



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 2025

**ENGLISH FIRST ADDITIONAL LANGUAGE: PAPER I**

**MARKING GUIDELINES**

Time: 2½ hours

100 marks

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**These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.**

**The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.**

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## SECTION A

### QUESTION 1

- 1.1 A pandemic, a climate crisis or political strife.
- 1.2 No, it is not a person with feelings.  
No marks for NO. One mark for reason only.
- 1.3
- They help to escape reality or act as a distraction.
  - They create social connections when you might feel alone.
  - They are used for sharing information.
  - Creativity through expression.
  - Human nature to fear missing out on information.
- (Any TWO can be accepted.)
- 1.4 '... Internet trends ...'
- 1.5 Example:  
One of the most popular trends mentioned is **dance challenges**. These challenges frequently emerge on platforms like TikTok and Instagram and often go viral quickly. The reason for their popularity is that they are entertaining, easy to participate in, and provide a sense of community and belonging. Additionally, they offer a way for people to express themselves creatively and gain social appreciation.  
(One mark for reason. No mark for trend mentioned.)
- 1.6
- Information presented is reliable as a thorough investigation was done. OR
  - Significant effort has gone into gathering and analysing data.
- 1.7 D – mental processes and behaviours.
- 1.8 It can be an emotional release.
- 1.9
- Emotional release: Sharing content can help people feel better and process emotions as it's a way to release feelings. OR
  - Positive brain response and entertainment: Feeling good and connected aligns with the point about social media being entertaining and triggering positive emotions. OR
  - Self-expression: Journaling, drawing, or dancing—real-life forms of self-expression mirrors what people do online. OR
  - Challenge and fulfilment: Social media trends set personal goals in real life, which reflects on the idea that trends can be challenging and fulfilling.
- 1.10 Example:  
Yes, I remember participating in the **Ice Bucket Challenge** a few years ago. It was a trend aimed at raising awareness and funds for ALS (Amyotrophic Lateral Sclerosis). The challenge involved dumping a bucket of ice water over one's head and then nominating others to do the same. Participating in this trend triggered a positive response in my brain because it was fun, and I felt a sense of accomplishment knowing that I was contributing to a good cause. Additionally, seeing my friends and family participate and share their videos created a sense of connection and community.

1.11 The shift from everyday interactions to pop culture-centred social lives impacts our sense of belonging and well-being by changing the focus of our social lives from relationships to entertainment. This shift means that our way of communication with one another is now through sharing content and participating in trends on social media, rather than through direct, personal interactions. As a result, our sense of belonging and well-being may be influenced more by our engagement with entertainment and social media trends than by meaningful relationships and direct social acceptance.  
(Consider any TWO)

1.12 Integrate social media trends into personal interactions. People could use social media to organise and participate in virtual or in-person meetups centred around shared interests. Setting aside regular time for face-to-face interactions, even if it is facilitated by social media which can help maintain the quality of relationships and ensure that entertainment does not completely replace meaningful social bonds.

1.13 **TRUE.** 'They carefully select videos or links to post, considering how it will affect their status.'

1.14 It is important to maintain our real-life relationships while using social media.

1.15 5,22 billion

1.16 The text explains that social media trends provide social acceptance and support by allowing individuals to participate in shared activities and conversations, which fosters a sense of belonging and community. It mentions that humans are social animals who crave togetherness and belonging, and social media trends help fulfil this need by enabling people to connect with others, share content, and receive appreciation and validation from their peers.

The role of social media trends is reflected in the statistics about social media usage in 2025, which show a high level of engagement and participation. For example, the statistic that 94.5% of the world's internet users use social media each month highlights the widespread adoption of these platforms as a means of social interaction. Additionally, the average time spent on social media daily indicates that people are heavily invested in these platforms, using them not only for entertainment but also for social connection and support.

- 1.17
- Sharing viral content can act as a channel to process emotions and feelings.
  - Following trends triggers a positive response in the brain.
  - Social media is entertaining, and people enjoy making others laugh.
  - It provides an avenue for self-expression.
  - Replicating social media trends can be challenging and lead to a sense of fulfilment.

- Humans crave togetherness and belonging, and social media trends help achieve social acceptance.
- People follow trends to avoid missing out on conversations and interactions.  
(Any TWO reasons – one each.)

