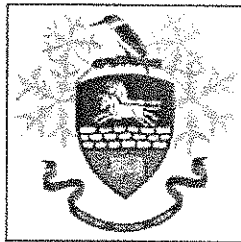


HILLCREST HIGH SCHOOL



JUNE 2015

ENGLISH HOME LANGUAGE

GRADE 10
PAPER 1

Time: 2 hours

Marks: 70

Examiner: Miss S. Ramsout

Moderator: Mrs N. Atkinson

N.B. This question paper consists of 10 pages

INSTRUCTIONS AND INFORMATION FOR CANDIDATES

READ THESE INSTRUCTIONS CAREFULLY BEFORE ANSWERING THE QUESTIONS

1. This question paper consists of THREE sections:

SECTION A	Comprehension	30 Marks
SECTION B	Summary	10 Marks
SECTION C	Advertising	10 Marks
	Cartoons	10 Marks
	Editing	10 Marks

- Follow the instructions at the beginning of each section carefully
- You are required to answer ALL questions.
- Number your answers correctly according to the numbering system used in this question paper.
- Start EACH section on a NEW page.
- Write neatly and legibly.

SECTION A: COMPREHENSION

QUESTION ONE

TEXT A

Inside the ISIS Social Media Campaign

1

Many forces have been feeding the Islamic State of Iraq and Syria (ISIS), a terrorist group seeking control of all Islamic countries, but none are seemingly more mysterious than its social media campaign. That's the focus of a new study out of the Brookings Institution, which some are calling one of the most exhaustive investigations into the inner workings of the group's social media strategy to date.

2

Due to the fragmented nature of the organization, previous efforts focused on small segments of the ISIS social network. But using a sample of 20,000 ISIS-supporting Twitter accounts, the authors of "The ISIS Twitter Census" study constructed a snapshot of the size of the network, who is part of the campaign and how ISIS supporters use social media to strengthen the organization.

3

The study estimates that between September and December 2014, there were at least 46,000 ISIS-supporting Twitter accounts, though not all were active at once. In fact, the authors found that a minimum of 1,000 ISIS-supporting accounts were suspended during that time. One reason for the suspensions is that ISIS's social media strategy is known for its violent content.

4

The typical ISIS supporters were situated within areas the group either controls or is contesting in Syria and Iraq. Saudi Arabia and other parts of Iraq and Syria were also major hubs. Among the tens of thousands of ISIS-supporting accounts, the study attributed the strength of ISIS's online campaign to a small group of highly active users who sent more than 50 tweets on average per day. The study found that each account, most of which were created in September 2014, had an average of around 1,000 followers.

5

Only 4 percent of ISIS-supporting accounts had more than 5,000 followers—a low number compared to celebrities with followings in the millions, but high compared to the average Twitter user. The authors discovered that supporters retweet content sent by others within the network as a way to counteract the high number of Twitter suspensions. *Retweet: To share someone else's tweet on your account*

6

"It is so effective partly because these tweets are coming from the young audience that it is going after," said Shahed Amanullah, a former senior adviser at the State Department. "These young people understand youth frustration, they understand the fascination with violence, they understand that imagery and graphics that you see in Hollywood will attract impressionable supporters."

7	<p>"Those graphics and that messaging, they propagate pretty quickly through the Internet," Amanullah continued. "The trouble we face is, the U.S. government's countering messages...do not spread through the Internet in the same way. A positive message does not fly through the Internet the way a beheading video does."</p>
8	<p>The study concluded that the suspension of Twitter accounts hindered the group's ability to broadcast its message—pointing to indicators such as the diminishing usage of its main hashtag, the group's name in Arabic. However, even if ISIS is stopped on Twitter, it will not stop their recruitment campaign. It seems that nowhere is safe from the tentacles of the ISIS social media machine.</p> <p><i>Adapted from http://www.newsweek.com/inside-isis-social-media-campaign-312062</i></p>

TEXT B

BE CAREFUL
what you post
ON SOCIAL SITES

3 of 4
HIRING MANAGERS
& RECRUITERS
CHECK
CANDIDATES'
SOCIAL
PROFILES

*Even if they
are NOT
provided!*

1 of 3
EMPLOYERS
REJECTED
CANDIDATES
— based on —
SOMETHING
THEY FOUND IN
SOCIAL PROFILES

QUESTIONS:

REFER TO TEXT A:

REFER TO PARAGRAPH 1:

- 1.1. What does ISIS stand for? 1
1.2. Why is it important to study terrorist organisations like ISIS? 2

REFER TO PARAGRAPH 2

- 2.1 Which social media platform is ISIS using to recruit people? 1
2.2. True/False: "The ISIS Twitter Census" is more reliable than other studies. 2
Quote to support your answer.
2.3. Based on your knowledge of social media and the internet, provide two ways 2
in which ISIS could use social media to create support.

