

English

Home Language

CLASS TEXT & STUDY GUIDE

Sue Jordaan, Gail Wallace & Jeanne Maclay-Mayers

GRADE

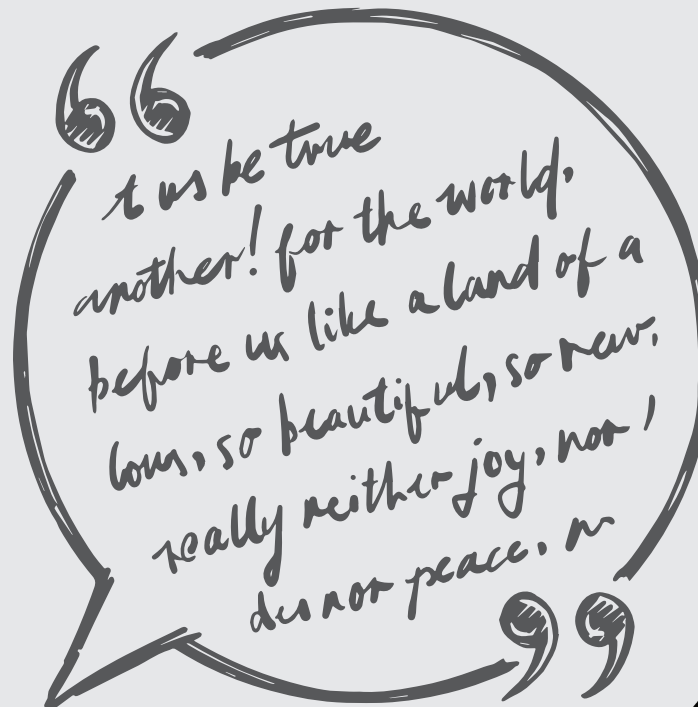
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CAPS

3-in-1



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Grade 12 **English HL** 3-in-1 CAPS

CLASS TEXT & STUDY GUIDE

This Grade 12 English Home Language 3-in-1 study guide offers a full walkthrough for learners writing both the DBE (National) exams and the IEB exams, and offers an original DBE-style Paper 1 and an original IEB-style Paper I. The book is organised into bite sized, manageable chunks, focusing on one thing at a time so that you can confidently explore and begin to master the four main skills – Listening & Speaking; Reading & Viewing; Writing & Presenting; Language Structures & Conventions.

Key Features:

- Comprehensive, memorable notes on each of the 4 skills
- Carefully selected exercises with full answers on each of the skills
- Sample paper 1's and memos (DBE and IEB)

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THIS CLASS TEXT & STUDY GUIDE INCLUDES

- 1 Stimulating Notes on each of the four skills
- 2 Exercises
- 3 Answers

E-book
available 

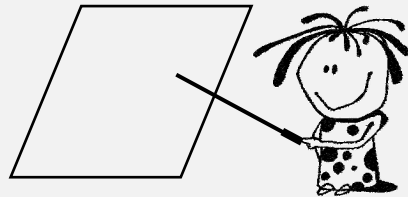
*Plus two **sample** Exam Paper 1s and Memos*



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PHOTOGRAPHS

A **photograph** is an image recorded by a camera.

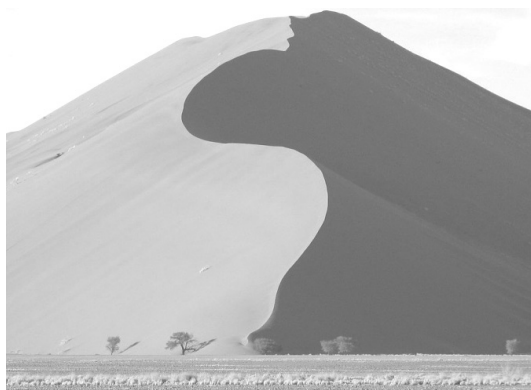
Portrait and landscape formats

Photographs are normally rectangles. If they are upright they are said to be in 'portrait format', and if they lie on their side they are said to be in 'landscape format'. This is because a portrait normally needs more height than width and a landscape normally needs more width than height.



