

## Grade 9 English Worksheet

---

### Advertisements and related actions/reactions

#### Part A: Billboard advertisement

Study the picture of a billboard advertisement.



<http://greenworldads.blogspot.com/2008/03/eskom-save-electricity-creative.html>

- 1 Who is this advertisement aimed at? (1)
  - 2 What is the purpose of the advertisement? (1)
  - 3 How is this advertisement different from a normal billboard advertisement? (2)
  - 4 How does the billboard put across its message? (2)
  - 5 Do you think the slogan is a good one? Give reasons for your answer. (4)
- (8)

## Grade 9 English Worksheet

### Part B: Mug advertisement

Eskom Promotional mug:



South Africa is currently experiencing an energy shortage which has resulted in massive rolling blackouts across the country. As a result our national electricity commission "Eskom" has embarked on a country wide initiative to save power. To promote energy saving in the massive business sector, the following mugs were distributed to company canteens nationwide. When filled with hot water the black fades to white revealing a message that reads "With your help, we can achieve it. Please conserve electricity"

[http://adsoftheworld.com/media/ambient/eskom\\_mug?size=-original](http://adsoftheworld.com/media/ambient/eskom_mug?size=-original)

- 6 Who is this advertisement aimed at? (2)
  - 7 What is the purpose of the advertisement? (1)
  - 8 How is this advertisement different from the billboard advertisement above? (3)
  - 9 How does the mug put across its message? (3)
  - 10 Do you think the slogan is a good one? Give reasons for your answer. (3)
- (12)

### Part C: Newspaper advertisement 1

Read the following advertisement.

## Grade 9 English Worksheet

---

If average household's electricity bill is R1 000 p.m., 42% saving is R420. Total cost of installing a 200L SOLAR system R15 500 with Eskom rebate ave. R2 500. Actual cost R13 000. Cost of conventional 200L geyser R8 900 installed. For R4 100 more install the SOLAR system that will pay for itself in less than ONE year and SAVE YOU MONEY. Quotes given on all requests. Rebate given by Eskom. BEST VALUE for money. SPECIAL OFFER for SEPTEMBER ONLY!!! Contact us NOW 082 172 8450 John or Mary 079 506 4549.

- 11 How do you know that this advertisement would appear in the classified section of the newspaper? (3)
  - 12 Comment on the use of capitals in the advertisement. (3)
  - 13 What is the difference between the installed cost of a conventional geyser and a solar geyser? (1)
  - 14 What amount of a solar geyser is subsidised by Eskom? (1)
  - 15 What does the abbreviation "ave" stand for? (1)
  - 16 What does the abbreviation "L" stand for? (1)
- (10)

### Part D: Newspaper advertisement 2

Your name is Jason. You have a small red 50cc scooter for sale. It is in good condition and is quite economical to run. You're selling it because you've managed to save up enough to buy a new one. It's four years old and has done a reasonable mileage. You've cleaned it up nicely. Your older brother used it before you. You're very fond of it. It's got a couple of scratches on the trunk. You're hoping to get R5000 for the scooter but you're prepared to negotiate if necessary. You give your home telephone number but you need to indicate that you're at school in the morning. You're not prepared to accept a cheque. It must be cash. You've got the licence for the scooter.

- 17 Write an advertisement to place in the classified section of the newspaper advertising your scooter. Write less than 20 words.

### Part E: Editing

- 18 Correct the spelling errors in the following text. (20 marks)

Businesses are requested to:

## Grade 9 English Worksheet

---

- Turn off all non-essential lighting and office equipment during the day.
- Only leave on essential lighting at night.

Residential consumers are requested to:

- Keep lights off in rooms which are not occupied.
- Use hot water sparingly.
- Use heaters to heat the room and not the whole house.
- Switch off appliances in stand-by mode such as hi-fi systems, video and DVD players and other electronic devices.
- Fill thermos flasks with boiling water for use during the day.
- Limit the use of pool pumps.
- Use microwave ovens rather than stoves.
- Switch off geysers during the day.

### Part F: Survey

Read the text.

