

GRADE 11 HL: CONTROLLED TEST*Originally published as part of the Assessment Task Project (ATP) for Gr 11 HL (Task 4)***SUGGESTED ANSWERS:****MD = marker's discretion****QUESTION 1: READING FOR MEANING AND UNDERSTANDING**

		MARK	LEVEL
TEXT A			
1.1	The interest in or following of famous people in the media (when people try to copy the lifestyles of famous people) MD.	2	2
1.2	Fans have access to far more information about celebrities and their lives with the creation of social media, and are now able to comment/engage which they could not do with magazines. [MD. Must be in own words]	2	2
1.3	The celebrities' faces are 'circulating online' which means that they cannot escape being in the public arena as their images are everywhere. The words 'scandal-driven' emphasise that social media is prone to exposing stories and secrets/ there is a lack of privacy or stories may even be embellished. The fact that these images are paired with 'viral commentary' means that public opinion spreads quickly. 'volatile dynamics' suggests that this obsession of social media and fans is not healthy for the celebrity or the fan. MD. Must be at least two examples of diction with some discussion.	2	3
1.4	This is a simile. (Do not have to identify) The speed at which celebrity news spreads across social media is compared to the speed at which a wildfire spreads. (1) It is appropriate as it highlights the incredibly fast nature of the internet and how quickly information is shared and expanded. OR It suggests that there is danger in this spread of information as it can get out of control. (1)	2	3
1.5	ANY TWO OF THE FOLLOWING Cancel culture has developed: - to serve as a learning moment, so that people can learn from the experience. (1) - It prompts further consideration of the consequences of people's words and actions online/makes people aware that everything you do online has consequences. (1) - It is a way of ensuring that justice is served. (1)	2	2
1.6	Celebrities can 'carefully construct their public personas', what they want their followers to see, so the 'polished snapshots of luxury and success' are not necessarily a true reflection of their daily lives. They choose the 'persona' they show the world and project an image of living a perfect life. YES, this makes their fans desire their lives, or compare their own lives to that of celebrities and find them wanting, when in fact, it is not all it seems to be.		

OR

NO, some fans are fully aware that what they see is not a full picture of what their favourite celebrity's lives are actually like and are not so easily influenced but rather look up to these celebrities as a source of inspiration.

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MD. Mark holistically. MUST include the learner's viewpoint for the full 3 marks.

TEXT B

1.7 **MD.**

The central message is that cancel culture is destructive/can severely damage people's lives

ANY TWO VISUAL/VERBAL CLUES:

- Due to the allegations, the woman is silenced and her life/career is #over.
- The social media icons reinforce how quickly information goes viral.
- The lightning bolts indicate the speed and destructive power of these posts.
- Someone is holding a phone with the word 'Cancelled' written on it in large font which shows the power it wields.

One mark for central message; 2 marks for visual/verbal clues

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3 / 4

TEXTS A AND B

1.8 **TEXT A**

- 'When damaging allegations surface online ... they spread rapidly, like wildfires, across platforms.'
- 'this 'justice' can quickly become excessive'
- According to the text, calling people out on social media is more likely to punish people who don't deserve it.

TEXT B

In the cartoon, the woman has allegations against her and she is silenced and blinded which is essentially a punishment. She has been 'cancelled' and her life/career is '#over'. The cartoon demonstrates how people's lives are sometimes ruined or they are unforgivably attacked because of cancel culture.

Therefore, the two texts support one another.

[Award 4 marks only if both Text A and Text B are discussed and linked.]

[Credit valid alternative responses.]

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TOTAL QUESTION 1: 20 MARKS



QUESTION 2: SUMMARISING IN YOUR OWN WORDS**Marking the summary:****Mark allocation**

- **7 marks for 7 points** (1 mark per point)

*Points need to be **well-expressed in full sentences**. If points do not make sense, do not allocate a mark.*

- **3 marks for language** (assess a mark out of three)

3=excellent

2=good

1=poor

0=appalling

BUT: If 1 – 3 points correct, language mark cannot be more than 1.