Source: Rod Waddington

An upright rectangle is usually used for portraits of people's faces. Therefore this format is usually referred to as 'portrait format'.



Source: Harald Süpffe

A lying-down rectangle is usually used for landscapes. Therefore this format is usually referred to as 'landscape format'.

Foreground and background



Source: Massimo Catarinella / Mehmet Karatay

The items in the front of the photograph make up the **foreground**, and the items at the back make up the **background**. Some pictures also have a **middle ground**. For example, in the photograph on the left, a stag's head is in the foreground; two more stags are in the middle ground; and the mountains and cloudy sky are in the background.

Stable and dynamic compositions

The **composition** of a photograph is the way in which the individual components are placed together. For example, the photograph of the flower below has a stable composition because the flower is in the centre of the frame, while the photograph of the lampposts has a dynamic composition because the lamppost on the left is more prominent than the others.



Source: Alvesgaspar



Source: Jacek Halicki

Facial expression and body language

If a photograph includes a person, that person's **facial expression** and **body language** will probably show how that person is feeling.

For example, in the picture on the right, the woman's facial expression is watchful but not intrusive, and her tilted head and bent leg imply that she is interested in appearing attractive to the viewer. She seems open to forming relationships, and both her facial expression and her body language make her seem approachable, flexible and non-threatening.



Source: Ed Frazier

In contrast, the facial expression of this tennis player shows that she is focused on the ball and almost oblivious of the viewer. Her body language shows that she is about to move, while also giving a sense of determination.

The focal point

Usually, one part of a photograph will receive more of a viewer's attention than the other parts. This part is called the **focal point**.

In the picture of the tennis player, the ball is the focal point. Because the woman is looking at it, and is about to hit it, and because it is balancing on her finger for just a moment, our eyes are drawn to it.

In the picture below, the bullet is the focal point. It is the piece that seems to be moving while the soldier holds still.



Source: Photo by DAVID ILIFF. License: CC-BY-SA 3.0



Source: DoD photo by Staff Sgt. Suzanne M. Day, U.S. Air Force.

Point of view

When you are talking about the **point of view** of a photograph, this refers to the angle from which the photograph was taken, such as upwards, downwards or at eye-level.

Each angle has a different effect on how the viewer will perceive the subject.

An **upwards angle** can make the subject seem powerful, important or special.

An **eye-level angle** can make the subject seem of equal status to the viewer.

A **downwards angle** can make the subject look weak and in need of support.

For example, the photograph on the top right is of an Indian girl. It is taken from an upwards angle, which makes her seem confident and in control of her life.

The photograph on the right of the Gambian woman is taken from an eye-level angle, which makes her seem equal to the viewer.

The photograph on the bottom right is of Afghan children. It is taken from a downwards angle, probably because the photographer is standing up. The effect is to make the children seem endearing but vulnerable.



In addition, it is worth noting that the photograph on the left (of the soldier) was taken at an unusual angle. It is an eye-level shot but the viewer does not look at the soldier's eyes. By taking the photograph very close to the soldier's head, the photographer has made the viewer see almost what the soldier sees.



Source: Yves Picq <http://veton.picq.fr/>



Source: Ferdinand Reus from Arnhem, Holland



Source: Capt. John Severns, U.S. Air Force

Try This!

Exercise 62

Look at the following photograph of the investigative journalist, Bryan Bruce, and answer the questions that follow.



Source: Wazzleido

- 62.1 What point of view has this photograph been taken from?
- 62.2 What is the focal point of this photograph?
- 62.3 Comment on the facial expression of the journalist.
- 62.4 In what way is the format of this portrait unusual?
- 62.5 Comment on the composition of the photograph, and how this is related to the unusual format of this portrait.
- 62.6 What is communicated by the darkness and the background that is included in the left-hand side of the picture?

