



Western Cape  
Government

Western Cape Education Department  
**Directorate: Curriculum FET**

# **ENGLISH FAL**

**REVISION BOOKLET**

**2026**

**TERM 1**

**Grade 12**

This revision programme is designed to assist you in revising the critical content and skills **you need to practice prior to the start of an examination or test.**

**PAPER 1: THE COMPREHENSION**

Here are some steps to follow when you answer the comprehension:

- You have enough time to READ and DO the comprehension. Do not rush.
  - Leave a line open after each answer.
  - Read through the passage quickly to get a general understanding of the passage. Try to picture what you are reading. This helps you to focus and read for meaning.
  - The **title** may offer a clue to the contents and purpose of the passage.
  - Read each paragraph and try to find the main idea in each paragraph.
  - Circle and work out the meaning of difficult words in the context of each paragraph.
  - Read through the comprehension questions. When you do this, keep the passage in mind. This will give you clues leading to the answers in the passage.
- 
- It is important to interpret and follow the instructions exactly as they are given:
  - Does the answer need a full sentence, a word or a phrase?
  - Highlight the **key words** in the question, e.g. **Quote**
  - Find the restriction words, e.g. **NINE consecutive words**
  - Find or underline **the focus/content of your answer**, e.g. which suggest that spending money on experiences can be a risk.
  - Avoid starting sentences with conjunctions such as because, and, but and so.
  - The mark allocation is usually a suggestion of the number of points needed.
  - Your numbering must correspond to the numbering of the questions – if the number is 1.1.1 you must not answer 1 or A.
- 
- **Irony questions** must have two parts – use words like '**but**', '**however**', '**instead of**'
  - **Comment on:** Present an informed opinion on ...
  - Explain in OWN WORDS – do not quote. Use your own words as far as possible: shuffle word order, use synonyms, rephrase. Just do not use it as it appears on the text.
  - QUOTE – then you must quote exactly. That means quotation marks, no words left out, no spelling mistakes, not a comma or full stop missing. It must look like a photocopy.
  - Quote ONE word/sentence/phrase, use quotation marks and make sure you have the **exact number** of words required.
  - Answer in a SENTENCE, make sure there is a **verb** (predicate) and a **subject** in your answer. For example: The scientists (subject) found (predicate/verb) evidence in the cave.
  - *Why is the following FALSE?*  
*The scientists found the evidence in a museum.*  
Reply simply: It is false because they found it in a cave.  
DO NOT answer - They did not find it in a museum. X  
You have to correct the false statement.

- Do you agree what the title of the text is appropriate, your answer has to be **based on** the **TEXT**. Do not refer to anything from your own experience. Remember the question is based on the specific given text. Your opinion does not really matter. They simply want to know whether you understand what you have read.

- **RESPONDING TO TEXT B**
- Step 1: Look at the picture.
- Step 2: Read the words and link them to the picture and to Text A.
- Step 3 - Answer the questions.
- Do not rush. Take your time. Read through your work again.

## Let's practise!!

### SECTION A: COMPREHENSION

#### QUESTION 1

Read BOTH TEXTS A and B and answer the set questions.

The price of South African influence		
1	A single Instagram post in South Africa can cost anywhere from R2,693 for a nano influencer to over R17,667 for a celebrity account with millions of followers. These rates, detailed in the newly released <i>2024 South African Influencer Benchmark Report</i> , shed light on the value influencers bring to brands eager to connect authentically with their audiences.	5
2	The report interviewed 560 influencers found that the average cost of a post is R4,354 for a regular image and R7,335 for a short video (reel). This makes influencer marketing similar in price to traditional outdoor ads, but with more trust from the audience. The report also says that influencers help connect brands and customers in a special way. Their posts can reach as many people as traditional media, but they feel more personal and trustworthy.	10
3	Influencers do more than just share numbers—they make campaigns feel real and trustworthy. A key way to measure their success is through engagement rates. In South Africa, the average engagement rate is 3.39%, which is more than twice the global average of 1.49%. Smaller influencers, called nano influencers (with 5,000–10,000 followers), have an even higher engagement rate of 4.55%. This shows that a smaller audience can create stronger connections. Also, only 23% of influencers	15

	with fewer than 500,000 followers are managed by agencies. Most of them work on their own.	
4	Creative freedom and authenticity were flagged as critical to campaign success, with influencers favouring campaigns that allow them to maintain their unique voice. "Minimal product placement within content yields the best results," the report highlights, reinforcing the power of indirect advertising in an age of advertising fatigue.	20
5	Instagram leads the pack as the most popular platform, followed by TikTok and YouTube, offering brands a range of channels to meet their audiences where they are. The report identifies Johannesburg as a hub for fashion and beauty influencers, Cape Town for food and lifestyle, and Durban for wellness and travel.	25
6	Interactive campaigns, such as giveaways and Q&A sessions, remain key strategies for driving engagement, while events also play a vital role. Over 80% of influencers expressed interest in in-person brand events, which provide hands-on experiences with products and opportunities to generate authentic content.	30
7	About 75% of influencers are open to receiving products instead of money, especially when the products are valuable, like in the beauty industry. This shows that the influencer market is still growing and changing. Because nano and micro-influencers charge less, South Africa is a great place for brands to use influencer marketing in a cost-effective yet powerful way.	35
8	With rates becoming more transparent and metrics more refined, brands and influencers alike are poised to elevate their collaborations. For companies looking to tap into South Africa's influencer market, the opportunities are rich, varied, and ready to be explored.	40
9	Braden Smulders, head of digital at The Racket Club and lead on the survey, says: "We recognised a significant gap in the market regarding reliable data on influencer engagement and payment. By partnering with YOUKNOW, we wanted to create a resource that not only informs but also empowers both influencers and agencies. The overwhelming interest from influencers in participating in the survey was a pleasant surprise and underscores the need for such insights."	45
10	Camille Darné, head of marketing at YOUKNOW added: "At YOUKNOW, we're all about using our martech and data expertise to help local brands and agencies get real, useful insights. Partnering with The Racket Club on this benchmark report lets us highlight how influencer expectations are evolving and provide essential benchmarks for brands looking to get the most from their influencer campaigns.	50
11	"It's a great starting point for brands wanting to not only build stronger connections with their influencers but also take a step towards better measuring and analysing the success of their campaigns."  [Adapted from <a href="https://www.bizcommunity.com/article/the-price-of-south-african-influence-255657a">https://www.bizcommunity.com/article/the-price-of-south-african-influence-255657a</a> ]	55