If 4 – 5 points correct, language mark cannot be more than 2.

If 6 – 7 points correct, the language mark can be 3.

If the summary is TOO LONG (over 90 words) cross out the rest of the summary after the sentence with the 90th word in it.

Number the points 1-7 according to the memo.

Language mark is 1, if 4-5 direct quotations have been used from the passage.

Language mark is 0, if 6-7 direct quotations have been used from the passage.

NOTE: Abbreviations should not be used, but, if they should appear in the summary, they must be counted as the number of words they represent.

Points:

Allow for variations in wording, provided the essential meaning is the same.

	Quotes	Points
1	'eating fewer calories is linked to living longer and having a lower risk of heart disease'	Eating less is linked to longevity and fewer heart problems.
2	'A balanced diet that includes a wide range of unprocessed plant and animal foods... may support a longer life.'	A diet consisting of unprocessed foods has been shown to support a longer, healthier life.
3	'Staying active and maintaining muscle mass is also key to living longer.'	It is also important to exercise and maintain muscle mass.
4	'Avoiding smoking and limiting alcohol are essential for longevity.'	Those who avoid smoking and drink less alcohol live longer.
5	'Mental well-being also plays an important role.'/ 'Feeling happy has been shown to extend life'	It is crucial to take care of your mental health and do things that make you happy.
6	'chronic stress and anxiety can shorten your lifespan, so managing them is important.'	Managing stress and anxiety is vital as they can shorten your lifespan.
7	'Having strong social connections can also increase your chances of living longer'	Having good social relationships increase your chances of living longer.
8	'Lastly, good sleep is vital.'/ 'Developing a consistent sleep schedule is important'	Finally, it is essential that you develop consistent sleep habits as good sleep is necessary for longevity.

Final paragraph (to be used as a guide only):

Eating less and avoiding overeating is linked to longevity. A balanced diet consisting of unprocessed foods has been shown to support a longer, healthier life. It is also important to exercise and maintain muscle mass. Those who avoid smoking and drink less alcohol live longer. Also, take care of your mental health and do things that make you happy. Managing stress is vital as it can shorten your lifespan. Having good social relationships increase your chances of living longer. Finally, it is essential that you develop consistent sleep habits.

(89 words)**TOTAL SECTION B: 10 MARKS****LEVEL: 2****QUESTION 3: USING LANGUAGE CORRECTLY**

		MARK	LEVEL
TEXT D			
3.1	Compound sentence	1	2
3.2	Loose	1	2
3.3	Rhetorical question	1	2
3.4	To separate items in a list	1	2
3.5	New and updated technologies that enhance their lives are wanted by both of these generations.	1	2
3.6	convenient	1	2
3.7	have	1	2
3.8	Adverb	1	2
3.9	Contraction	1	2
3.10	MD. genuine/sincere/real/true/honest/original	1	2

TOTAL QUESTION 3: 10/2 = 5 MARKS**GRAND TOTAL:35 MARKS**

TAKE NOTE OF THE FOLLOWING:

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3. Follow all instructions carefully.
4. Answer all questions.
5. Do not write in the margins. Write the question numbers on the right-hand side of the left margin.
6. Leave 5 lines at the top for marking purposes.
7. Write neatly and legibly.

Read TEXTS A and B below, and answer the set questions.

Toxic Celebrity Culture

- © *Macrat*

- 5 Pew Research's report, *Americans and Cancel Culture*, highlights this divide. While 58% of U.S. adults believe public call-outs help hold people accountable, 38% argue they are more likely to unfairly punish individuals. Supporters of accountability frequently claim that public criticism encourages learning and awareness of online consequences. Yet in practice, this form of justice can quickly become excessive. Careers are frequently destroyed over mistakes rooted in human error, rather than deliberate acts of discrimination or harm. 30
- 6 Social media platforms such as Instagram and TikTok rely on curated, user-generated content, allowing celebrities to carefully construct their public personas. By sharing polished snapshots of luxury and success, they invite followers to admire and envy lifestyles that are often far from reality. Fans begin to idealise lives they only see in fragments, overlooking the complexities behind the screen. As Columbia Business School professor Sandra Matz explains, social media grants users immense control over how they present themselves, creating strong incentives to showcase only their most appealing traits. 35 40
- 7 As celebrity culture continues to evolve alongside digital platforms, it becomes increasingly important to question what we consume and why. Distinguishing reality from performance, and relevance from distraction, is essential. While celebrities may appear relatable, their lives remain distant from our own. Recognising this separation can lessen the emotional pull of celebrity gossip, allowing for healthier judgement and a more balanced relationship with online culture. 45

