of these new converse shoes, shows they are suitable for any terrain.***
- ***Mono-syllabic words – 'Run Star Hike' focus on what activities the reader can do with these shoes.***
- ***'Converse' written in 2 different fonts repeats the name of the brand in a fun way.***

[Award 1 mark for the identification of the technique and 1 mark for the discussion.]

[Learners need to discuss TWO techniques for full marks. For ONE technique discussed award a maximum of TWO marks.] (4)

3.5 Identify the part of speech of the underlined word, 'lifestyle'.

adjective (1)

[10]

QUESTION 4:

4.1 How is the message of the cartoon conveyed through the body language of the child in the centre in contrast to that of the children around him?

The boy is upright / head up. His leg is on the soccer ball and he is ready for action, unlike the other children who have their heads down, are slouched and inactive and focused on their devices. (2)

QUESTIONS: TEXT E AND TEXT F

4.2 What issue is being satirised in both of these cartoons?

Technology is so addictive, it prevents children from being outdoors and being active. They have become inactive and do not play like previous generations. (2)

4.3 In your opinion, is this issue a big problem in society today? Explain your answer.

Yes – Children have become less active therefore they are not as healthy, obesity is on the increase as they spend more time on their phones and less time exercising, playing.

No – Sport is still popular at schools, learners still participate.

Use Discretion. 1 mark for explanation. (1)

QUESTIONS: TEXT G

4.4 Refer to frame 2: "I'm here against my will. I refuse to cooperate."

Write out Calvin's reply into reported speech. Begin as follows: Calvin replied...

Calvin replied that <u>he was there</u> against <u>his</u> will and that he <u>refused to</u> cooperate. (2)

4.5 Explain the humour found in this cartoon.

Calvin insists he refuses to be chained to school but he is in fact chained to technology. He is putting all of his efforts into protesting against schoolwork. He tells the teacher that he is not contactable as his 'spirit screens his calls', implying that although she is right there, he will not respond to her as her calls will be screened. (2)

4.6 Refer to frame 4.

Provide a synonym of your own for the word 'screens' as it is used in the cartoon.

monitors, checks (1)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

Paragraph 1

5.1 Account for the use of italics in *The Digital Diet.*

It is the name of a book (1)

5.2 Correct the split infinitive error.

how <u>to break</u> your tech addiction in his book <u>effectively</u> (1)

Paragraph 2

5.3 Write out the noun form of the word 'announce'.

announcement (1)

Paragraph 3

5.4 Correct the error of concord.

…to choose between <u>your</u> smartphone or laptop and paying attention to <u>your</u> child or <u>your</u> loved one or <u>your</u> friend,

OR

…to choose between <u>one's</u> smartphone or laptop and paying attention to <u>one's</u> child or <u>one's</u> loved one or <u>one's</u> friend, (1)

Paragraph 4

5.5 Identify the function of the dash.

Additional information (1)

Paragraph 5

5.6 'There's a ton of cool stuff in the tech world.

Rewrite this sentence into formal English.

<u>There is</u> a ton/lot of <u>great equipment</u> in the <u>technological/technical</u> world. (4x 1/2 = 2)

5.7 Identify the function of the apostrophe in 'family's'.

Apostrophe of possession (1)

5.8 Correct the malapropism.

propelled - compelled (1)

5.9 Correct the spelling error in the final paragraph.

necessity (1)

[10]

TOTAL SECTION C: 30

TOTAL: 70 MARKS