- 1.18 The statistics support these reasons by showing high levels of social media engagement. For example, the fact that 94.5% of the world's internet users use social media each month indicates that many people are actively participating in trends and sharing content. Additionally, the average time spent on social media daily reflects the significant role these platforms play in providing entertainment, self-expression, and social interaction.
- 1.19 The reasons and statistics together help us understand how people use social media by showing both the psychological motivations behind trends and the actual usage patterns. The psychological reasons explain why certain trends become popular, such as the desire for social connection or the influence of peer behaviour. The statistics provide concrete data on how often people use social media, what platforms they prefer, and how engagement varies across different demographics. By combining these insights, we get a clearer picture of why people are drawn to social media and how they interact with it. (Two ideas – ONE mark each)

**SECTION B**

**QUESTION 2**

<b>Quote</b>	<b>Own words</b>
1. 'Today's consumers turn to their screens to stay updated on the latest happenings, leaving traditional media behind.'	1. Social media is used to stay up to date on trends and cultural moments.
2. 'Video remains at the forefront of social media trends.'	2. Video content is a priority across platforms.
3. 'Marketing departments across all industries are leveraging AI to enhance efficiency.'	3. AI enhances marketing efficiency.
4. 'Platforms like YouTube and TikTok have established themselves as major search engines, highlighting the importance of optimising for social media search.'	4. Social media platforms are major search engines.
5. 'Creative social posts can't compensate for poor-quality products or customer experiences.'	5. Quality products and services are crucial for brand success.

Markers are required to mark up to 64 words and then draw a double oblique stroke. Nothing after the double oblique stroke will be marked.

**Mark allocation:**

- 5 facts = 2 marks each.
- If a fact is partially presented, award one mark.
- Learners will not be penalised should they make use of bullets instead of numbers.

**Penalties:**

- Underline all language, sentence construction and grammatical errors.
- 0–3 errors: no marks subtracted.
- 4–6 errors: subtract one mark from the total.
- 7+ errors: subtract a maximum of two marks.
- In paragraph format (no numbering or bullets present): subtract one mark from the total.
- Indicate a quotation as a Q in the margin. This will be treated as one language error. Multiple quotes will be penalised as an error each.

## SECTION C POETRY

### QUESTION 3 MAKING MEANING OF POETRY: SEEN POEMS

#### SONNET 30

- 3.1 Sadness and nostalgia.
- 3.2 3.2.1 'I summon up remembrance of things past'
- 3.2.2 The line '*I summon up remembrance of things past*', conveys emotional intensity through the phrase 'summon up' which suggests that the speaker is actively calling forth powerful and possibly painful memories. The word 'remembrance' evokes a sense of nostalgia and sorrow, while 'things past' implies that these memories are long gone but still deeply affecting. Together, the wording shows how the speaker is overwhelmed by emotion as he reflects on his past.
- 3.3 The speaker reflects on his contemplation as 'sweet', yet it makes the speaker feel sad.
- 3.4 Gloomy
- 3.5 Personification
- 3.6 The phrase emphasises the weight and continuity of the speaker's sorrow. It suggests a relentless recounting of sorrow after another, adding to the poem's melancholic and sombre tone.

#### LONDON

- 3.7 The speaker is stating his observations as a citizen and not a tourist.
- 3.8 The word 'charter'd' means mapped out, controlled, or regulated. Its use in the line 'charter'd street' and 'charter'd Thames' emphasises how even natural elements like the river and public spaces like streets are under strict control or ownership. This contributes to the overall meaning of the line by highlighting the loss of freedom and the oppressive nature of the society being criticised.
- 3.9 C – What the speaker hears.
- 3.10
- Literally: The cry of physical pain.
  - Figuratively: The mental anguish experienced by the speaker.
- 3.11 The innocence and purity of an infant / It implies that marriage once a sacred institution, has been corrupted by the consequences of prostitution.
- 3.12 The darker side of humanity.
- 3.13 The authorities that rule London.

## QUESTION 4 MAKING MEANING OF POETRY: UNSEEN POEM

### 4.1 Metaphor.

(Only for markers – by way of illustration): The phrase 'screens gleam bright' metaphorically describes the brightness of screens, implying the allure and attraction of digital devices.

### OR

#### Alliteration

(Only for markers – by way of illustration): Repetition of the 'w' sound in '... world where ...'

4.2 'Pixel' refers to the tiny dots that make up the images on digital screens. In the context of the poem, it symbolises the digital world and how we present ourselves online.

4.3 'A perfect tale is often sold' using 'filters sharp and colours bold,' indicating that people often use filters and enhancements to create an idealised version of their lives on social media.