[Source: Original Text]

TEXT B



[Source: Krisha Konchadi, www.portolapilot.com]

QUESTIONS:**TEXT A**

- 1.1 Define the term 'Celebrity culture' (line 1) in context. (2)
- 1.2 In your own words, explain why 'audiences have gained unprecedented influence over celebrity reputations and careers' (lines 3–4) in modern times. (2)
- 1.3 Refer to paragraph 2.
With reference to diction, discuss the impact that social media has had on the lives of celebrities. (2)
- 1.4 Refer to line 17: 'they spread rapidly, like wildfire, across platforms'.
Evaluate the effectiveness of this figure of speech in context. (2)
- 1.5 Refer to paragraph 5. Outline two reasons why cancel culture has developed as a means of holding people accountable for their actions. (2)
- 1.6 Refer to lines 37–39: 'Fans begin to idealise lives they only see in fragments, overlooking the complexities behind the screen.'

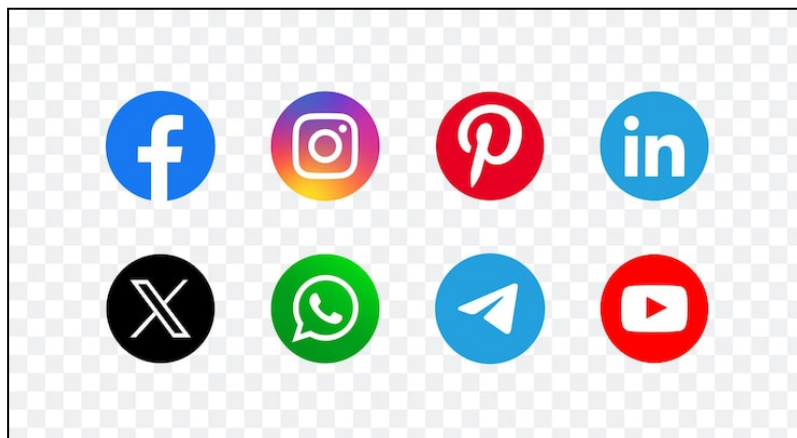
Critically discuss whether you agree with the above statement made by the writer. In your answer, refer to the text as well as your own viewpoint. (3)

TEXT B

- 1.7 Identify the central message of Text B. Justify your response with reference to visual and/or verbal clues. (3)

TEXT A AND B

- 1.8 Critically discuss how TEXT B supports the negative view of cancel culture presented in paragraphs 3 and 5 of TEXT A.
Substantiate your response. (4)

TOTAL SECTION A: 20 MARKS

QUESTION 2: SUMMARISING IN YOUR OWN WORDS

Text C examines the issue of longevity (a long duration of individual life). Summarise the passage focusing on **what habits to develop in order to live a longer and healthier life**.

NOTE:

1. Your summary should include SEVEN points and NOT exceed **90 words**.
2. You must write a **fluent paragraph**.
3. You are NOT required to include the title for the summary.
4. Indicate your **word count** at the end of your summary.

TEXT C

Many people believe that how long we live is mostly influenced by our genes, but research shows that genetics actually play a smaller role than once thought. Instead, lifestyle choices – like what we eat and how we live – have a much greater impact on lifespan. Studies of long-living populations around the world have found that eating fewer calories is linked to living longer and having a lower risk of disease. Avoiding overeating can also help prevent weight gain and reduce belly fat, both of which are tied to shorter lifespans.

