MEMORANDUM

QUESTION ONE: Comprehension

1.1	Watching television for more than two hours a day early in life. ✓	(1)
1.2	By roughly/ approximately 40% ✓	(1)
1.3	The observations involved both girls and boys√ and did not consider/ was independent of whether the children had been diagnosed with an attention deficit/hyperactivity disorder prior to adolescence. ✓	(2)
1.4	C) Dunedin ✓	(1)
1.5	Children who watched more than two hours /three hours, of television per day during childhood. ✓	(1)
1.6	Erik Landhuis ✓	(1)
1.7	Accept any of the following answers: Short attention span/ poor concentration/ easily distracted ✓	(1)
1.8	(Learner must give TWO reasons to receive full marks) Early-life attention difficulties/ socio-economic factors/ intelligence. ✓✓	(2)
1.9	Parents should limit the amount of TV their children watch. ✓	(1)
1.10	Between April 1972 and March 1973. ✓	(1)
1.11	False. ✓	(1)
1.12	They were more likely to continue the habit of watching a lot of TV as they got older ✓, and the effects this has on their attention span would be long lasting. ✓	(2)
1.13	B) √	(1)
1.14	(Learner must give TWO reasons in order to receive full marks) It makes reality seem boring resulting in children struggling to complete/ becoming less tolerant of slower-paced/ everyday tasks. ✓ It replaces activities that help build concentration such as sport/ reading/ playing games/ play. ✓	(2)

	The passive nature of watching TV can impact children's ability to participate in other activities. ✓	
1.15	Learner must show evidence of understanding by linking their recommendations to what they have read in the text. Needs to offer a brief explanation in order to be awarded full marks. ✓✓	(2)

[20]

QUESTION TWO: Summary Writing

1. Prioritize tasks that are important. ✓	
2. Work out which time of day you are most productive/ work best/work most efficiently. ✓	
3. Don't compare yourself to others. ✓	
4. Make sure to include hobbies in your daily schedule/ timetable. ✓	
5. Be realistic when setting out your goals of what you want to achieve. ✓	
6. Do not multitask, rather do one thing at a time. ✓	
7. Staying motivated plays a vital role in reaching your goals. ✓	
Mark Allocation :	
Language Style and Editing: 7 marks	
Content Planning and Format: 3 marks ✓✓✓	
	[10]

QUESTION THREE: CARTOON

3.1	The man is looking down at his phone instead of at the person speaking✓OR Man is holding his phone up and engaging with it rather than paying attention to the conversation ✓	(1)
3.2	"I don't know" / "Not sure." ✓	(1)
3.3	Digital distractions can lead to a lack of attentiveness, where one person doesn't fully listen or respond meaningfully. ✓ This can result in misunderstandings or make the other person feel unimportant or	(2)

	unheard. Over time, frequent distractions can weaken relationships as people fail to engage in meaningful, attentive communication. ✓ Any well explained answer	
		[4]

QUESTION FOUR: ADVERTISEMENT

4.1	Main message: VR Console X6000 offers an immersive, advanced gaming experience ✓	(1)
4.2	Audience: Gaming enthusiasts interested in high-tech, immersive experiences. ✓	(1)
4.3	Stunning Graphics: Appeals to gamers wanting lifelike, immersive visuals. ✓✓ OR Wide Game Library: Appeals to diverse gamers by offering a variety of games. ✓✓	(2)
4.4	Effective due to focus on exciting features like “Stunning Graphics” and “Multiplayer Fun.” ✓ Strong action words create urgency and excitement. ✓	(2)
		[6]

QUESTION FIVE: LANGUAGE

5.1.1	“To”	Infinitive ✓	½
5.1.2	“learn”	Verb ✓	½
5.1.3	“a”	Indefinite article✓	½
5.1.4	“job”	noun✓	½
5.1.5	“McDonalds”	Proper noun✓	½
5.1.6	“your”	Possessive pronoun✓	½
5.1.7	“discover”	verb✓	½
5.1.8	“golden”	Adjective ✓	½

[4]

5.2.1	trivial/insignificant ✓	(1)
5.2.2	develop/expand ✓	(1)
5.2.3	Achievements ✓	(1)
5.2.4	**Un**learn ✓	(1)
5.2.5	Discover**y** ✓	(1)
5.3.1	simple ✓	(1)
5.3.2	Complex ✓	(1)
5.3.3	Compound ✓	(1)
5.4	Sarah said that ✓ ½ she needed to reduce her ✓½ screen time if she ✓½ wanted to stop procrastinating and work harder. ✓½	(2)
5.5	Joel said, ✓½ "I'm ✓½ struggling to focus because my ✓½ phone keeps distracting me from my work." ✓½	(2)

5.6.1	struggles ✓	½
5.6.2	are✓	½
5.6.3	cause✓	½
5.6.4	help✓	½

(1/2 x 4) = (2)

5.7.1	The manager**'s** ✓½ expectations for this month**'s** ✓½ projects are high. Acceptable answer: mangers' ✓ (plural)	(½ x 2)
5.7.2	The employees**'** ✓½ commitment to the company**'s** ✓½ success has boosted its morale.	(½ x 2)

(1/2 x 4) = (2)

[20]

TOTAL: 60 MARK