VISUAL LITERACY QUESTION PAPERS: 2010 - 2011
NOVEMBER 2010

QUESTION 4: VISUAL LITERACY

4.1 ANALYSING A CARTOON

Read the cartoon (TEXT D) below and answer the set questions.

NOTE: The name of the dog in this cartoon is Fred.

TEXT D

FRED BASSET

4.1.1 Refer to frames 1 and 2 of the cartoon.

How does the cartoonist show that the man is angry with his dog? In your answer consider BOTH the man’s body language and his words.

(2)

4.1.2 Refer to frame 3.

Why are the words 'MY CHAIR!' repeated?

(1)

4.1.3 Refer to frame 4.

Choose the correct answer to complete the following sentence. Write down only the question number (4.1.3) and the letter (A – D).

The sentence 'I switched off ages ago!' suggests that the dog is ...

A indifferent.
B self-conscious.
C embarrassed.
D guilty.

(1)

4.1.4 Do you find this cartoon humorous? Give a reason for your answer.

(2)
4.2 ANALYSING AN ADVERTISEMENT

Study the advertisement (TEXT E) below and answer the set questions.

TEXT E

Full of Omega 3 & 6 seed goodness.
Flora is made from seed oil.
Seeds are high in essential fats
Omega 3 & 6, which are
good for your heart.

4.2.1 Who is the advertisement aimed at? Give a reason for your answer.

4.2.2 Discuss how the picture used in the advertisement supports each of the following claims:
(a) 'Full of Omega 3 & 6 seed goodness.'
(b) 'Seeds are high in essential fats Omega 3 & 6, which are good for your heart.'

4.2.3 How is the slogan, 'LOVE YOUR HEART', meant to influence the reader?

4.2.4 Does the advertisement tempt you to buy the product? Give a reason for your answer.
QUESTION 4: VISUAL LITERACY

4.1 ANALYSING A CARTOON

Read the cartoon (TEXT D) below and answer the set questions.

NOTE: In this cartoon, the man is Hāgar and his dog is Snert.

TEXT D

![Cartoon images showing a dog and a man in various scenes.]

4.1.1 Refer to frame 3.

To whom does the phrase 'MY SOMEONE' refer? (1)

4.1.2 Refer to frame 4.

Name TWO ways in which the cartoonist shows the reader that the dog is very hungry. (2)

4.1.3 Refer to frame 8.

(a) How does the dog feel at this point? (1)

(b) How do you know this? Mention TWO points. (2)

4.1.4 Explain how this cartoon makes you feel about Hāgar. (2)

4.1.5 Do you think the cartoon conveys an important message to readers? Give a reason for your answer. (2)
4.2 ANALYSING AN ADVERTISEMENT

Study the advertisement (TEXT E) on the next page (page 10) and answer the set questions.

TEXT E

Romany Creams . . . irresistibly delicious

Bite into a Pyotts Romany Cream and take your tastebuds travelling to another world...

... a delicious world in which coconut combines with chocolate to create uniquely textured, melt-in-the-mouth biscuits with a dreamy, creamy milk chocolate filling. All this wrapped up in a bite-size treat. Of course you'll never be able to limit yourself to just one bite. Romany Creams — the things dreams are made of.
4.2.1 Who is the advertisement aimed at? Give a reason for your answer.  

4.2.2 Why are the words 'Romany Creams ... irresistibly delicious' written in a larger font (print)?

4.2.3 How is the following sentence expected to influence the reader? 'take your tastebuds travelling to another world ...'

4.2.4 Would this advertisement tempt you to buy Pyotts Romany Creams biscuits? Explain why. In your answer, you should focus on both the pictures used and the written text.
QUESTION 3: ANALYSING AN ADVERTISEMENT

NOTE:
- For one-word answers, write only the question number and the word.
- For multiple-choice questions, write only the question number and the letter (A–D) of the correct answer.

Study the advertisement (TEXT D) on the next page and answer the set questions.

3.1 What is the slogan in the advertisement? (1)

3.2 Refer to the following sentence:

‘Joy is why sip when we can take giant gulps and slurp every last little bit?’

Explain the difference in meaning between a sip and a gulp. (2)

3.3 Write down ONE example of alliteration used in the advertisement. (1)

3.4 The name of the product is PureJoy.

3.4.1 Explain how the ideas of ‘purity’ and ‘joy’ are shown by the pictures. Name TWO points. (2)

3.4.2 Quote TWO words or phrases from the advertisement that suggest the idea of ‘joy’. (2)

3.5 Do you think this advertisement will appeal to South African children? Support your answer by referring to the pictures. (2)
Joy is yahoo.
And yee-ha. And wowee.
Joy is smiles and giggles and splashes
and bombs away and belly flops.
It's watch this and here I come and
when can we do it again?
Joy is why sip when we can take giant gulps
and slurp every last little bit?

PureJoy. Perfect fruit moments.
QUESTION 4: ANALYSING A CARTOON

NOTE:
- For one-word answers, write only the question number and the word.
- For multiple-choice questions, write only the question number and the letter (A–D) of the correct answer.

Read the cartoon (TEXT E) below and answer the set questions.

TEXT E

NOTE: In this cartoon, Curtis is the boy and the man is his father.

4.1 Refer to frame 1.
   4.1.1 How does the cartoonist show that the music is loud? In your answer, consider the words AND the illustration (drawing).
   (2)
   4.1.2 How does the illustration show that the father and son disagree about rap music?
   (2)

4.2 Refer to frame 2.
   4.2.1 Explain why the word 'last' is written in a different font (type of print).
   (2)
   4.2.2 Explain what the father means by 'gutter language'.
   (1)

4.3 Refer to frame 3.

Choose the correct answer to complete the following sentence. Write down ONLY the question number (4.3) and the letter (A–D).

Curtis's body language shows that he ...

A  is apologising to his father.
B  likes rap music very much.
C  is ashamed of his father's behaviour.
D  does not understand his father's reaction.
   (1)

4.4 Do you think the father's behaviour throughout the cartoon is reasonable?
   Give TWO reasons for your answer.
   (2)