Open and closed frames

A photographer can also choose to use an open or a closed frame. An **open frame** suggests that the picture continues beyond its borders, as in the photograph below of the strawberries. A **closed frame** contains the whole subject and suggests completeness, as in the photograph below of the egg in the egg cup.



Source: Thomas Wolf, www.foto-tw.de



Source: Source: © Marie-Lan Nguyen / Wikimedia Commons / CC-BY 2.5

Selections and omissions

People often think that whatever is in a photograph is the truth, but the photographer still **selects** what he/she will **include** in the frame, and what he/she will **leave out**. Therefore a photograph is just **one version of reality**.

For example, consider the two photographs below, which were taken by the same photographer at the same event. The first one is of the singer Simphiwe Dana, and it shows only this singer. The second shows this singer together with other singers.

Both of them depict a real event, but they give a different impression. The one focuses on Simphiwe Dana, and makes her seem particularly important and special. The other one shows her as part of a group of singers performing together, and makes her seem part of a team.



Source: Tsui



Source: Tsui

The contrast between light and dark

A photograph that contains a strong **contrast between light and dark** is very striking.

For example, the picture of the old man walking through the tunnel is eye-catching because of the strong contrast between light and dark in this picture.



But silhouettes such as this only give a limited amount of information about their subjects.



Source: Joaquim Alves Gaspar

2 The mood of a photograph

The **mood** of a photograph is the way it makes the viewer feel.

For example, on page 69 the picture of the man walking has a calm mood, because the man's body language seems dignified and unhurried.

When they are present in a photograph, facial expressions also have a big impact on its mood.

For example, on page 68 the mood of the woman from Gambia is very cheerful because her facial expression is so happy.



Colour can also have a big impact on the mood of a photograph.

The context of a photograph

A photograph's **context** is the set of circumstances in which it was produced. The context includes the place and time that the photograph was taken, as well as its relevant social, cultural and political background.

For example, the photograph alongside shows a woman in a factory. It was taken in America in 1942. This was in the middle of World War II, after America had joined the war on the side of the Allies.

Because America's involvement in the war lifted it out of the Great Depression, and because over 14 million American men went to war, many American women could now get work in factories. Previously, factory work had been considered a man's job.



Source: Howard R. Hollem

By understanding the context of this photograph, we can understand that it documents the changing role of women in American society as a consequence of World War II.

The theme and message of a photograph

The **theme** of a photograph is the main idea that it explores.

The **message** of a photograph is what is communicated by that photograph.

The photograph alongside shows the hands of members of a basketball team, all wearing rings with the insignia of their team. The theme of the photograph is solidarity and unity. The message of the photograph could be 'Wearing shared insignia helps to bring a team together'.



Source: Dublinball

Try This!

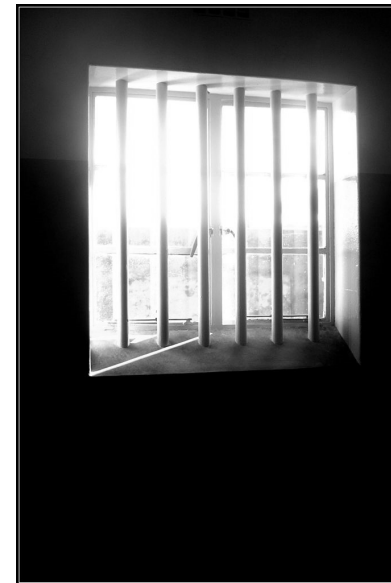
Exercise 63

Look at this photograph of the window from Nelson Mandela's jail cell on Robben Island.

The photographer took it in 2013 and titled it 'Wisdom Window'.

Now answer the questions that follow.

