

ENGLISH HOME LANGUAGE

GRADE 12

PAPER 1: VISUAL LITERACY MARKING GUIDELINES

RESOURCES: Grade 12 past examination papers

QUESTION 1: ANALYSING CARTOON TEXT A & B

1.1

- It is **one continuous thought** from Frame 1 to Frame 3.
- The **girl's voice tails off** at these points. (2)

1.2

ACTION:

FRAME 2:

The speaker is **CONTEMPLATIVE AND PASSIVE**.

FRAME 4:

The scene is in stark **CONTRAST** to Frame 2.

The **girl SHOUTS**, as indicated by her **WIDE-OPEN MOUTH**, and it results in the **BOY'S TUMBLING ON THE BED**.

FONT:

FRAME 4:

Font is **BOLD** as opposed to the **SMALLER FONT** in FRAME 2.

This **HIGHLIGHTS** how the **GIRL SHOUTS out** her statement.

TEXT/DICTION:

FRAME 2:

Denotes her **sincere** (or apparently sincere) **'CARING' CONCERN** at waking her brother.

BUT

FRAME 4:

she is **BULLYING** and this is shown by the **DOMINEERING TONE**. (3)

1.3

- His **FURY** is indicated by his **CLENCHED FISTS**;
- he **GNASHES HIS TEETH**;
- he is **SWEATING**, as shown by the **DROPLETS**.
- The **ACTION LINES** around his **ARMS AND LEGS** reinforce the sense of **HIS ANGER**. (3)

1.4

The speaker expresses the **STEREOTYPED VIEW** that **BIG COMPANIES** use **DISHONEST** means to be **SUCCESSFUL**. (2)

TEXT C

QUESTION 2: ANALYSING CARTOON

2.1 Initially, the boy and girl are riveted to the screen and are eagerly waiting for their programme to restart. The reclining position of the children indicates that they have let their guards down leaving them more susceptible to absorb what is being said. (2)

2.2 The woman in Frame 4 is smiling broadly as she promotes the product. The mother, on the other hand, is horrified at the antics of her children as they slide down the hill. She realises that they are creating more work for her.

[Credit reference to appearance versus reality.]

[Award only 1 mar if a candidate provides descriptions of the facial expressions such as 'enthusiastic' and 'horrified'.] (2)

2.3 The visual elements are effective as the cartoonist depicts the impact of the advertisement on the observers. The small-silhouetted figures show that the children's stature has been diminished in the face of the overwhelming message of the advertiser. They are dwarfed by the large speech bubble emanating from the television broadcast. They are willing participants who have reacted unthinkingly.

[Award 3 marks only if a comment is made.]

[Award no more than 2 marks if one element is discussed. (3)

2.4 The cartoonist ridicules the manner in which children react to advertising. The folly of blindly following persuasive advertising is illustrated effectively by highlighting the children's gullibility. The children are bemused by the mother's realistic reaction to their escapade. /The writer is critical of advertisers who distort reality in order to sell their products. He satirises the misleading nature of television advertisements, versus real life. The washing powder only works with a real effort of applying labour. The children are fooled by the advertisement and believe that they could also experience the happy world of television characters. However, their mother is angry because she has to deal with the reality of dirty clothes. Not everything that is presented on television should be believed.

[Credit cogent alternative responses.] (3)

[10]

TEXT D

QUESTION 3: ANALYSING CARTOON

- 3.1 The boy is marginalised to the far left of frame 1. / He is voiceless. /The speaker's tone and the girls' facial expression show hostility. /The bold 'YOU' shows the speaker's domineering attitude.

[Award 2 marks for TWO valid points.]

(2)

- 3.2 In frame 2, the boy's head is moving from side to side and this illustrates his reaction to the overbearing assault. Both girls are verbally abusing him. He is left completely confused.

In frame 3, the boy's slumped shoulders show that he is completely defeated. He is left depressed because he is rejected. The speech bubble illustrates his state of mind.

[Award 2 marks only if candidate makes reference to both frames 2 and 3.]

(2)

- 3.3 The bold font effectively highlights the authoritarian/demanding/domineering tone. The use of several exclamation marks shows that the girls raise their voices and shout at the boy in unison. The repetition of the command, 'GO ON HOME' underlines how adamant the girls are.

[Award 3 marks for any three points OR 3 marks for any two well-discussed points.]

(3)

- 3.4 The last frame is grimly ironic. The girls blame the boy for his dejection, while they are wholly responsible for his lack of humour. The girls take no responsibility for their abusive actions. They are utterly insensitive.

[Accept responses that discuss the nature and effects of bullying, with reference to the cartoon.]

[The explicit use of the word **irony** or its derivatives is not necessary for full marks.]

[Credit cogent alternative responses.]

(3)

[10]