REFER TO PARAGRAPH 3:

- 3.1. Give one reason why ISIS social media accounts would be suspended. 1
3.2. What, do you think, would happen if Twitter did not suspend ISIS accounts? 2

REFER TO PARAGRAPH 4:

- 4.1. Is the ISIS campaign relying on a large number of active users? Quote 2
SEVEN consecutive words to support your answer.
4.2 Provide a synonym for the word "hubs" as used in this paragraph. 1

REFER TO PARAGRAPH 5:

5. Give two reasons why ISIS does not need to have millions of followers on a 2
single twitter account.

REFER TO PARAGRAPHS 6 AND 7:

- 6.1. Why does Shahed Amanullah think the social media campaign is 2
successful? Explain in your own words.
6.2. Do you think it is fair to say the youth have a "fascination with violence"? 3
Explain your response with reference to both paragraphs

REFER TO PARAGRAPH 8:

7. Explain the metaphor used in "nowhere is safe from the tentacles of the ISIS 2
social media campaign."

REFER TO TEXT B:

- 8.1. Explain the central message of this advertisement. 2
8.2. What is the danger of posting every detail of your life online? 2

REFER TO TEXT A AND B:

9. Teenagers should be kept off social media for their own safety, as they will 3
regret their posts later on in life.
Discuss your response to this statement referring to both Text A and B.

TOTAL SECTION A: 30

SECTION B: SUMMARY

QUESTION TWO

You are writing a speech proposing people have greater control over their social media posts and accounts. Summarise the following article for inclusion in your speech in ONE fluent paragraph.

Instructions:

- Your summary must include SEVEN points and not exceed 90 words
- It is not necessary to include a heading
- Spelling and grammar are important
- Your summary must be in your own words
- Marks will be deducted if you ignore these instructions

TEXT C

WHEN SOCIAL MEDIA POSTS COME BACK TO HAUNT YOU

Social media will provide a continual record of our lives – of the detail of what we did and what we said at a particular time on a particular day in the past. Some people liken this to a diary, but it is different in two fundamental ways: A diary is always written after the event, reporting something we did in the (near) past and we carefully select the information we write in a diary.

So social media is leaving behind us a very different set of records – records that are written in real-time, are less filtered, and tend to discuss the detail of what we were doing or thinking at a particular point in the past. These come with zero context.

These new records present a number of potential challenges to us in the future, not least to how we remember and think about our past. We tend to forget detail – except for the most special of memories. Our social media records are only the detail – they provide no context and no structure to our memories.

We think of the past through the lens of today - this is why even reading diaries from your childhood can be cringe-worthy. Our social media records will come with no interpretation; there will be no escaping what we said or thought in the past.

So, our social media records will provide a different view of our own pasts (for ourselves and for others) than we might currently want to portray. And this is why we might want to explore a right to be forgotten online, a right for our posts to be removed or replaced and for us to control our own pasts.

Adapted from: <http://www.freshminds.net/2013/04/when-social-media-posts-come-back-to-haunt-you-why-we-all-need-a-right-to-be-forgotten-online/>