- 63.1 Has this photograph got an open or closed frame?
- 63.2 What is the image's context?
- 63.3 (a) What has been excluded from this photograph?
(b) Suggest why the photographer did this.
- 63.4 How has the contrast between light and dark been used to create a symbol?
- 63.5 Discuss the mood conveyed by the image.
- 63.6 What message is being conveyed?



Source: Witsinkhout

Wisdom Window

How photographs reflect and shape values and attitudes

The photographs that photographers take will **reflect** their values and attitudes towards the things that they photograph.

For example, a photographer who loves nature will probably take a lot of nature photographs that depict the beauty of nature, as is the case with the photograph below of the birds in flight.



Source: Cephas

However nature has a grim side too, that appears less frequently in nature photographs, but which is depicted in the photograph below of the dead baby bird.



Source: Tony Willis

Photographers take fewer pictures of dead birds than live birds, because most believe that nature is a wonderful thing, and they therefore photograph its wonderful aspects.

This in turn **shapes** viewers' values and attitudes. They see nature presented as a wonderful thing, and they internalise this idea of nature.

When photographers take pictures of people, sometimes they are celebrating who these people have become, and sometimes they are protesting against this.



Source: The Photographer



Source: Eric Pouhier

Photographs that document the inhumane circumstances that some humans have to endure can be a catalyst for change. By reflecting the dismay of photographers and their subjects, the photographs can create both sympathy and empathy in their viewers, and can create a public will to change the subjects' circumstances.

However, if a certain kind of picture is often used to represent people from a certain group, this can cause others to see those people as stereotypes. For example, if the people from a certain geographical area are often represented as suffering from various disasters, this can create the impression that they are victims who have no control over their own lives.

Therefore, although photographers might have the best intentions, their photographs can shape viewers' attitudes towards their subjects in way that they did not plan.

To help prevent this stereotyping effect, it is useful if images of suffering are accompanied by information that gives some context. Then the state that the subjects are in is shown to be temporary and as something that can be changed, rather than being an eternal state of victimhood.

Try This!

Exercise 64

Look at the photograph and the caption below, and answer the questions that follow.



Source: Oxfam East Africa / Andy Hall

A mass grave for children in Dadaab: Children have walked for weeks across the desert to get to Dadaab, and many perished on the way. Others have died shortly after arrival. On the edge of the camp, a young girl stands amid the freshly made graves of 70 children, many of whom died of malnutrition.

- 64.1 Why do you think the photographer took this photograph?
- 64.2 What values do you think caused him to take this photograph?
- 64.3 Do you think this photograph will help Oxfam find support for these refugees? Why do you say this?
- 64.4 Do you think the photograph could lead to stereotypes that could upset the refugees, or whether it records their hardships and resilience in a way that would be appreciated by the refugees? Give a reason for your answer.
- 64.5 How has your attitude to the refugees' situation been affected by this photograph?

ADVERTISEMENTS

An **advertisement** is a public notice promoting a product, a service, an opportunity or a cause. Advertisements often appear in newspapers and magazines, on billboards, in leaflets and flyers, and on television or before films.

The appeals

The **appeals** of an advertisement are the desires, needs and values that the advertisers are appealing to in the viewer.

Appeals are usually made to people's desire for:

- health
- enjoyment
- excitement
- luxury
- beauty
- romance
- independence
- success
- power
- social status
- freedom
- escape
- physical safety
- financial security
- saving money
- being a good parent / wife / husband / citizen / etc.



Try This!

Exercise 65

If you were advertising the following products, what desires / needs / values would you appeal to?

- 65.1 Insurance
- 65.2 Designer label clothes
- 65.3 Face cream that slows down the effects of ageing
- 65.4 Chocolate

Try This!

Exercise 66

What main desire is each of the following advertisements appealing to?

66.1



WHAT'S FRUSTRATING IS, ONCE INSIDE, YOU DON'T SEE IT ANYMORE.

YOU'LL ALWAYS REMEMBER THE FIRST TIME.
NEW RENAULT CLIO.