- 19 You are doing a survey about the use of electricity by different families. Read about the following families and then complete the table.

## Grade 9 English Worksheet

The Blue family lives in a block of flats. They rent the flat from a landlord. The flat has two bedrooms and one bathroom. Each flat has its own geyser and gets its own electricity account. There are six people in the family. Three bath and three shower once a day. The family eat cereal in the morning. Tom's mother works at home and she uses the kettle throughout the day to make tea. She cooks a meal for the family at night.

The Green family lives in a three-bedroomed house with two bathrooms. There are five people in the family and each person showers at least once a day. Paula's dad put a blanket over the geyser to conserve heat. He also turned the thermometer down to a reasonable temperature. The family normally cook porridge on the stove in the morning and then they use the stove and oven to cook dinner. They pay their electricity account every month before the due date.

The Red family lives in a two-roomed house. The toilet is outside. There are seven people in the family and each person washes at least once a day. The family normally cook porridge on the two-plate stove in the morning and then they use the stove to cook dinner. They have prepaid electricity. Sometimes they run out of electricity and then they use cold water and their neighbours' stove.

The Yellow family lives in a five-bedroomed house. Each bedroom has its own shower. They also have a bathroom. The granny likes to bath. The rest of the family showers, normally at night. The Yellows have four children, two boys and two girls. They also have a servant. She also has a shower in her room. She uses it every day after work. She cooks breakfast, lunch and dinner for the family. Sometimes the granny helps her.

Name of family	Type of dwelling	Number of people	Number of baths per day	Number of showers per day	Number of cooked meals per day
Blue					
Green					
Red					
Yellow					

### Part G: Email letter

- 20 You have been asked to think of ways to conserve electricity in the school. The Learner Representative Committee has been asked to lead the campaign. You are the secretary of the committee. You are going to have a meeting to brainstorm ideas and to outline

## Grade 9 English Worksheet

---

the campaign. Write an email to the members of the committee informing them of the meeting.

### Part H: Minutes

- 21 You have been asked to think of ways to conserve electricity in the school. The Learner Representative Committee has been asked to lead the campaign. You are the secretary of the committee. You have a meeting to brainstorm ideas and to outline the campaign. Write the minutes of the meeting.

### Part I: Debate

- 22 Have a debate on the following topic:

All households should have prepaid electricity meters installed.

Divide the class into two groups. One proposes (supports) the motion (topic), the other opposes it (is against it).

The teams must research the topic.

Each side selects three or four speakers:

- 1st speaker introduces the rest of the speakers and their arguments and then begins the debate
- 2nd speaker puts forward arguments in favour of the topic
- 3rd speaker continues the argument
- 4th speaker sums up the arguments and argues against some of the points put forward by the other group.

The order of speaking is:

- 1st speaker proposing the motion
- 1st speaker opposing the motion
- 2nd speaker proposing the motion
- 2nd speaker opposing ... etc.

The rest of the class is called the “floor”. They may ask questions of members of their opposite teams after the first three speakers have spoken. The questions must be about points that were raised by speakers.

Appoint a timekeeper. Tell everyone how much time each speaker has. It will be about 3 minutes for the 1st and 4th speakers and about two minutes each for the 2nd and 3rd speakers.

Learners must:

## Grade 9 English Worksheet

---

- Show openness to ideas and treat the views of others with respect.
- Challenge others politely without interrupting them.
- Criticise the ideas and not the person.
- Express opinions and support them with reasons.
- Express agreement and disagreement.