4.4 'break'

4.5 The contrast in this stanza is between the **raw moments** shared in posts and the **hearts laid bare** versus the **likes** and **echoes** of lives that struggle, and the joy it brings. This highlights the difference between the genuine, unfiltered moments of life and the superficial validation received through likes.

4.6 The main theme in this stanza is **authenticity**. It encourages people to show their true selves and be honest in their social media interactions.

4.7 'Let masks fall down' means to stop pretending or hiding behind a façade and to reveal one's true self. It suggests being genuine and authentic in one's interactions.

4.8 These metaphors enhance the reader's understanding by comparing authenticity to natural and beautiful phenomena. 'Let realness bloom, like flowers wild', suggests that being genuine is natural and should be allowed to flourish freely. 'A tapestry of every child' implies that each person's unique and authentic self contributes to the rich and diverse fabric of humanity. Together, these metaphors emphasise the beauty and importance of being true to oneself.

## **SECTION D            COMMUNICATIVE LANGUAGE**

### **QUESTION 5            ADVERTISEMENT**

- 5.1 The sleek, tall shape differentiates it from the traditional can, catching the viewer's eye and creating a sense of novelty.
- 5.2 The advertisement effectively conveys Coca-Cola's brand identity through its iconic red colour and recognisable logo.
- 5.3 It is likely to be young adults or teenagers who are drawn to innovative and trendy products. The modern design and fresh take on a classic product appeal to a demographic that values both tradition and novelty.
- 5.4 Example:  
TEXT 7: I would say the modern, long can advertisement, is more innovative for its time. The reason is that it takes a well-known, classic product and reimagines it in a completely new form. The elongated design of the can is a bold departure from the traditional shape, which not only catches the eye, but also suggests a fresh and modern approach to a familiar brand. This kind of innovation aligns with current trends of customisation and uniqueness, making it stand out in today's market.

OR

TEXT 8: In contrast, while the 1945 ad was creative and effective for its time, it followed the more traditional advertising methods of detailed illustrations and storytelling. The modern ad's innovation lies in its simplicity and the way it leverages design to create a strong visual impact.

- 5.5 The 1945 advertisement focuses on storytelling and emotional connection, using detailed imagery to convey the message. The modern advertisement focuses on product innovation and visual impact using minimalistic design to highlight the new can. Both are effective but they cater to different marketing strategies.
- 5.6 Example:  
Adding a clear and compelling call-to-action can guide the audience on what to do next.

Emphasising what makes the product unique, or superior can attract more attention.

## QUESTION 6      CARTOON

6.1 Anger/frustration/rage/annoyance

- 6.2
- Mouth is open as if he is shouting.
  - Pointing his finger at the door.
  - He is frowning.
- (Any TWO)

6.3 He will most likely be fired/lose his job.

6.4 His mouth is pulled downwards, and his shoulders are hanging.

- 6.5
- The humour is primarily ironic because a worker for Pepsi, a company that competes fiercely with Coca-Cola, is found to be consuming the rival product. This situation is unexpected and contrary to what one would assume about brand loyalty, especially from an employee.
  - The cartoon mimics the serious context of a drug test, but instead of testing for illegal substances, it tests for a competing brand's product. This twist adds a layer of absurdity and humour, as it exaggerates the rivalry between two brands to a comical extent.
  - The idea that a worker could face consequences for drinking a competitor's product is exaggerated, making the situation humorous.

6.6 UOD, for example:

**Apple** could be shown meticulously polishing its new iPhone, emphasising its sleek design and innovative features, while **Samsung** is seen adding multiple cameras and a foldable screen to its new Galaxy phone.

In the background, customers are eagerly watching the competition, with some holding signs that say 'Team Apple' and others 'Team Samsung.' The cartoon could end with both brands realising that their rivalry is driving more excitement and innovation in the tech world, leading to a friendly handshake.

**QUESTION 7      TEXTUAL EDITING**

7.1    7.1.1    had

          7.1.2    loved

7.2    It is a proper noun/The name of a specific holiday.

7.3    Creates a contraction/in place of a letter/making two words one.

7.4    'the' or 'a'

7.5    A 'dad joke' **is made** a joke by wordplay.

7.6    Smart/ingenious

7.7    Great – greater – greatest

7.8    It would make a great addition to a Father's Day card, **wouldn't it?**

**Total: 100 marks**