DRIVE THE CHANGE

Source: Online: <http://www.accelerate-productions.co.uk/wp-content/uploads/2013/07/renault-clio-affiche-anglais-3-2000-94014.jpg>. Retrieved: 6 March 2015.

66.2



RENAULT FLUENCE.
APPRAISE YOURSELF, REDEFINE YOUR STATUS.


FLUOR LATHER UP! UPOLSTERY SMART ACCESS CABIN, ELECTRONIC STABILITY PROGRAMME, FRONT AND SIDE AIRBAGS, DUAL ZONE AUTO AC, RAIN AND LIGHT SENSORS.

CASH BENEFITS WORTH £65,000 + INSURANCE @ £1 + EXCHANGE BENEFITS UP TO £75,000*

DRIVE THE CHANGE

Source: Online: <http://soulsteer.com/wp-content/uploads/2013/04/Feel-superior-with-Renault-Fluence.jpg>. Retrieved: 6 March 2015.

66.3



NEW RENAULT KANGOO.
EVEN MORE COMFORTABLE.

NEW KANGOO FAMILY PROOF

Source: Online: https://augustinpetre.files.wordpress.com/2011/03/renault_kangoo_simpsons_advertising02.jpg. Retrieved: 6 March 2015.

66.4



RENAULT KOLEOS.
4X4 OUTSIDE. RENAULT INSIDE.

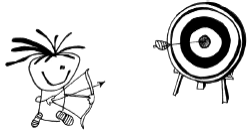
Source: Online: <http://www.theautochannel.com/news/2008/05/30/0884611-1-g.jpg>. Retrieved: 6 March 2015.



Different viewers will be attracted by different kinds of advertisements, depending on their desires, needs and values.

2 The target market

Every advertisement is aimed at a particular group of people: the **target market**. For example, this advertisement was aimed at mothers.



Advertisers often target people based on their age, gender, income level, ethnicity and/or location.



Source: <http://www.luxuryprams.co.uk/plaatjes/pedigree/9.jpg>.

Try This!

Exercise 67

The British Broadcasting Corporation (BBC) is a major provider of news and entertainment on the radio and television in the United Kingdom and internationally.

Look at this photograph of an advertisement placed in London by the BBC, and answer the questions that follow.



Source: : Edward Betts.

- 67.1 How does the positioning of this advertisement attract attention to it?
- 67.2 Looking at the context of this advertisement, what kind of people are being targeted by this advertisement?

Try This!

Exercise 68

For each of the following kinds of products, suggest who the advertisers should target.

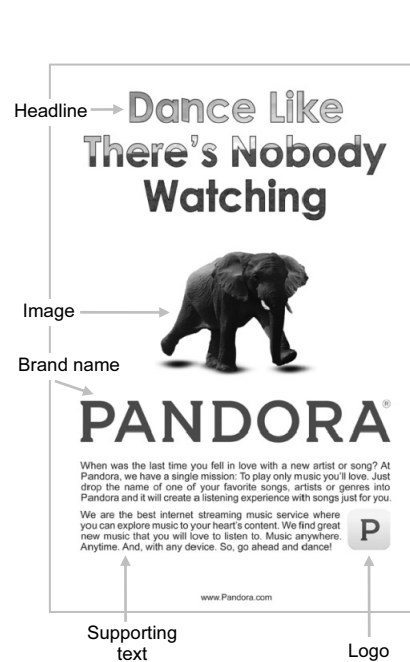
- 68.1 iPhone apps for popular music
- 68.2 Vitamin-enriched drinks
- 68.3 Security gates
- 68.4 Luxury sports cars

The key features of an advertisement

An advertisement is usually made up of both **written text** (the written copy) and **visual text** (the visual copy or images).



Source: Online: <https://media.licdn.com/media/p/3/005/012/31d/32545cb.png>. Retrieved: 6 March 2015.



Source: Online: http://simonecampbell.com/portfolio_wp-content/uploads/2014/09/sue_pandora_04-2.png. Retrieved: 6 March 2015.



