Bergvliet High School

English Home Language

Name: _____

Grade: _____

November Examination 2025

Grade: 11

English Paper 1 – 70 marks

Task 10

	Marks	Learner Mark
TOTAL SECTION A, B & C	**70**	

Section	Question		Marks	Learner Marks
A	**1**	**Comprehension**	**30**	
B	**2**	**Summary**	**10**	
C	**3**	**Advertisement**	**10**	
	4	**Cartoon**	**10**	
	5	**Correction of Errors**	**10**	

Time: 2 hours

Examiner: Mrs G Papangeli

Moderator: English Department

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

SECTION A: Comprehension	(30)
SECTION B: Summary	(10)
SECTION C: Language structures and conventions	(30)

2. Read **ALL** the instructions carefully.

3. Answer **ALL** the questions.

4. Start **EACH** section on a **NEW** page.

5. Rule off after each section.

6. Number the answers correctly according to the numbering system used in this question paper.

7. Leave a line after each answer.

8. Pay special attention to spelling and sentence construction.

9. Suggested time allocation:

   SECTION A: 60 minutes

   SECTION B: 30 minutes

   SECTION C: 30 minutes

10. Write neatly and legibly.

SECTION A: COMPREHENSION

QUESTION 1: READING FOR MEANING AND UNDERSTANDING

Read TEXT A below and answer the set questions.

TEXT A

Generation Z, Generation Alpha and Generation Beta – It's all Greek to me…

Do these terms sound like a foreign language to you too?

1. Generation groups are categorised by birth years. Current generations include Baby boomers, Generation X, Millennials, Generation Z, Generation Alpha and Generation Beta.

2. Meet Generation Z – 'the self-starting, socially aware and supposedly sober generation'. They are a more driven, less vain, more puritanical* cohort that is poised to make its mark on the world. Precise parameters are disputed, but 'Gen Z' is broadly said to include those born between 1995 and 2010, a group that includes two billion people worldwide. Brought up in the shadow of 9/11 and amid a great recession, they were raised in a socio-economic environment marked by chaos, uncertainty and complexity. The challenges seem to have moulded a new maturity: this group is brimming with prudent, if rather puritanical*, socially-aware, self-starting entrepreneurs. They have also been called the 'first tribe of true digital natives', or 'screenagers'.

3. Gen Z members, it is said, are smarter than the baby boomers born in the wake of the Second World War. They also appear quite distinct from the slackers of Generation X - born roughly between 1960 and 1980 - characterised as 'stuck in a terminal cynicism'. It is suggested that Gen Z s are more driven and less narcissistic than the millennial generation, or Generation Y, born between 1980 and 2000. Most say they would rather save money than spend. They drink less and smoke less cannabis than their elders, get into fewer fights at school and have less risky sex. They plan on changing the world for the better: 60 per cent of Gen Z 'want to have an impact on the world' through their job, compared with 39 per cent of Millennials. A separate survey of 11 000 Gen Z children found that 69 per cent would rather be smarter than better looking.

4. Gen Z activists are adept at using social media platforms like X (formerly Twitter), Tik Tok and WhatsApp. Sixteen year old activist Adora Svitak, fits the Gen Z profile perfectly. Her writing ability made her a media star at the age of 6. Her talk, 'What Adults Can Learn From Kids' has been viewed more than three million times online. Movements like 'Fridays for Future', inspired by Greta Thunberg, have been heavily influenced by Gen Z's activism, with young people striking and protesting for climate change. 'The Hunger Games' is the perfect Gen Z film. Depicting a dystopian* future where teens are slaughtered, it reflected their bleak post 9/11 world and the need for coping mechanisms to deal with it. Gen Z s' skill with technology means that this is the first time in history kids know more than adults about something really important to society.

5. But where do Generations Alpha and Beta belong in this group? Generation Alpha has experienced the rise of smart technology and artificial intelligence. Generation Beta will live in an era where artificial intelligence (AI) and automation are fully embedded in everyday life – from education and workplaces to healthcare and entertainment.

6. Generation Alpha, known as Generation A, refers to people born between approximately 2010 and 2024. This generation is the first to be born entirely in the 21st century and is characterised by being technologically savvy, more diverse than previous generations, and deeply influenced by the digital world from an early age, including the COVID-19 pandemic. This led to a shared, defining experience of school closures, social distancing and limited travel. This generation is also the most racially and ethnically diverse generation to date. They are the children of millennials and often share their parents' values, such as brand loyalty.

