

ENGLISH FIRST ADDITIONAL LANGUAGE WORKSHEETS

TOPICS

1	Comprehension
2	Summary
3	Visual literacy
4	Language in Context

NB: Read the notes carefully before you do the activities.

TOPIC: 1 COMPREHENSION

NOTES ON CONTENT

Comprehension is the decoding and understanding of spoken, written and visual texts. Comprehension skills are not only for the classroom, but are **life skills** that need to be developed.

Guidelines to assist in reading for meaning

1. Read through the passage quickly.
 - Get an outline or a general picture of the passage.
 - Try to picture what you are reading. This helps you to focus and read for meaning.
2. Take Note:
 - The title may offer a clue to the contents and purpose of the passage.
 - The author may help you to identify the time, style and often the subject.
 - The introduction often creates the atmosphere and provides the setting for what is to follow.
 - The conclusion usually ties up the intention of the author.
3. Learners should ask themselves these questions:
 - **Who** - is the writer? Who are the characters?
 - **What** - is the main idea of the passage?
 - **Where** - does it take place? (Setting)
 - **When** - does it take place? (Setting – Time, Date, Era)
 - **Why** - has this passage been written? What is the writer’s intention?
 - **How** - does the writer express himself? What language devices are used?
4. Read through the comprehension questions:
 - When you do this, keep the passage in mind.

- This will give you clues leading to the answers in the passage.

5. Read the passage again

- This time you should be aware of what has been asked.
- **Highlight** the main idea in each paragraph – each paragraph presents a new idea.
- The first sentence is often the **key** sentence.
- Words and ideas that were at first confusing or difficult, may now become clearer **in context**.
- The more familiar you are with the passage, the easier it should become to interpret and understand what you are reading.

Practical Advice

- Each question usually contains a **question word** – underline this.
- Each question usually contains a **key word or key idea** – circle this.
- Try to remember whether you read this fact near the beginning, middle or end of the passage.
- Put your eyes into 'Search Mode' and look down the middle of the paragraph to find the sentence containing the **key word or key idea**. Read the **whole** sentence in order to get a complete picture.
- **Do not** copy directly from the text but **refer to it** in order to avoid careless factual or spelling mistakes. (This applies particularly to names, places, dates or other relevant information.)
- If you are asked to supply a synonym or an antonym:
 - a. Replace it with the same **part of speech** e.g. a noun with a noun, an adverb with an adverb.
 - b. Take the word that you have chosen back to the passage. Replace the original word with this synonym and see if it is appropriate.

**ACTIVITY 1 A
COMPRENSION**

Read both TEXT A and TEXT B below and respond to the questions set on them.

TEXT A

SEWING SEEDS OF LOVE

- 1 They began their journey with only R10 to their name, seven sewing machines and the heavy burden of wanting to uplift a community in desperate need.
- 2 All that Mogie and Vijay Hargoon were certain of, was their vision to empower others when they packed up their life in Durban and headed to Phuthaditjhaba in the Free State. It was at this small town, nestled beneath the scenic Drakensberg mountains, that SA Cloth was established 16 years ago. **5**
- 3 “We had no money at the time and to get a building we had to turn to Mogie’s brother who gave a surety for R15 000 for the building rental deposit. We loaded our machines, furniture and clothing and came up,” Vijay said. Even with its humble beginnings, the clothing factory breathed new life into the area which has an unemployment rate of 42 per cent, according to Statistics SA. **10**
- 4 The couple recounted their shock at winding queues of over 2 000 job applicants that greeted them on the first day of the operation. But they could only afford seven workers. **15**
- 5 Since then the company has grown in leaps and bounds, overcoming insurmountable challenges along the way to become a profit-making machine that employs 1 300 people and accumulates R60 million a year. SA Cloth also moved from a single 100m² building into a bigger factory with different floors housing the bustle of activity where workers mark out, cut, sew and trim garments. **20**
- 6 “We trusted God and said our vision is to help people. We had faith as big as a lion and were poorer than church mice, and we said let’s go together and do it,” Mogie said. Their aim was to do business differently. Instead of only focusing on the profit margins, they wanted to help the community with their myriad difficulties. **25**
- 7 A concern at their factory, which mirrored the rest of the community, as well as a small centre, they built for children to teach those English, bible studies and show educational films. Mogie said they both knew they had to step up. The company approached the Health Department and offered to open a clinic at their premises. Not only did this lead to a decline in absenteeism among factory workers, but the rest of the community benefited as they also had access. **30**

8	The couple has now rented another building from the Free State Development Corporation to be used as a multi-purpose centre, including teaching computer literacy and language skills, as well as a mini reading room.	35
9	Vijay and Mogie hope that once the centre is completed and equipped with computers donated by Free State University, it will become a place of refuge for not only the 140 children currently under their care in a smaller space within the factory, but even disillusioned young people with nowhere to go.	40
10	Despite their good intentions and deeds, SA Cloth has had its fair share of rough seas to negotiate. The business was dealt a major blow, just when they thought their hard work was finally paying off.	
11	When the national clothing and textile crisis hit as a result of a massive increase in Chinese imports, the Hargoon's decided to sell their house in Durban in order to finance workers' salaries. "We had to do that for people to survive. It was not a difficult decision at all. It's just him and I, and we still live in our one-bedroom cottage at the factory and we saw no point in holding on to the house in Durban if we could help our workers," said Mogie.	45 50
12	Ben Jafta, who joined the company as a packer and is now a factory manager, believes he would not have amounted to anything had the factory not opened its doors in Phuthaditjhaba. "It was very small when I came, I grew with them. I came as a small boy and like a father, Vijay groomed me, disciplined me when I was out of line and that's how I became the person I am today," he said. Tears ran down Mogie's face as she listened to Jafta, just as they did when she recalled the milestones of their journey.	 55
13	"It gives me the greatest joy that we are leaving a legacy, and that is a passion to see them elevated, educated, knowing we have taught them how to fish and they will be able to take care of themselves anywhere they go," she said.	60
<i>Adapted from Pretoria News, March 2016</i>		

Answer ALL the questions in your OWN WORDS unless asked to quote.