A balanced diet that includes a wide range of unprocessed plant and animal foods – like fruits, vegetables, nuts, seeds, fish, meat, and eggs – may lower your risk of disease and support a longer life. Research often connects whole-food diets with a reduced risk of dying early.

Staying active and maintaining muscle mass is also key to living longer. Strength training helps build muscle that protects against illness and reduces death rates, while cardio exercises are beneficial for heart health and overall fitness.

Avoiding smoking and limiting alcohol are essential for longevity. Smokers can lose up to 10 years of life and are much more likely to die early compared to non-smokers. Excessive alcohol use is linked to serious conditions like liver, heart and pancreatic diseases, and it raises the risk of early death.

Mental well-being also plays an important role. Feeling happy has been shown to extend life – one study found a 3.7% drop in early death rates over five years among happier people. On the other hand, chronic stress and anxiety can shorten your lifespan, so managing them is important. Having strong social connections can also increase your chances of living longer by as much as 50%. Social interaction is linked to healthier daily body functions and a lower risk of long-term illnesses.

Lastly, good sleep is vital. It supports cellular repair and overall health. Developing a consistent sleep schedule is important, as both too little and too much sleep can be harmful to your health and longevity.

[Original Text]

TOTAL QUESTION 2: 10 MARKS



QUESTION 3: USING LANGUAGE CORRECTLY

Read **TEXT D**, which contains deliberate errors, and answer the questions that follow:

**AUTHENTICITY IS KEY WHEN MARKETING
TO MILLENNIALS AND GEN Z**

- | | | |
|---|--|----|
| 1 | Millennials and Gen Zs were born in the digital age, so technology is their playground. They regard smartphones as powerful tools that are easy to use and can help them get what they want in life. What is it exactly that they want and how can marketers tap into their minds and digital devices to get their products, brands and services seen and sold? | 5 |
| 2 | Millennials are more likely to be found on Facebook, LinkedIn and X while Gen Zs prefer the fast-paced video formats of TikTok and YouTube. This is good to keep in mind when considering marketing to them. Both of these generations want new and updated technologies that enhance their lives. These technologies provide convenience, entertainment and facilitate connections with what matters to them. | 10 |
| 3 | While these generations has a different approach to life and their careers, they have similar consumer qualities. As digital natives, they are naturally inclined to engage in online shopping and they prefer brands with strong online presence. They expect a brand's talk to be backed up by effective online systems that make purchasing and exchanging products easy. | 15 |
| 4 | These two generations don't fall for the fake. They can spot inauthenticity from miles away, and they are not shy to expose a dodgy brand using their online connections and digital savvy. Good content should not be a sales pitch; it should rather feel like a conversation. Most importantly, good content needs to be authentic. | 20 |

[Adapted from <https://www.modernmarketing.co.za>]

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|-----|---|-----|
| 3.1 | Is the first sentence of the passage (lines 1–2) a simple, compound or complex sentence? | (1) |
| 3.2 | ‘They regard smartphones ... want in life.’ (lines 2–3) Is this sentence loose or periodic? | (1) |
| 3.3 | Name the device used by the writer in lines 3–6: ‘What is it exactly... seen and sold?’. | (1) |
| 3.4 | Provide the function of the comma in line 7. | (1) |
| 3.5 | Refer to lines 10–11: ‘Both of these generations want new and updated technologies that enhance their lives.’ | |

Write the above sentence in the passive voice.



(1)

- 3.6 Write down the adjectival form of the word 'convenience' (line 11). (1)
- 3.7 Identify the concord error in paragraph 3 and correct it. Write down only the corrected word. (1)
- 3.8 Write down the part of speech of the word 'easy'. (line 18) (1)
- 3.9 State the function of the apostrophe in line 19. (1)
- 3.10 Provide a synonym for the word 'authentic' (line 23) in context. (1)

TOTAL SECTION C: [10 ÷ 2 = 5]

GRAND TOTAL: 35

Generation Z	1997–2012
Millennials	1981–1996