A typical print advertisement includes an image, a headline, a logo and a slogan. However some advertisements have a lot more written text, while others have very little.

The **written text** of an advertisement includes the headline, the slogan, and any supporting text. The **headline** is usually in a large bold font, and then any extra information is given in a smaller font. The **slogan** is the saying associated with a particular brand, such as 'You can rely on Defy'. (Sometimes the slogan is made into the headline.)

The **language of advertisements** often includes:

- emotive language
- manipulative language
- dramatic statements
- catchy phrases
- questions directed at the target audience
- first-person pronouns, such as 'you' and 'we'
- repetition
- puns
- rhymes
- alliteration
- humour
- exclamation marks (to add a sense of urgency and excitement)
- names of celebrities and experts (mentioned as a way of endorsing the product)
- half-truths (usually including words such as 'may', 'most' and 'some')
- scientific evidence
- scientific language.



*A **half-truth** is a statement that tells only part of the truth, and it is normally used to mislead someone.*

Try This!

Exercise 69

Identify the language techniques used in each of the following statements, giving a reason for each choice. (Sometimes more than one technique may be used in a single statement.)

- 69.1 Your small change can feed a hungry child.
- 69.2 If your clothes are not becoming to you, you should be coming to us.
- 69.3 What will happen to your precious family if you are suddenly struck by injury or illness?
- 69.4 The taste that tingles on your tongue
- 69.5 Uniceferon is a natural ingredient, extracted from the seaweed of the Persian Gulf. Scientific tests have established its high iron and mineral content.
- 69.6 It may enhance the energy levels of most users by nearly 50%!
Don't delay – buy yours today!

The font chosen for an advertisement is also important in creating the mood of the advertisement. Traditional fonts will help to create a calm mood, while modern fonts will create a bolder mood.



See page 61 for more about fonts.

The **visual text** can be the focus of the advertisement or it can play a supporting role. A **main image** can be placed centrally, or it can take up the whole page and the written text can be overlaid onto it.



You need to be able to suggest why a particular image has been chosen or created for use in a particular advertisement.

The **logo** is the symbol associated with a particular brand. The logo can include the brand name if this is written in a consistent font, as in the example below.



Some brands have a logo that is made up of only the brand name in a distinctive font.

If the product being advertised does not appear in the main image, it is often placed in the bottom right-hand corner, because **product recognition** is an important part of successful buying behaviour.

When **colour** is used in an advertisement, whether in the written text or the verbal text, it plays an important role in creating the mood. Bright or contrasting colours attract attention and create a lively mood, while pastel shades create a gentle mood.

Some colours also have particular connotations. For example, red is associated with passion, yellow with happiness, pink with girls, and white with purity and innocence. In addition, colour can be used to highlight the focal areas of an advertisement.

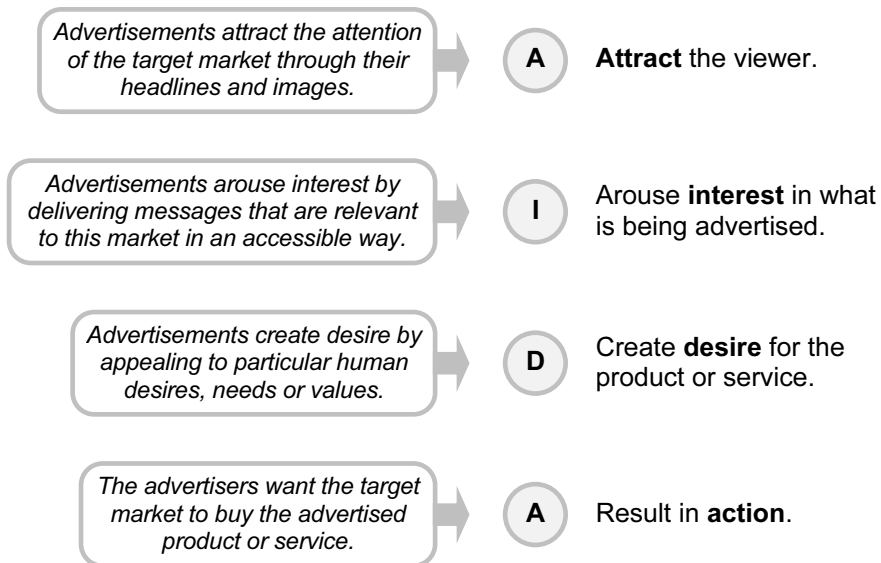
When colour is not used, the **contrast** between black and white often plays an important role in the visual text.

