higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

DAY CARE COMMUNICATION N6

8 September 2020

This marking guideline consists of 6 pages.

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QUESTION 1

1.1 Good afternoon✓ to you all. We want to welcome✓ you at our family day. We know that you are all busy. It is a privilege and honour to introduce to you Bennie Malan.✓ As you must have seen in our advertisement he is going to talk to you about the value of reading.✓ This is an important topic ✓ for all of us. Bennie is a lecturer in the journalism✓ department of the University of Johannesburg.✓ He is a talented man and is also involved with the local newspaper on a part-time basis,✓ and that is why his nickname is Bennie Bookworm.✓ I know all of us are looking forward to his speech and that we will benefit and learn from the master. Ladies and gentlemen: Bennie Malan!

Paragraph (2)
Spelling and language (4)
10–15 sentences in a logical sequence (9) (15)

1.2 EMAIL: bennie@bookworm.com✓

ATTENTION: Bennie Malan✓

On behalf of myself, the committee, parents and other guests,✓ I would like to thank you✓ for your presence✓ at our family day.✓ Your speech✓ and your wit will be remembered for a long time. We appreciate the time and the knowledge you shared with us.✓ We wish you the best✓ for the future.

Zinzi Matebula✓

Format (3)
Spelling and language (2)
Content (5) (10)

1.3 Communication is a two-way✓ process whereby the sender✓ sends a message✓ to the receiver✓ and the receiver is responding by means of feedback.✓ (5)
[30]

QUESTION 2

2.1
2.1.2 Hyphen✓ used to form✓ compound words✓
2.1.2 Question mark✓ at the end of a direct✓ question✓
2.1.3 Semicolon✓ to join two sentences✓ closely related✓
2.1.4 Brackets✓ used to separate✓ extra information✓
2.1.5 Colon,✓ used after✓ main clause✓
2.1.6 Apostrophe✓ to indicate✓ possession✓
2.1.7 Slash✓ denotes✓ optional use✓
2.1.8 Capital letters,✓ names✓ of people and places✓
2.1.9 Comma✓ to separate✓ two or more adjectives✓
2.1.10 Full stop✓ at the end✓ of a sentence✓
(10 × 3) (30)

2.2 e-reader;✓ Kindles;✓ iPads;✓ tablets;✓ e-books;✓ digital;✓ www.nn.za;✓ bennie@bookworm.com✓ (8)

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2.3 The Publishers Association of South Africa said to Jane Surtees and Ina Ferreira that✓ nowadays every major trade book publisher had✓ a digital director/strategist in place. (2)
[40]

QUESTION 3

3.1 Jane Surtees✓ and Ina Ferreira✓ (2)

3.2 Water for elephants;✓ Snow flower and the Secret Fan;✓ One Say;✓ Harry Potter and the Deadly Hallows;✓ The Help;✓
The Girl with the Dragon Tattoo;✓ Twilight;✓ Tintin✓ (8)

3.3 Some merchants of doom crow that people will stop reading, but that is not true. Less people may be buying books but they are all still reading.
They are reading using digital media. The publishers are not keen to promote e-books, as they make more profit when they sell a printed book, but literacy is blooming!

Paragraph in own words and logical layout (8)
Spelling and language (2) (10)

3.4 3.4.1 David Brooks (2)
3.4.2 Eva Gabrielsson (2)
3.4.3 Allister Sparks✓✓ and Mpho Tutu✓✓ (4)
3.4.4 Greg Mortensen✓✓ (2)
[30]

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QUESTION 4

NOTICE AND AGENDA

NAME OF ANY DAYCARE CENTRE
MEMORANDUM

TO: All staff members DATE: 20 May 2020

Please note that a special meeting✓ is to be held in the boardroom✓ on 7 July 2020✓ at 16:00.✓ The purpose of the meeting is to organise a family day at our centre.✓

AGENDA

1. Attendance register✓
2. Apologies✓
3. Opening and welcome✓
4. New business:
   - 4.1 Family day 10 November 2020✓
   - 4.2 Place: daycare centre✓
   - 4.3 Bennie Malan – guest speaker✓
   - 4.4 Guest flight and accommodation✓
   - 4.5 Topic of speech: Value of reading✓
   - 4.6 Advertising✓
   - 4.7 Sponsors✓
   - 4.8 Activities for the day✓ – programme
   - 4.9 Exhibition of books✓
5. Choosing of subcommittee✓
6. Date of next report-back meeting✓
7. Closure✓

Signature/Initials

CONTENTS	12
LANGUAGE	4: -½ per error
FORMAT	4: -1 per error
	20

Letter format notice also acceptable **[20]**

QUESTION 5

5.1 time; but if I told you so; if I could tell you; I would let you know; if we should; time will; told; time will say nothing (8 × 2) (16)

5.2	5.2.1	weep when; rose really; should stumble	(A	(2)
	5.2.2	told – so; could – would; told – although; reasons – leaves; come – somewhere; roses – grow	(Any 5 × 1)	(5)
5.3	5.3.1	Amuse people in the circus		
	5.3.2	Make music		
	5.3.3	Fight to protect their country		
			(3 × 2)	(6)
5.4	W.H. Auden			(1)
5.5	Cross rhyme			(2)
5.6	5.6.1	Trips/Loses one's balance		
	5.6.2	Decomposes/Process of rotting		
	5.6.3	Seeing something others do not realise		
	5.6.4	Small stream		
			(4 × 2)	(8)
				[40]

QUESTION 6

6.1 Layout: Frame (1); AIDA (1)
Language: (2)
Content (11) - Centre name, contact details, logo
- Time
- Costs: adult/child
- Venue and date
- Guest speaker: Bennie Malan
- Time of talk
- Theme
- Activities: fun run, games and talent competition (15)

6.2 Company Logo/Letterhead of any daycare centre

Tel: any 10 digits
Fax: any 10 digits
Email: any suitable address

4 Nederburgh Street
BELLVILLE
7830

Date:

Dear Parents

SUBJECT HEADING: THE VALUE OF READING

Para 1: Subheading – Value of reading✓✓

Para 2: Subheading – Value of reading stories to their own children from an early age✓✓

Para 3: Subheading✓✓

Para 4: Subheading✓✓

Goodwill paragraph✓✓

Yours faithfully✓

(Signature)

PRINT: NAME
PRINCIPAL

CONTENTS	11
LANGUAGE	6: -½ per error
FORMAT	8: -1 per error
	25

(25)
[40]

TOTAL: 200

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