- For one-word answers, write only the question number and the word.
- For multiple-choice questions, write only the question number and the letter (A-D) of the correct answer.

1.1 Refer to Paragraph 1

In your own words, say what motivated Mogie and Vijay to start this venture (2)

1.2 Give a synonym for the word scenic, as it is used in paragraph. 2. (1)

1.3 Refer to par. 3
What was the percentage of the people that are employed in this place?
if 42 % of people is unemployed? (1)

1.4 Find evidence from both par.4 & 5 to prove that the company has grown
huge and is successful. (2)

1.5 Refer to par. 6.
Quote no more than four consecutive words to prove that the following
statement is **false**:
Their sole purpose was to make money. (1)

1.6 Refer to paragraph 7
How did the company managed to decrease the rate of absenteeism among the
factory workers? (2)

1.7 List three skills the multi-purpose centre focuses on. (3)

1.8 Say whether the following statement in Par. 9 is a **fact** or **opinion** and
give a reason for your answer:
"once the centre is completed ... it will become a place of refuge". (2)

1.9 Refer to par. 10. (“rough seas to negotiate”)
In this context, explain what is meant figuratively by **rough seas**. (2)

1.10 How would an increase in Chinese imports have an impact on
the national clothing and textile industry? (2)

1.11 Refer to par. 13.
Explain what Mogie means when she says they “have taught them how
to fish”. (2)

1.12 Briefly explain the meaning of the word **sewing** in the title of the
passage. (2)

1.13 Do you think Mogie and Vijay can be admired for sacrificing their
life in Durban? Motivate your answer. (2)

[24]

TEXT B



At the Department of Labour, we believe in service. That is why we have a network of labour centres across the country, as points of contacts with our clients. To improve on this, we now have mobile labour centres: moving offices that will reach rural and outlying communities, so that they also can access services such as claiming for Unemployment Insurance (UIF), compensation benefits, registration of work seekers, or simply get information about labour laws and worker.

The Department of Labour: Working for you

NOTE: When answering the questions, use your own words as far as possible, unless you are asked for a quotation.

1.14 Mention ONE service that is offered by the Department of Labour. (1)

1.15 Choose the correct answer to complete the following sentence. Write down only the question number (1.15) and the letter (A – D) of the correct answer.

The Department of Labour is a/an ...

- A. non-governmental organisation.
- B. political organisation
- C. government unit.
- D. organisation started by a political party.

(1)

1.16 In what way does the picture support the message in the text? (2)

1.17 Do you think registration of work seekers helps in reducing unemployment in any way? Discuss your view? (2)

[30]

TOPIC 2: SUMMARY

NOTES ON CONTENT

WHAT IS SUMMARISING?

Summarising is how we take larger selections of text and reduce them to bare essentials:

NB: Remember that no matter what type of summary you are required to write, you need to follow the instructions and remain within the word limit.

Focus on the topic:

- Read all the instructions given.
- Identify the aspects / topic that you need to summarise.
- Write the topic in **LARGE BOLD** letters at the top of your planning page.
- Read the identified topic before you read each sentence to ensure you remain focused.

The steps of writing a good summary

STEP 1

- Pick out the less important, unrelated or repeated ideas from the passage and eliminate.



DELETE

STEP 2

- Highlight the important details using keywords.



KEEP

STEP 3

- List keywords in the order they appeared in the passage and trim them to topic sentences.



LIST

STEP 4

- Write a short summary in your own words.



WRITE

A final word of warning...

1. Avoid lifting by trying to write the summary in your own words.
2. Avoid the use of figurative language, reported speech, redundancy, repetition, examples and illustrations.

SUMMARY

ACTIVITY 2 A

Read the passage below. **IN NO MORE THAN 70 WORDS**, summarize **SEVEN ways to beat Monday morning blues**.

INSTRUCTIONS:

- Your summary must be written in point form.
- List your SEVEN points in full sentences, using no more than 70 words.
- Number your sentences from 1 to 7.
- Write only ONE point per sentence.
- Use your OWN words as far as possible.
- Indicate the number of words used in brackets at the end of your summary.

MONDAY BLUES

Many of us dread getting up and going to work or school, especially on Monday mornings. If you have trouble getting started each week, here is some advice on beating those Monday morning blues.

Make it a habit to try to finish as many tasks or projects as you can before the weekend, you will feel much better knowing that these matters are not hanging over you on Monday morning. Try not to start that important project on a Monday morning. Begin some work on this project on the Friday so that you can pick it up first thing Monday morning, thus giving you momentum and an immediate sense of accomplishment. It also helps, if, on Friday, you write down a simple goal to be tackled first thing Monday morning. This will help you focus on Monday morning, leaving no time for feeling blue.

Schedule your weekend activities for Saturday and for Sunday morning and afternoon. Reserve Sunday night for relaxation and winding down, in preparation for a new working or school week. Before heading to work or school on a Monday morning, jog around the block or try some exercises. Bring some fun into your life. Keep your mind and body fit so that you are better able to handle the challenges of work or school. If you sleep in on a Monday morning, you will only be adding to your misery. Rise early, exercise, have breakfast and snap yourself into the routine for the coming week.

Chances are that you are not the only one who suffers from Monday morning blues. If you set a bad example at work or school, others who are enthusiastic, may be dragged down by your negativity. Remember Monday morning blues are contagious so don't be the one dragging all your friends or colleagues down!

Adapted from Platinum gr 12 Question Bank

10 MARKS

ANSWERS

1
2
3
4
5
6
7

Subject : English First Additional Language

Topic – Visual literacy

Sub Heading-Advertisement



Disclaimer

- Please note that all advertisements used are for demonstration purposes only and they do not imply endorsement by the DBE, the SABC or the presenter.
- Advertisements were sourced from magazines, newspapers and the internet.