## Grade 9 English Worksheet

### Suggested Solutions

#### Part A: Billboard advertisement

1	It is aimed at everybody who uses electricity from Eskom in their homes and at work.	(1)
2	It tries to persuade people to use electricity carefully / thoughtfully.	(1)
3	The stand is either on an electricity pylon or is a copy of an electricity pylon. Billboards are normally on poles.	(2)
4	There are four lights on the billboard but only the essential one is on. This demonstrates what the advertisement is trying to say, namely only use the lights that are necessary.	(2)
5	The learners should express their own opinions. They should correctly identify the slogan as "Use Electricity Wisely". They should talk about the choice of words, especially "wisely". They should also mention the simplicity and directness of the slogan.	(4)
		(8)

#### Part B: Mug advertisement

6	It is aimed at the business community, those who use canteens. All these people use electricity in their homes and at work.	(2)
7	It tries to persuade people to use electricity conservatively. It tries to persuade each person that his or her contribution is important.	(1)
8	This advertisement is targeted at the person with the mug in his or her hand. It is much more personal than the billboard advertisement. It addresses the individual himself by referring to the part that the individual can play in conserving electricity. It speaks about "your help" and uses the inclusive "we".	(3)
9	The mug reveals its message when it is filled with hot water. Presumably the hot water has come from a kettle and so users might be reminded that they should use such appliances sparingly. Someone holding the mug in his or her hand will not fail to read the message.	(3)
10	The learners should express their own opinions. They should correctly identify the slogan as "With your help we can achieve it. Please conserve electricity." They should talk about the choice of words, especially the inclusive word "we" and the use of "conserve" as a positive environmental word. They should also mention the simplicity of the slogan and how it directly speaks to the user.	(3)
		(12)

#### Part C: Newspaper advertisement 1

## Grade 9 English Worksheet

11	It uses short sentences and lots of full stops. It leaves out unnecessary words such as “the” and “a”. It abbreviates words such as “p.m.”, “ave.”.	(3)
12	The capitals are used to highlight or emphasise certain words such as solar, save and value. They draw attention to the words that will attract consumers.	(3)
13	R4100.	(1)
14	An average amount of R2500.	(1)
15	average	(1)
16	Litre	(1)
		(10)

### Part D: Newspaper advertisement 2

Example of an advertisement:

- 17 Scooter 50cc for sale. Good condition. R5000 cash. Phone Jason 011 567-8824 after hours.

### Part E: Editing

18 Businesses are requested to:

- Turn off all non-essential lighting and office equipment during the day.
- Only leave on essential lighting at night.

Residential consumers are requested to:

- Keep lights off in rooms which are not occupied.
- Use hot water sparingly.
- Use heaters to heat the room and not the whole house.
- Switch off appliances in stand-by mode, such as hi-fi systems, video and DVD players and other electronic devices.
- Fill thermos flasks with boiling water for use during the day.
- Limit the use of pool pumps.
- Use microwave ovens rather than stoves.
- Switch off geysers during the day.

## Grade 9 English Worksheet

---

### Part F: Survey

19

Name of family	Type of dwelling	Number of people	Number of baths per day	Number of showers per day	Number of cooked meals per day
Blue	Flat	6	3	3	1
Green	House	5		5	2
Red	House	7			2
Yellow	House	8	1	7	3

### Part G: Email letter

20 Use the assessment checklist to assess the emails.

### Part H: Minutes

21 Use the assessment checklist to assess the minutes.

### Part I: Debate

22 Assess in the way that suits you. Here are some choices:

- You can decide the winner.
- You can choose three learners in the class to do the judging.
- You can get the class to vote for the strongest team.

## Grade 9 English Worksheet

---

### Assessment checklist: Email

		Yes	No
	The recipients of the email are addressed.		
	The place of the meeting is given.		
	The time of the meeting is given.		
	The date when the meeting will be held is given.		
	The subject of the meeting is given.		
	The minutes of the previous meeting are mentioned as being attached.		
	The passive voice in the future is used.		
	Recipients are requested to respond regarding their availability.		
	The closing is appropriate.		
	The sender gives his or her own name.		

### Assessment checklist: Minutes

		Possible marks	Learner's marks
	The place and time of the meeting are given.	2	
	The date when the meeting was held is recorded.	1	
	The names of the people attending are given.	2	
	The minutes of the previous meeting are mentioned and discussed as being accepted.	2	
	The discussion is summarised.	4	
	The speakers are mentioned.	2	
	The past tense is used.	2	
	The content is relevant.	3	
	The time of closure of the meeting is recorded.	1	
	The time of the next meeting is mentioned.	1	
		20	