TOTAL SECTION B: 10 MARKS

SECTION C: LANGUAGE IN CONTEXT

QUESTION THREE: ADVERTISING

TEXT D



INHOPE
insafe

SAFER INTERNET DAY 2015

TUESDAY 10 FEBRUARY

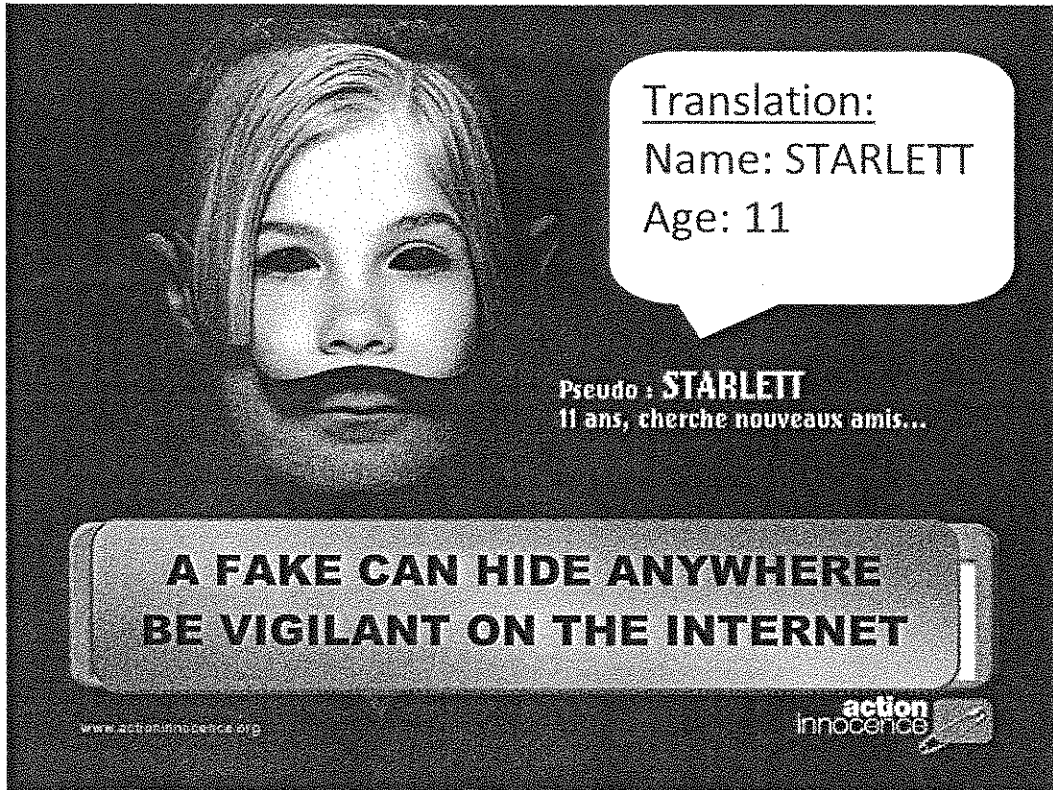
Let's create a better
internet together

www.saferinternetday.org

QUESTIONS:

- 3.1. Who is the target market of this promotional advertisement? 1
- 3.2. Do you think campaigns like this are effective? Why/Why not? 2

TEXT E



3.3. What is the message of this advertisement? Refer to the advertisement in your response. 1

3.4. Discuss the relationship between the image and text. 2

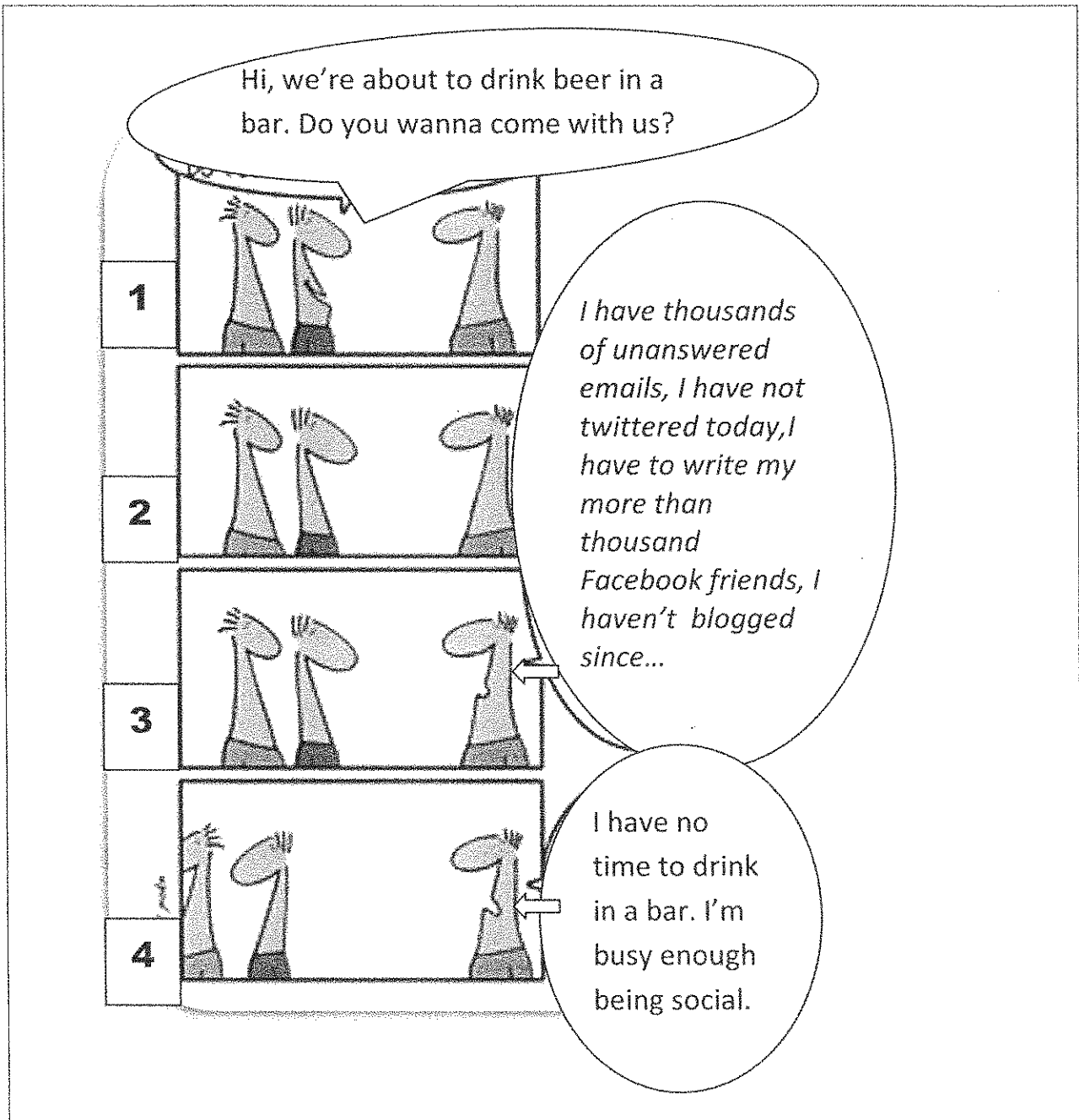
REFER TO TEXT C AND D:

3.5. Which advertisement is more effective in making you think about internet safety? Explain your response by referring to both advertisements. 4

SUB-TOTAL: 10 MARKS

QUESTION FOUR: CARTOON ANALYSIS

TEXT F



QUESTIONS:

- 4.1. Change the word "wanna" to formal English. 1
- 4.2. Why does the man being invited wait two frames before replying to the first speaker's invitation? 2

4.3. How do you know the two men are unimpressed with the man they are inviting out?
Refer to the cartoon as a whole. 3

4.4. What is ironic about this cartoon and how does this create humour? Make specific
reference to the text in your response. 4

SUB-TOTAL: 10 MARKS

QUESTION FIVE: EDITING

The following text contains some deliberate errors

TEXT G

THINK BEFORE YOU POST

5 This is really the golden rule of online communication. Online communication is instant, wide-reaching and difficult to retract, so you need to be sure you want it out there before you put it out there. A couple of seconds re-reading your post, thinking about the photo, or running the worst-case scenario through your head can infact save you alot of real-life pain.

10 The only person you can trust to keep your private photos private is you. Once you send them to someone else, they're out of your control and you're relying on the discretion and good judgment of other people to stop them ending up on every phone at school or on a public site. If you don't want everyone to know about it, don't post it. Once it's out there, it could be there for life.

Before you hit Send or Upload or Post, stop for a minute and consider the following:
Think: If you wouldn't say it to someone's face, don't post it on their wall.

Think: emoticons are everywhere for a reason. It's hard to convey your tone of voice – how you are saying something – online.

15 Think: If you think your friend might be embarrassed by that photo from your party, check with them first before you post it.

19 Think: It's important to think about how much information you're sharing with strangers. Would you stand in the street handing out your personal information? No? Then don't do the same thing online.

Adapted from: <http://www.youthcentral.vic.gov.au/web-social-safety/think-before-you-post>

QUESTIONS:

- | | |
|---|---|
| 5.1. What part of speech is "wide-reaching" (Line2) | 1 |
| 5.2. Change the colloquial language below to standard English:
"...be sure you want it out there before you put it out there." (Lines 2-3) | 2 |
| 5.3. Correct the two errors in lines 4 and 5. | 2 |
| 5.4. State the function of the colon in "Think:" (Line 12) | 1 |
| 5.5. State the function of the dashes in: "It's hard to convey your tone of voice – how you are saying something – online." (Lines13-14) | 1 |
| 5.6. What language device is used in line 18? | 1 |
| 5.7. What is the function of the apostrophe in "someone's face" (Line 12) | 1 |
| 5.8. Give the adverbial form of "important" (Line 17) | 1 |

TOTAL SECTION C: 30

GRAND TOTAL: 70