Structure of Paper 1

- Comprehension test: 30
- Summary: 10
- **Advertisement: 10**
- Cartoon: 10
- Language and Editing skills: 20

Topic

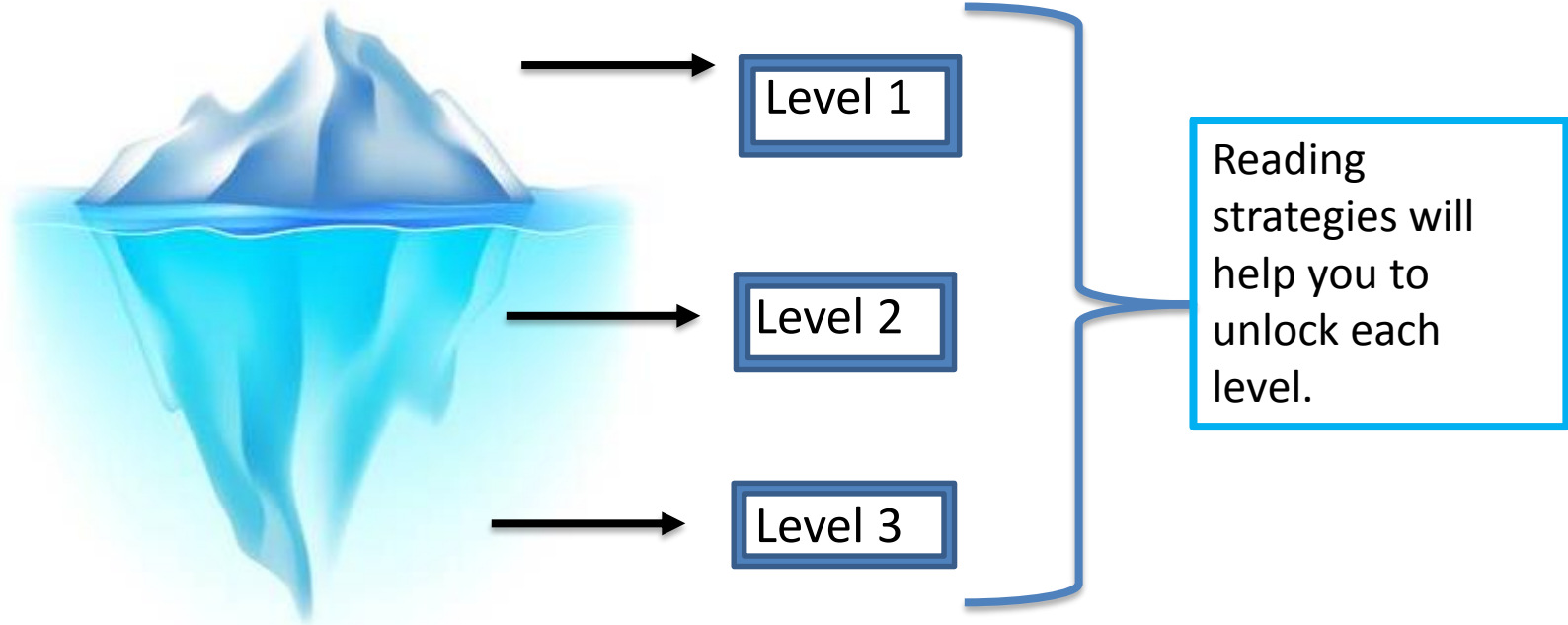
- What is advertising
- Techniques in advertising
- Target market
- AIDA principles
 - Attention
 - Interest
 - Desire
 - Action
- Attention Grabbers
- Language use
 - Informal Language
 - Emotive language
 - Informative language
- Advertising terminology
 - Logo
 - Slogan
 - Catch-phrases
 - Clever wording
 - Celebrity endorser

What is Advertising?

- Advertising is a message designed to promote a product / service / idea.
- These messages are shown to the public via the media by means of newspapers, magazines, radio, television, billboards, flyers, and more.



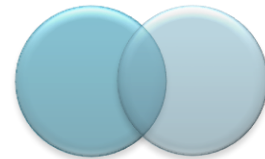
A text is like an iceberg:



Please note:



A combination of text structures can be used in the same text.



Comprehension strategies

1. Predicting
2. Visualising
3. Making connections
4. Monitoring
5. Summarising
6. Evaluation

Techniques in advertising

Techniques in Advertising

- Advertisements make use of emotive and persuasive means.
- A successful advertisement will make use of one or more of the following techniques:

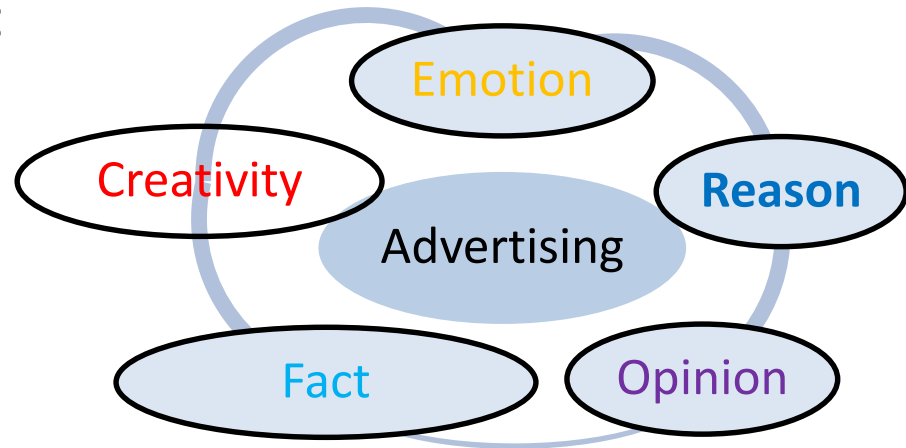
 Creativity

 Emotion

 Reason

 Fact

 Opinion





Reason

Emotion

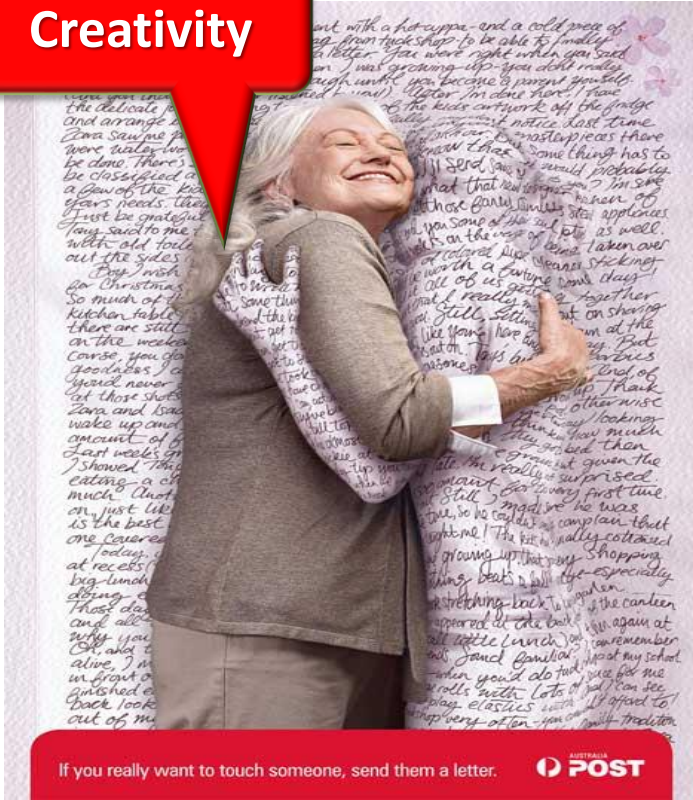
No downside to
biofuel? We beg
to differ.

Millions of Africans are now starving
because the price of their food doubled,
because food crops are now biofuel crops,
because of climate 'science' based on lies.

AP



Creativity



If you really want to touch someone, send them a letter. 

WARNING!



CIGARETTES ARE ADDICTIVE.

Fact

Opinion



Let's think about the techniques in this advertisement

BULLYING.

LABELS ARE FOR FOOD, NOT PEOPLE - DON'T BULLY!

Kindness Counts

BULLY BEEF

The Bully, The Bullied & The Bystander

SPEAK UP!

See your teacher, School counsellor or GP.

Need more help? Speak to a teacher, Counsellor or GP. More Info? Visit midcoast.nsw.gov.au/youth

MIDCOAST council

The advertisement features a central illustration of a can of 'BULLY BEEF' with a sad, grumpy face. The can is overflowing with brown liquid. The background is yellow with red and blue accents. The text is in various fonts and colors, including blue, white, and brown. There are also small illustrations of hands pointing.

Let's think about the techniques in this advertisement



Target market

Target Market

- This is the group of people that an advertisement is trying to reach.
- May be divided into age, gender, social status and activities.
- Advertisers use the fact that buyers classify themselves in order to create adverts to appeal to those classified groups.
 - E.g.: teens, computer geeks, stay-at-home mothers, jetsetters, corporates, amongst others.



Who are the target markets of these products?



Aida Principles

AIDA-principles

Aida

Attention
(grab - buyer)

Interest
(sustain -
consumer
interest)

Desire
(create
desire - to
possess)

Action
(motivate
buyer)

Attention

It is vital that the advertiser grabs the attention of the consumer.

Attention can be attracted by:

- ⇒ An eye-catching image
- ⇒ Clever use of language
- ⇒ Attractive layout
- ⇒ Posing a question
- ⇒ Font (type of lettering)
- ⇒ Catchy headlines

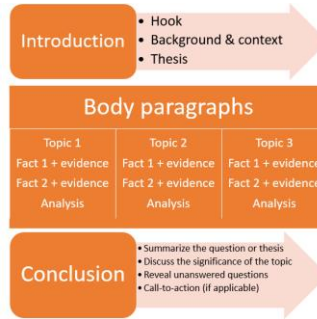


Interest

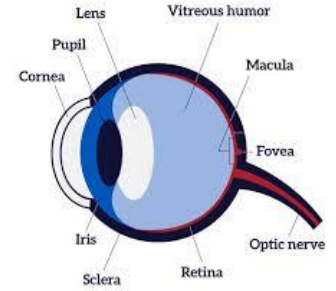
- Attention of consumer must be attracted
- Interest to be maintained
- Consumer must feel compelled to continue reading
- How:
 - Visual Techniques
 - Linguistic Techniques (Paper 3)



Cartoons



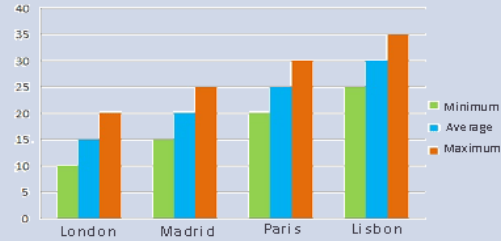
Outline diagram



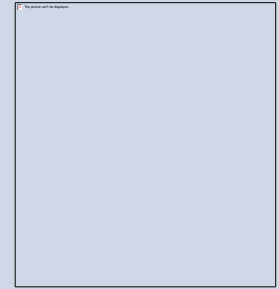
Diagram



Unusual outline



Statistics



Colourful Photograph

Linguistic Techniques

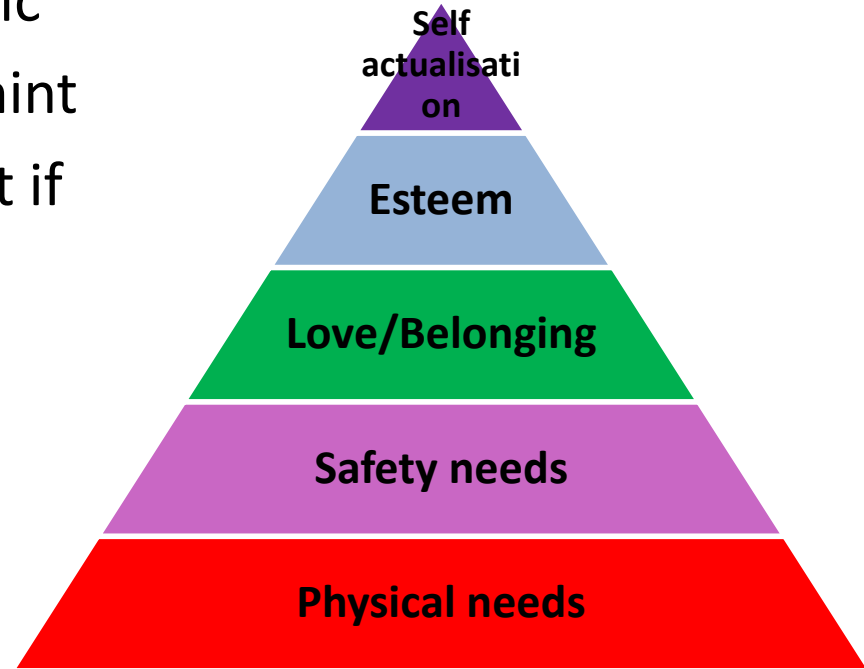
- Punchy headlines / captions
- Rhetorical questions
- Puns, Alliteration
- Slogans, Clichés
- Repetition, Exaggeration
- Unusual trade names
- Emotive language
- Opinions stated as facts
- Jingles, catchy songs
- Jargon



Desire

Advertisers also appeal to basic human desires or needs and hint that desires/needs will be met if their product is purchased.