7. Generation A includes youth climate strikes. Some members of Generation A have already participated in climate protests alongside older generations. They use social media platforms to raise awareness about a wide range of issues, from environmentalism to social justice. This generation shows a distinct preference for live entertainment experiences over their in-home alternatives. Popular movies watched by this generation include Wicked, Wednesday, Batman and Stranger Things.

8. Generation Beta is the successor of Generation Alpha. Generation Beta, also known as Generation B, follows a naming convention that started with Generation Alpha, using the Greek alphabet to signify a new era in human history. This is the emerging generation which is just beginning to be born. The birth years of this generation are approximately 2025 to 2039. This generation will primarily consist of the children of younger millennials and older Gen Z s. Generation B is expected to be even more technologically integrated than Generation A, growing up with AI and automation fully embedded into their daily lives. They will also inherit a world grappling with significant challenges like climate change.

9. With all of these generations, will Generation Gamma follow? Not even Greek sounds so foreign anymore…

[Adapted: Source: The Times, 2024, https://wikipedia.org.za 2025, https://www.raconteur.net, 2025,]

Glossary:
*puritanical: Adhering to strict moral or religious principles
*dystopian: Very bad/ scary

Read TEXT B below and answer the set questions.

TEXT B

Generation	Greatest /Silent	Baby Boomers	Gen X	Millennials	Gen Z
Years Born	1928 - 1945	1946-1964	1965-1980	1981-1995	1996-2016
Age Range in 2020	75-100Y+	56-74Y	40-55Y	25-39Y	4-24Y
Population (Global)	0.2bn	1.1bn	1.4bn	1.7bn	2.5bn
% of Global Population	3%	15%	18%	22%	32%
Life-Defining Events	World War I and II Great Depression Electric Appliances	Cold War Moon Landing Transistor Invented	End of Cold War Live Aid First Personal Computer	9/11 Terrorist Attacks Global Financial Crisis Social Media	COVID19 Post-Great Recession MeToo / LGBT movement Electric / Driverless Cars
Communication Style	Letter	Telephone	Email / SMS	Instant Message	Emojis
Key Technology	Car	TV	PC	Smartphone	AR/VR
Hobby	Reading	Watching TV	Surfing the Internet	Music Streaming	eSports
Digital Proficiency	Pre-Digital	Digital Immigrants	Early Digital Adopters	Digital Natives	Digital Innates
Iconic Figure	Franklin D. Roosevelt	John F. Kennedy	Kurt Cobain	Mark Zuckerberg	Greta Thunberg
Music	Jazz Swing	Elvis The Beatles	Queen Madonna	Beyonce Coldplay	Billie Eilish Justin Bieber
How They Get Around	'55 Ford Thunderbird	SUV	Bicycle / Car	Uber / Lyft	Mom's Prius
Current Living Situation	Retirement Home	Semi Detached House	Own Small Apartment	Sharing an Apartment	Parents' House
Social network other than Facebook	The Rotary Club	Match.com	LinkedIn	Instagram	TikTok
Deepest Fear	The world in 2019	No longer center of attention	What about my generation	Paying off student debt	Low batteries
Key Life Question	How did the country go so wrong?	What will I do when I retire?	What's the point?	What's a career?	What's a landline?
Defining Condition	PTSD	Dementia	Stress	Gluten-Intolerant	Peanut Allergy
What They Spend On	Oklahoma Community Dinner Theater	VIP tickets to The Rolling Stones	Radiohead concert	Coachella	Fortnite

QUESTIONS: TEXT A

1.1 Refer to the title.

Provide a synonymous phrase for, 'It's all Greek to me'. (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. (2)

1.3 Refer to paragraph 1.

Provide a definition for the phrase 'generation group'. (2)

1.4 Refer to paragraph 2.

1.4.1 Describe a typical Generation Z person in your own words. (2)

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

1.4.3 Explain the neologism, 'screenager'. (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'? (2)

1.5.2 Describe the 'millennial generation'. (3)

1.5.3 Identify TWO aspects about Generation Z members that prove that these youngsters are neither selfish nor egotistical. (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. (2)

1.6.2 In what way were Gen Z s considered more advanced than adults? (1)

1.7 Refer to paragraph 6.

Discuss the implication of the information presented in this paragraph. (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. (3)

QUESTIONS: TEXT B

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

TEXT C

How marketing companies can reach Generation A:

To reach Generation Alpha, marketers should use interactive, digital-first content on platforms they frequent like YouTube Kids and gaming apps, while also influencing parents. Strategies should emphasize gamification, AR, co-creation, and transparent, values-led messaging that align with social and environmental concerns to build trust with both children and their parents.

