

QUESTION 1 (COMPULSORY)

Read the text below and explain how the three underlying features that influence the production of discourse have worked in in the production of the text.

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|-----|----------------------|------------|
| (a) | Staging | [12 marks] |
| (b) | Perspectivization | [6 marks] |
| (c) | Given-new management | [12 marks] |

[TOTAL: 30 MARKS]

Celebrate sober!

Summer time and the living is oh-so easy! This is the season to kick back, relax and enjoy family, often at the pool or around the braai. The reality is these activities often become alcohol-fuelled events for heavy drinkers. The safe per-person guideline of 1.5 bottles of wine a week or six beers is not likely to put your health at risk, but come the summer holidays this may be the daily consumption for many people.

More than 20 years ago, the World Health Organization (WHO) revealed that alcohol can cause numerous diseases, including certain types of cancer, such as of the liver, colon, rectum, breast, larynx and the oesophagus.

World Without Wine founder, Janet Gourand believes that generally the high alcohol consumption in many countries is driven by stress, anxiety about crime and poor economy, and sport, which encourages social drinking. And the period between December and January is notoriously the peak consumption time as the silly season kicks off! "Many don't realise that alcohol negatively affects just about every part of your body," explains Gourand. "It raises blood pressure, is bad for the heart and makes your skin appear dull. Any healthy eating and vitamin supplements are cancelled out by alcohol consumption."

The new face of alcoholism

Gourand explains that not all alcoholics are found on park benches either. "Many people drink a bottle of wine an evening and are still running their lives, and may simply be functional alcoholics. Unfortunately, alcohol gets its claws into you and then you have to drink more to have the same effect. It's a dangerous drug and many social drinkers will become dependent on alcohol later in life."

Adapted from Clicks Clubcard Magazine (2019)

QUESTION 2

(a) Explain what is meant by the terms below.

- (i) Intentionality [3 marks]
- (ii) Cohesion [3 marks]
- (iii) Coherence [3 marks]

(b) Explain how each of the concepts in (a) may be used to distinguish between text and non-text. Use examples to illustrate your answer. [21 marks]

[TOTAL: 30 MARKS]

QUESTION 3

Describe the types of readers stated below, and **link each one of them** to the reading models discussed in this course.

- (a) The beginning reader [10 marks]
- (b) The fluent reader [10 marks]
- (c) The implied reader [10 marks]

[TOTAL: 30 MARKS]

QUESTION 4

Explain in detail how 'prior knowledge' is essential in the derivation of meaning from discourse. Use at least two (2) theories of reading to support your answer.

[30 marks]

END OF EXAM