- **Maslow's Hierarchy of Needs**



Action

- Advertisers need to:
 - get the attention of the consumer
 - ensure that the consumer responds to the advert



Let's practise techniques

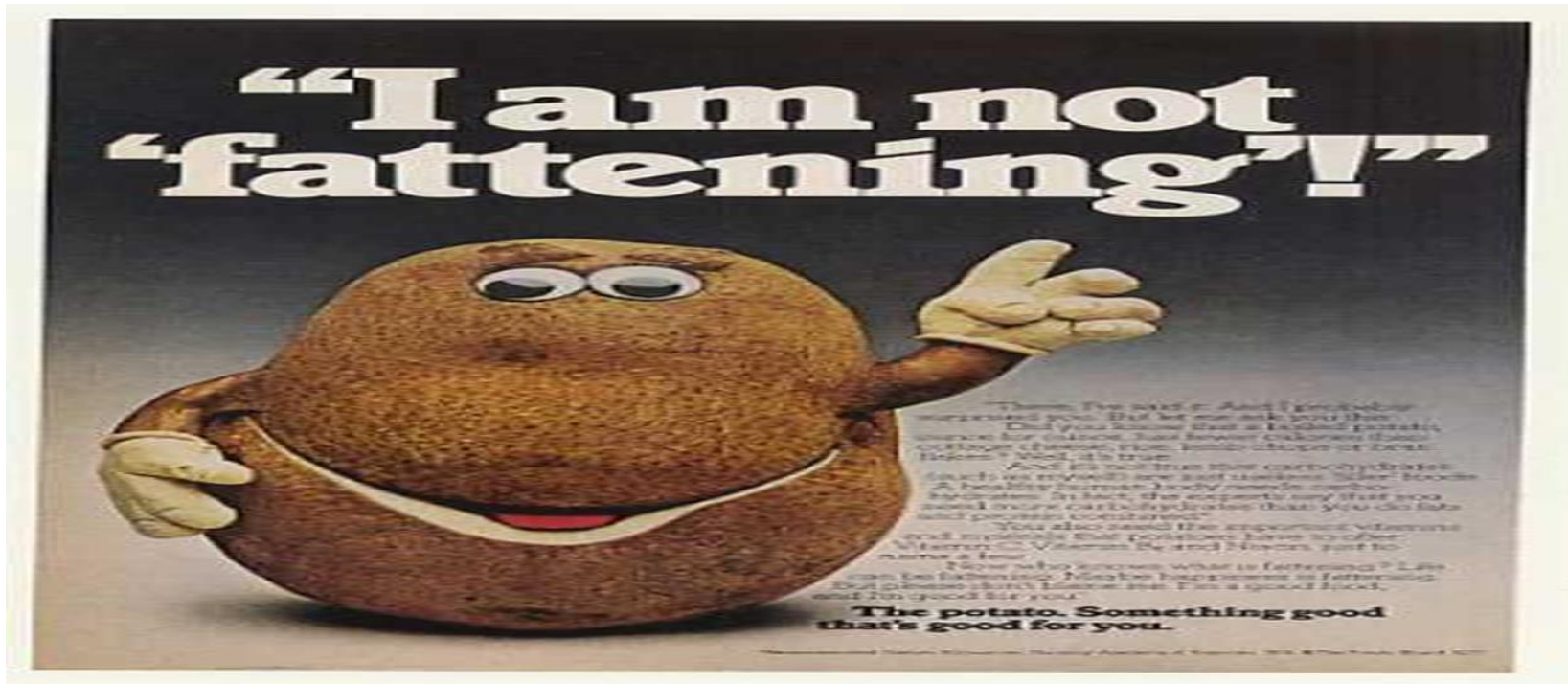
A-ACTION

Want it? Get it.
Shop **online!**
www.advertisement.co.za
5 easy steps on how to shop

- 1 Visit www.makro.co.za
Search for products
- 2 Select the products you would like to purchase
Add to My Lists
- 3 Continue to checkout once shopping is done
Proceed to checkout
- 4 Select collection or delivery
Deliver to My Address
Collect from a Store
- 5 Select your preferred payment method
Pay by **pay**
It is that easy!



I - Interest



A- ATTENTION





D-DESIRE



Advertisers also appeal to basic human desires or needs and hint that desires/needs will be met if their product is purchased.



A- ATTENTION



The average teenager spends almost 9 hours per day on social media.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk



Attention grabbers (Gimmicks) used

- 'Buy one get one free'
- Limited stocks
- Limited term offers
- Money back guarantees
- Easy payment plans
- Discounts
- Free gifts
- 'Bargain of the century'
- Clearance sales
- Reduced prices
- Order immediately and



Language use

Informal Language

- Everyday speech
- Vocabulary less sophisticated
- Simple sentences
- Informal grammar
- Colloquialisms & slang



Emotive Language

- Appeals to emotions rather than to intellect
- It is persuasive
- Advertisers make use of fact & opinion, propaganda, sensationalism and bias.



Match Column A to Column B

Column A	Column B
1. Advertisements that promise to save you money.	A. "Order now! Supplies are limited! Everything must go!"
2. Advertisements that use facts and figures to prove their quality.	B. "If you buy this computer, you get the printer for free!"
3. Advertisements that promise something for nothing.	C. "a trusted skincare brand".
4. Advertisements that create the impression that you have to act fast.	D. "... like Mom used to bake it."
5. Advertisements that refer to a time when life was simpler and the quality better.	E. "Saving is a gift that keeps on giving"
	F. "9 out of 10 dentists who tried this product recommend this toothpaste."