Marketing companies need to focus on preferred platforms. They must engage with Gen A on platforms they use, such as YouTube Kids, TikTok, Roblox and other gaming apps. These companies should create interactive content and develop content that encourages participation, like quizzes, challenges, polls and games. Leverage augmented reality (AR) for virtual try-ons or product demos should be looked upon. Prioritising videos and creating engaging, short-form videos, including content from influencers and branded videos like 'haul' or 'unboxing' style content will help. Incorporating gamification by integrating gamified experiences into marketing campaigns which they are already accustomed to, would be beneficial. These marketers should personalise experiences by providing hyper-personalized content and experiences to capture attention and interest.

Being authentic and values-led will communicate the brand's values clearly and transparently. Social causes, sustainability and ethical practices should be highlighted, in order to build long-term trust. Being responsible and using responsible marketing that is empowering and positive without being overly adult or complex is vital. Acknowledging parents is important since parents often screen content, develop family-friendly and educational content that appeals to both children and their parents. Encouraging user-generated content by fostering an environment where children and their parents can create and share their own content related to the brand is advised.

Building trust and relationships by using trusted influencers and collaborating with influencers who genuinely connect with their audience is crucial. Gen Alpha is influenced by ‘everyday stars’ on platforms like YouTube and TikTok. One must engage directly with them and not just broadcast. This can be done by creating a two-way conversation by responding to comments and questions. These companies must always be transparent about data. This can be achieved by implementing robust data protection measures and being transparent about privacy policies.

[10]

TOTAL SECTION B : 10

SECTION C: LANGUAGE IN CONTEXT

QUESTION 3: ANALYSING ADVERTISING

Study the following advertisements and answer the set questions.

TEXT D



COPY:

Converse is an American lifestyle brand that markets, distributes, and licenses footwear, apparel, and accessories. Founded by Marquis Mills Converse in 1908 as the Converse Rubber Shoe Company in Malden, Massachusetts, it has been acquired by several companies before becoming a subsidiary of Nike, Inc.

It was born in 1908 as a rubber shoe company specialized in galoshes. Shortly thereafter, the same rubber was used in the tennis shoes' manufacturing. It was in 1920 the brand produced the first basketball shoes made of canvas, baptised 'All Star', for buried balls in the courts.

QUESTIONS: TEXT D

3.1	Identify what is being advertised.	(1)
3.2	Who do you think the target market is of this advert?	(2)
3.3	Comment on the effectiveness of the slogan, 'Run Star Hike'.	(2)
3.4	Discuss any TWO advertising techniques, used in the advertisement as a whole.	(4)
3.5	Identify the part of speech of the underlined word, 'lifestyle'.	(1)
		[10]

TEXT E



QUESTIONS: TEXT E

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? (2)