The **layout** refers to the way in which the different elements of written and visual text are placed together to form the advertisement.



When discussing layout, discuss what parts of the advertisement captured your attention, and in what order.

2 Advertisements are often created using the AIDA principle, which also helps us analyse their layout. According to the AIDA principle, an advertisement for a product or service should try to:



The top section of an advertisement is often used to attract the viewer, arouse interest and create desire, while the bottom section is often used to encourage the viewer to take action.

Try This!

Exercise 70

Use the AIDA principle to discuss how this advertisement could affect the viewer.

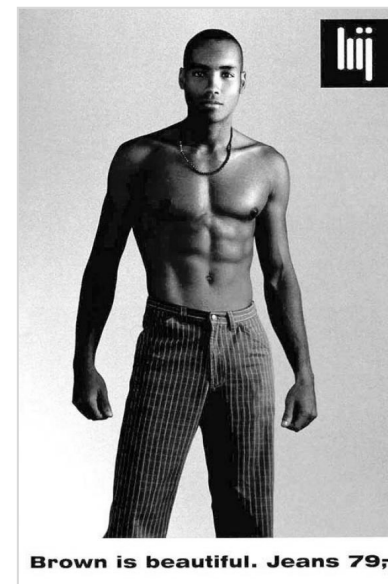
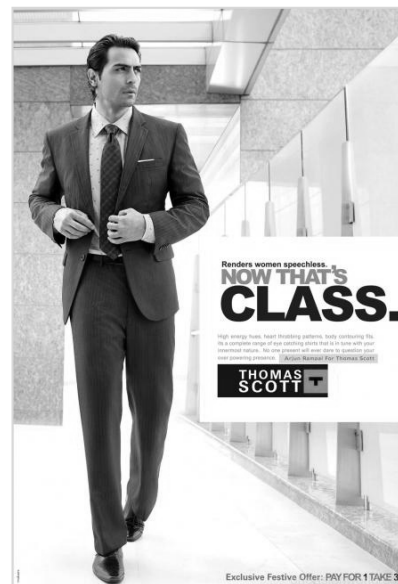
The white text below the woman's face says:
 "I use Bio-Oil every day. It keeps my skin tone even, and makes my skin look and feel great!"
 Hayley James



How advertisements reflect and shape values and attitudes

Advertisements **reflect** the values and attitudes of the society that creates them.

For example, Western society values confidence and independence, and this is reflected in the advertisements below.



The body language of these two models show that they are ready to meet the world head on.

Advertisements can also **shape** values and attitudes, because the values and attitudes that they present to viewers can become internalised by those viewers.

For example, when we see many confident and independent people in advertisements, it is likely that we will try to become more like them.



Viewers are more likely to identify with and emulate models when they are the same gender and race as the model.

Advertisements also have the power to influence viewers to make unwise choices, by making foolish behaviour, such as smoking, appear fashionable and cool. For this reason, some kinds of products, such as cigarettes, can no longer be advertised in South Africa.

Try This!**Exercise 71**

Look at the following text and answer the questions that follow.



- 71.1 What organisation placed this advertisement?
- 71.2 Why is it an unusual kind of advertisement?
- 71.3 How does it reflect society's current attitude towards smoking?
- 71.4 What desire in the viewer is it appealing to?
- 71.5 Comment on whether you think it could shape viewers' attitudes towards smoking.