Correct answers

Column A	Column B
1. Advertisements that promise to save you money.	E. "Saving is a gift that keeps on giving"
2. Advertisements that use facts and figures to prove their quality.	F. "9 out of 10 dentists who tried this product recommend this toothpaste."
3. Advertisements that promise something for nothing.	B. "If you buy this computer, you get the printer for free!"
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Informative Language

- Informs viewer of the product / service
- Language that aids the selling of the product
- Jargon



Advertising terminology

Logo

- Picture / graphic used as an identifying symbol
- Acts as signature for a brand



NUROFEN



Logos

- The following are logos from well known advertisements.
- Explain the effectiveness of each of these logos.



Slogan

Slogan

Short, memorable phrase that is immediately associated with a brand



KIA MOTORS
The Power to Surprise™



AVIS



The following are slogans from well-known advertisements. Explain the effectiveness of each of these slogans.

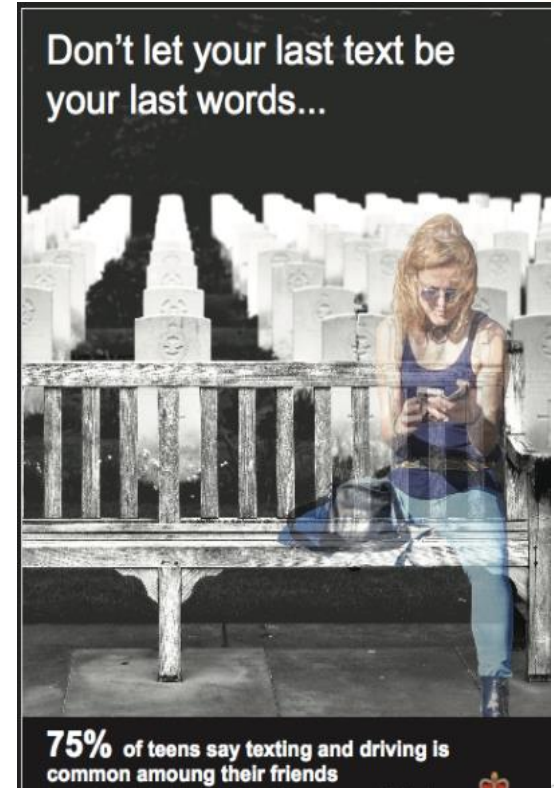
Slogan	Product	Is it effective?
"Connecting People"	Cell phone	
"Obey your thirst"	Cool drink	
"Impossible is nothing"	Sportswear	
"A diamond is forever"	Jewellery	
"Because I'm worth it"	Skincare	

The following are slogans from well-known advertisements.



Catch phrases

A clever, witty phrase designed to attract the public and which does not necessarily appear in every advert for that product.



Clever wording

Keep the reader interested using:

- alliteration
- rhetorical question
- simile



**DOUBLE THICK.
DOUBLE DELICIOUS**



**Same
smoothness.**

Clever wording



Reason for discussing advertisements

- CAPS
- Exam paper:
 - Paper 1
 - Question 3 – 10 marks
 - Typical questions:
 - Who is the target audience..?
 - Discuss reason for use of different fonts, word play
 - How does Support the message of the advertisements?
 - Why is xxxx a well-established brand according to this ad?
 - Why was telephone numbers/email address/ FaceBook logo used?
 - Does this advertisement succeed in convincing the reader to purchase the advertised product
 - Paper 3
 - Question 3: Shorter transactional – 20 marks