TEXT F

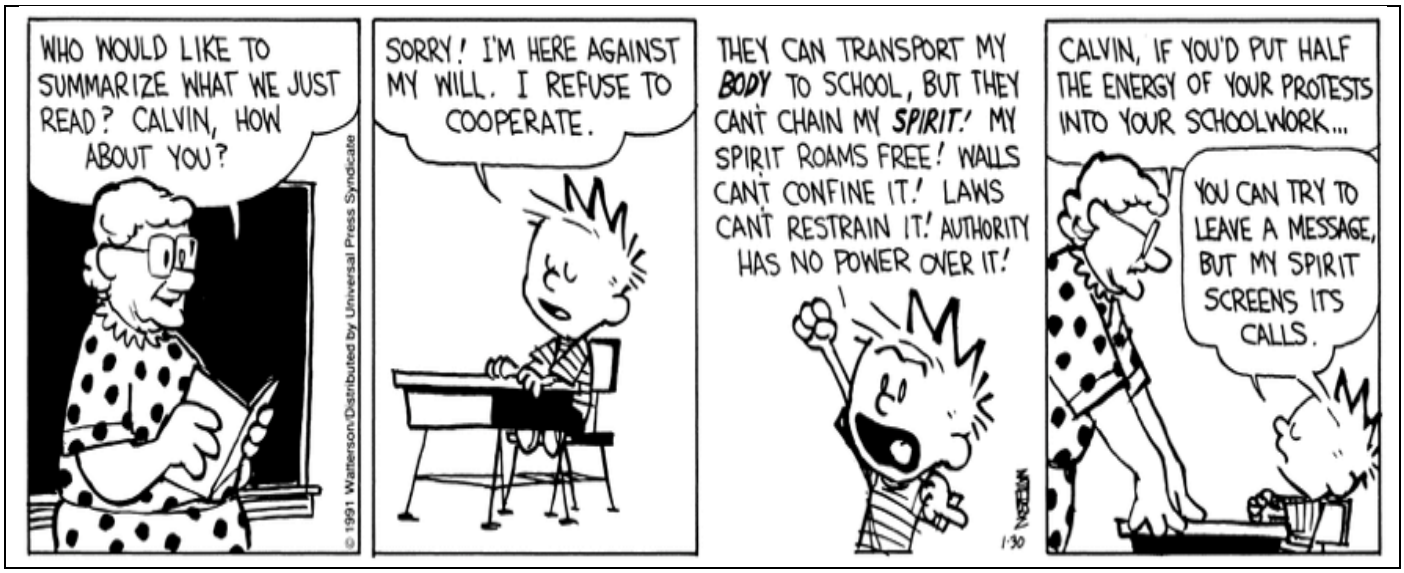


QUESTIONS: TEXT E AND TEXT F

4.2 What issue is being satirised in both of these cartoons? (2)

4.3 In your opinion, is this issue a big problem in society today? Explain your answer. (1)

TEXT G



FRAME 1 **FRAME 2** **FRAME 3** **FRAME 4**

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... (2)

4.5 Explain the humour found in this cartoon. (2)

4.6 Refer to frame 4.

Provide a synonym of your own for the word 'screens' as it is used in the cartoon. (1)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

The following text contains a few deliberate errors.

TEXT H

1. A reporter Daniel Sieberg, who has written a new book on technology called *The Digital Diet*, wants you to admit and remedy your tech addiction (you know you have one). While technology is becoming completely integrated into our modern lifestyles, it's not always good to block out the world around you while you tweet, post to Facebook, watch movies, and check emails. Daniel Sieberg offered up some handy tips on how to effectively break your tech addiction in his book, which you can check out below!

2. Live your life in the real world: 'If you must post a status update or tweet or blog about something in your life, then make sure it's something you'd be willing to announce to anyone you know face to face.'

3. It's either the human or the device: 'Work toward choosing people, especially those that you care about, over the device. Yes, there'll be times when it's tricky or nearly impossible to choose between your smartphone or laptop and paying attention to one's child or your loved one or your friend, but try to use your devices more on your own time rather than during the time you share with others.'

4. Be in control – 'Technology should liberate you, not inundate you. Streamline your intake. It's about moderation, not elimination. Find the right combination. Ultimately, make technology work for you, not the other way around!'

5. Ask yourself whether you really need that gadget: 'There's a ton of cool stuff in the tech world, and some of it might even improve your or your family's life, but don't feel propelled to buy every new toy that comes out. Before you make a digital purchase, question its neccessity.'

Adapted from: https://www.popsugar.com/ by Kristy Ellington

QUESTIONS: TEXT H

Paragraph 1

5.1 Account for the use of italics in *The Digital Diet.* (1)

5.2 Correct the split infinitive error. (1)

Paragraph 2

5.3 Write out the noun form of the word 'announce'. (1)

Paragraph 3

5.4 Correct the error of concord. (1)

Paragraph 4

5.5 Identify the function of the dash. (1)

Paragraph 5

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

Rewrite this sentence into formal English. (2)

5.7 Identify the function of the apostrophe in ‘family's’. (1)

5.8 Correct the malapropism. (1)

5.9 Correct the spelling error in the final paragraph. (1)

[10]

TOTAL SECTION C: 30

TOTAL: 70 MARKS