Stereotypes and prejudice in advertising

In order to reach their target audience, advertisers sometimes use **stereotypes** that they think will appeal to their target audience.

For example, men are often depicted with straight necks and backs, facing forward, and with both feet firmly on the ground. This makes them seem confident and independent. Women are often depicted with seductively tilted heads, and coyly bent knees. This makes them seem attractive, flirtatious and non-threatening.

In addition, women are often represented in the home, while men are often represented outside.

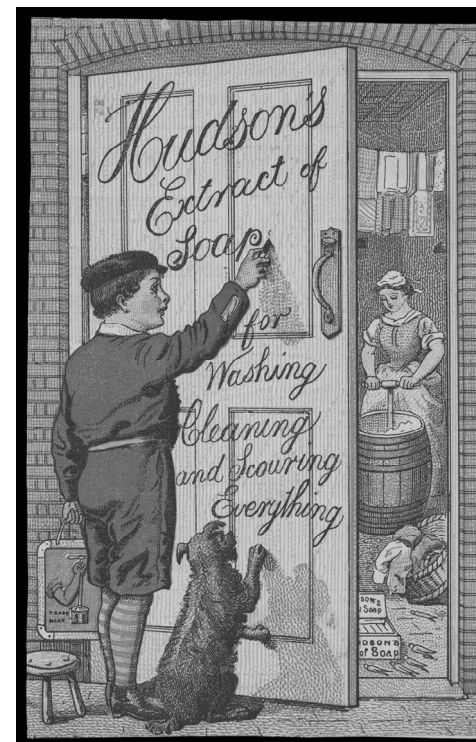


The soldier in this conscription poster has an erect and stable posture, showing he is ready for anything.

Source: http://upload.wikimedia.org/wikipedia/commons/thumb/e2/Be_ready%21_Join_now_LCCN2003675275.tif/lossy-page1-4822px-Be_ready%21_Join_now_LCCN2003675275.tif.jpg

Try This!**Exercise 72**

Discuss whether the historical advertisement below stereotypes women.



Source: http://wellcomeimages.org/indexplus/obf_images/42/48/07d3ce1969aa4819eb68c5d23f6.jpg
 Gallery: <http://wellcomeimages.org/indexplus/image/L0069075.html>. Library reference: GC EPH169.
 Photo number: L0069075.



Older advertisements used more stereotyping. These days advertisers are more wary of stereotyping people. It still happens, but it is not usually so blatant.

Try This!**Exercise 73**

Find recent fashion advertisements showing men and women, and discuss whether these use stereotypes. If they do use stereotypes, identify what stereotypes are used for each gender. Give reasons for your answers.

Try This!

Exercise 74

Look at this film poster below and discuss whether it uses gender stereotypes.



Advertisers sometimes also reflect **prejudices** that they think are held by their target audience.

However, these days advertisements are not likely to be as blatantly prejudiced as some were in the past. In South Africa the Advertising Standards Authority has rules about the kind of advertisements that can be used, and does not allow discrimination or gender stereotyping.

Nevertheless, some contemporary international advertisements do make outrageously prejudiced statements as a joke in order to get attention.

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Try This!

Exercise 75

Look at the following advertisement.



Source: Online: <http://pzrservices.typepad.com/.a/6a00d83451ccb69e2015433a55de9970c-pi>. Retrieved: 6 March 2015.

- 75.1 Which gender is being targeted by this advertisement?
- 75.2 Discuss whether this American advertisement is sexist, whether it makes a sexist statement as a joke in order to catch the attention of women viewers, or whether both of these are true.
- 75.3 (a) How would most Americans react to this advertisement?
(b) Would Americans have a similar reaction to an advertisement for flowers that said 'Give her roses because the kitchen won't clean itself'? Why do you say this?