Recap

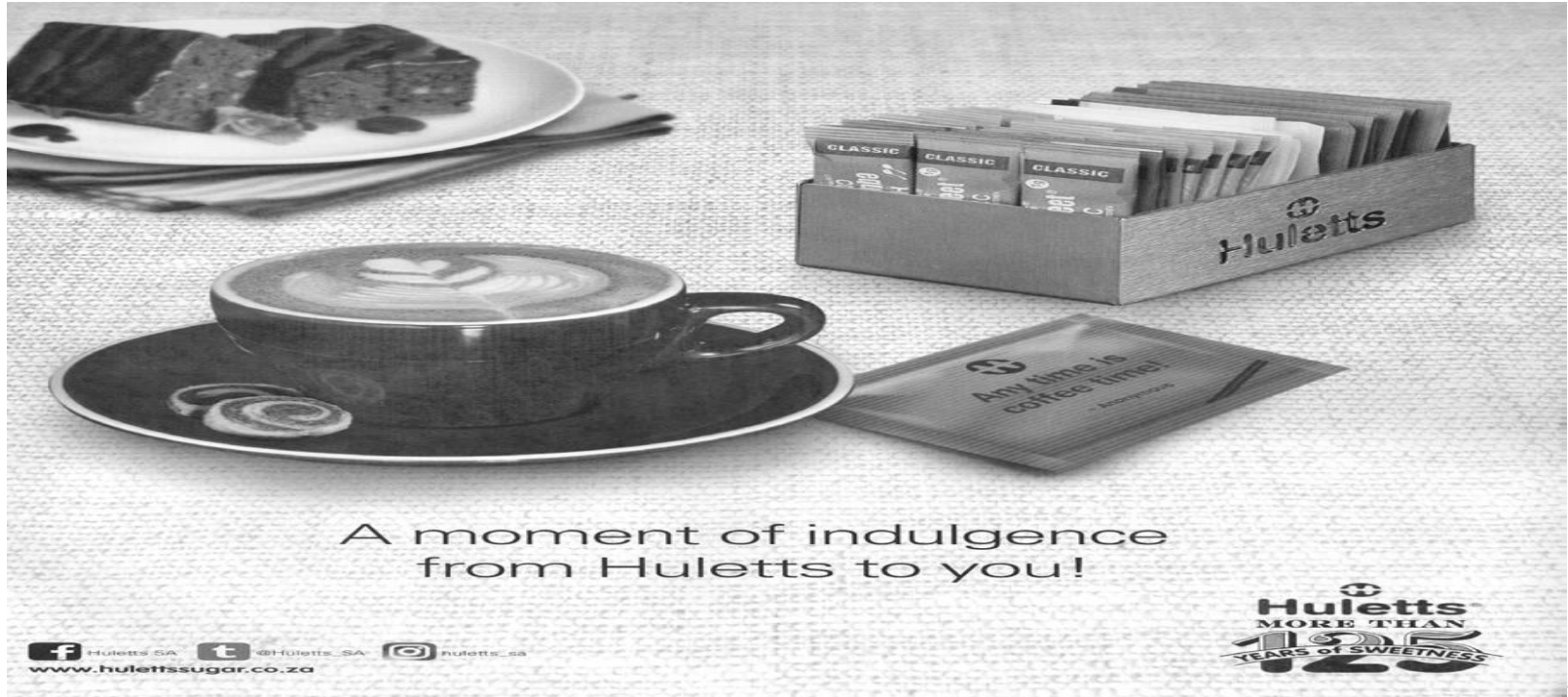
Advertisements

What do you remember of:

- Advertising techniques
- Target market
- Aida principles
- Attention Grabbers
- Language use
- Advertising Terminology

Let's practise



National Senior Certificate Exam 2018



A moment of indulgence from Hulett's to you!

A black and white advertisement for Hulett's coffee. The scene is set on a light-colored, textured surface. In the foreground, a dark coffee cup with a latte art design sits on a matching saucer. To the right, a wooden-style box is filled with packets of Hulett's Classic coffee. One packet lies flat in front of the box, featuring the Hulett's logo and the slogan "Any time is coffee time!". In the background, a plate of cookies is visible. The overall aesthetic is clean and professional.

Hulett's
MORE THAN
105
YEARS OF SWEETNESS

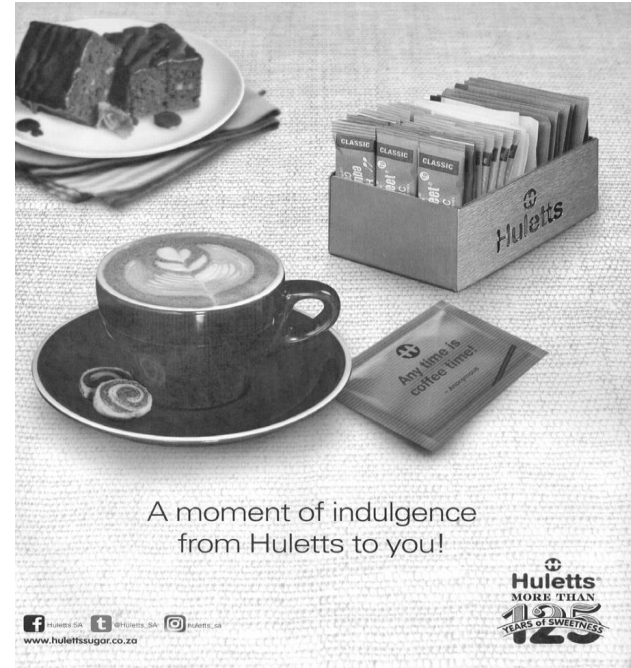
 Hulett's SA  @Hulett's_SA  hulett's_sa
www.hulettssugar.co.za



3.1 To whom would this advertisement appeal? (1)

Answer: To people who enjoy sweet foods/cake/hot beverages. ✓ (1)

NOTE: The question refers to the target market.



3.2 The box to the right of the cup contains sachets of sugar as well as artificial sweeteners. Why has the advertiser included artificial sweeteners? **NOTE:** Think of possible reasons why the advertiser would do this.

Answer:

To offer a/an healthier/alternate option. (1)



3.3 Refer to the headline, 'A moment of indulgence from Hulett's to you!'

Choose the correct answer to complete the following sentence:

In the context of the advertisement, the word 'indulgence' means ...

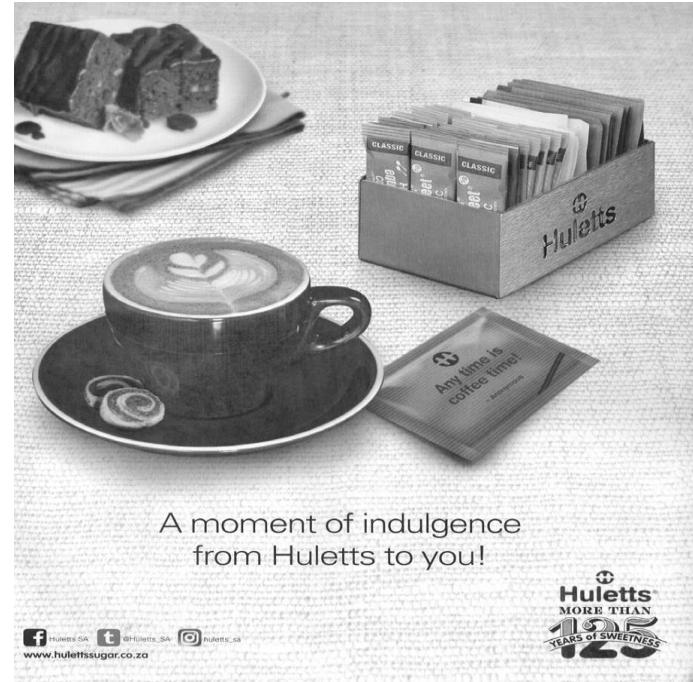
A tolerance.

B sympathy.

C understanding.

D enjoyment.

(1)



3.3 Refer to the headline, 'A moment of indulgence from Hulett's to you!'

NOTE: In your answer you have to refer to the visual aspect as well the words in the headline. Find the connection and explain it.

2. How do the visual aspects support the headline, 'A moment of indulgence from Hulett's to you!'? . (3)

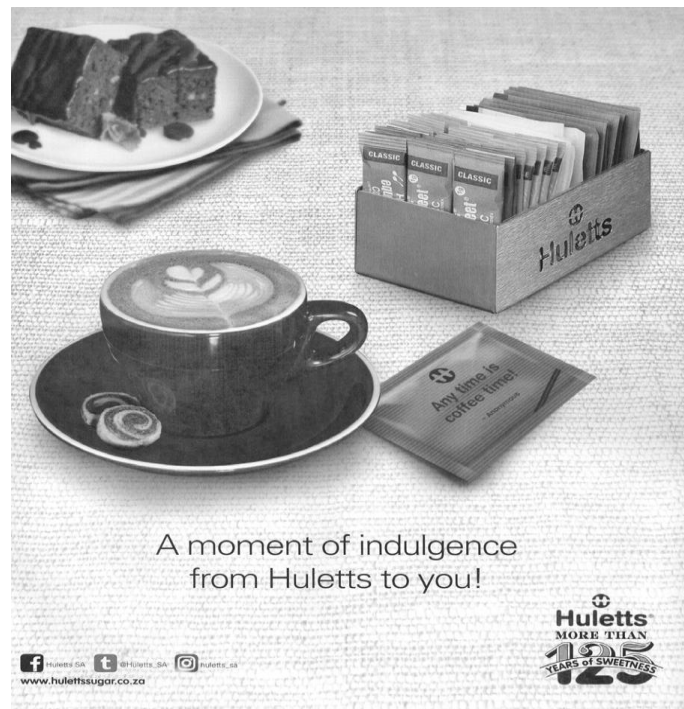


Answer

Answer: Hulett's provides the opportunity to have moments of enjoyment through a slice of cake/a cup of coffee/biscuits/the presentation.

OR

The picture of the box of sugar and artificial sweeteners shows that these products from Hulett's make the enjoyment of a slice of cake/a cup of coffee/biscuits possible, even for the health-conscious. ✓✓✓



A moment of indulgence
from Hulett's to you!

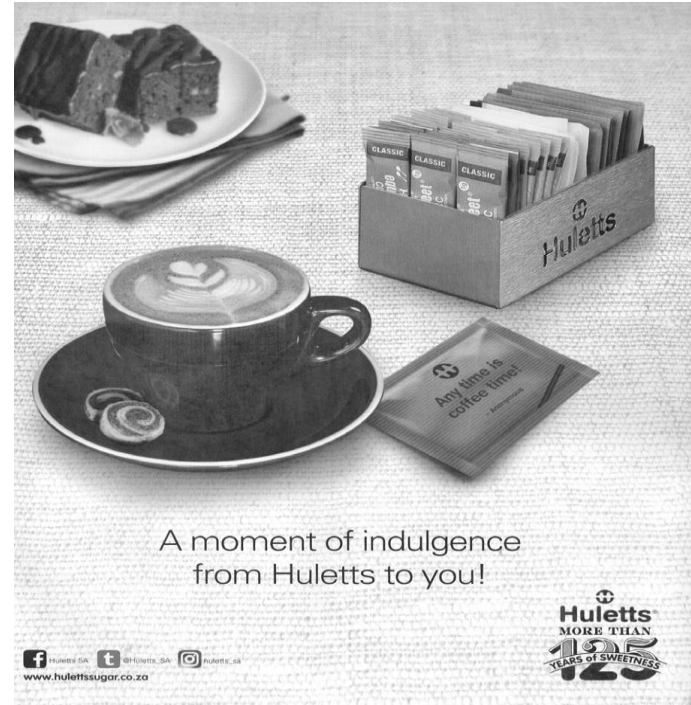
Hulett's
MORE THAN
125
YEARS OF SWEETNESS

www.hulettssugar.co.za



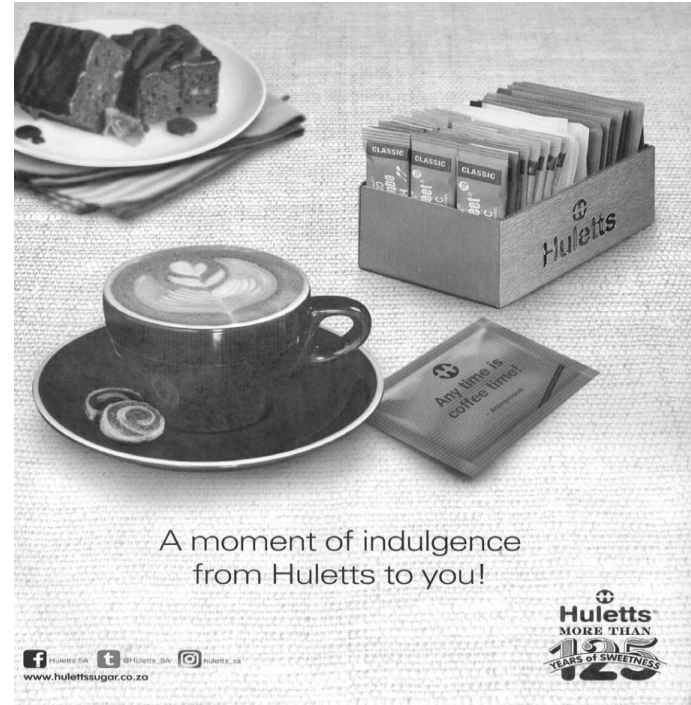
3.4 Why has the advertiser included the words, 'MORE THAN 125 YEARS OF SWEETNESS'? State TWO points. (2) **NOTE: Refer to the mark allocation.**

To emphasise how old the company is. ✓
To emphasise how reputable the company is. ✓



3.5 Does this advertisement convince you to purchase Huletts products? Substantiate your answer. (2)

NOTE: Refer to the mark allocation.
Answer the question with YES or NO. Give reasons for your answer.
Remember to refer back to the text.



3.5 Does this advertisement convince you to purchase Huletts products? Substantiate your answer. (2)

Yes. The advertised products can be used in different ways e.g. coffee. The company has been in existence for more than 125 years and is therefore, reliable. The advertiser has also included artificial sweeteners which are the alternate to sugar for people who are health-conscious/have diabetes. ✓✓

OR

No. Sugar and sweeteners are health hazards and can cause harm/diseases to the body. Products with large amounts of sugar can cause diseases, e.g. diabetes. ✓✓

**I like friends who have
independent minds
because they tend to
make you see problems
from all angles.**



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