- 1.1 Refer to paragraph 1.
- 1.1.1 Compare a nano influencer to a celebrity. Write TWO differences. (2)
- 1.1.2 Why is the following statement TRUE?  
The information in paragraph 1 is authentic, meaning it has been researched. (1)
- 1.2 Refer to paragraph 2.
- 1.2.1 What is the other name for a short video? (1)
- 1.2.2 What is influencer marketing? (1)
- 1.2.3 Why do you think the posts of influencers feel “more personal and trustworthy” than traditional advertisements? (1)
- 1.2.4 How does the information in lines (6-7) challenge the usual perception that being an influencer is not a serious job. (2)
- 1.3 Refer to paragraph 3.
- 1.3.1 Choose the correct answer to complete the following sentence:  
Engagement rate is the amount of time an influencer...  
A takes to become a celebrity.  
B takes to speak to his or her followers.  
C gets engaged to be married.  
D is offline. (1)
- 1.3.2 Why does the writer refer to ‘23%’? (2)
- 1.4 Refer to paragraph 4
- 1.4.1 In your OWN words, list two ways influencers can make their campaigns successful. (2)
- 1.4.2 What does the word ‘fatigue’ suggest about the amount of advertisements shown on social media and how people will react to them? (2)
- 1.5 Refer to paragraph 5.

- 1.5.1 Which platform is the least popular? (1)
- 1.5.2 Quote THREE consecutive words that show that there are a variety of platforms that one can use to advertise. (1)
- 1.5.3 In your OWN words, explain the type of influencers that are found in Durban. (1)
- 1.6 Refer to paragraph 6.  
What does the Q&A stand for? (1)
- 1.7 Refer to paragraph 7.  
What do the words 'About 75% of influencers are open to receiving products instead of money' suggest about South African influencers. (1)
- 1.8 Refer to paragraph 9  
Why does the writer mention Braden Smulders? (2)
- 1.9 Do you find the title 'The price of South African Influence' suitable for the extract? Discuss your view. (2)


**TEXT B**

**SAY NO TO LITTERING**

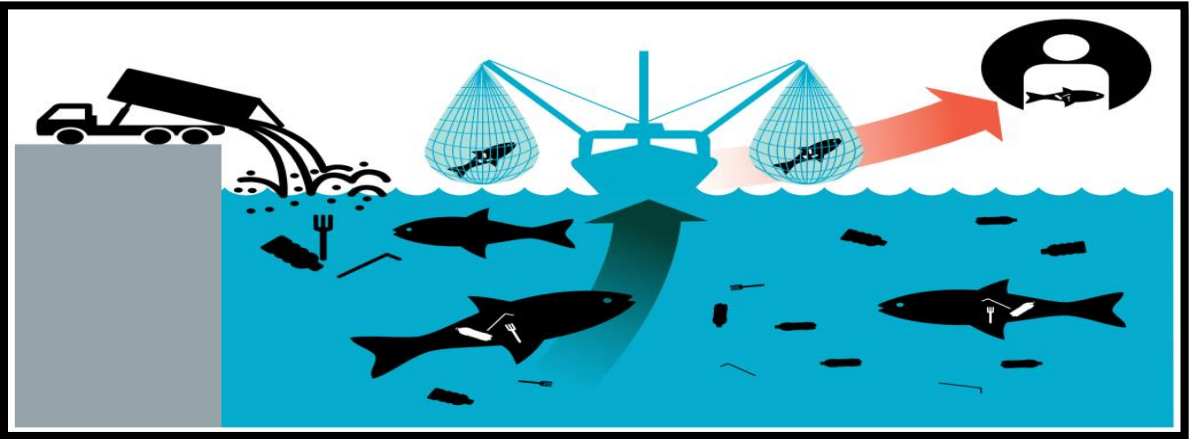
1.



2.



3.



[Adapted from [www.google.com](http://www.google.com)]

- 1.10 Where must people put their litter in visuals 1 and 2? (1)
- 1.11 What do you think will happen if people do not throw away their litter properly in visual 2? (1)
- 1.12 Describe how people end up being affected by litter in visual 3. (2)
- 1.13 In your own opinion, do you think a text would have been more effective in conveying the message above?

Discuss.

**TOTAL SECTION A: (30)**

### **QUESTION TWO: SUMMARY**

- Take your time!
- Read the instructions carefully, and make sure you follow them exactly.
- Read the question: E.g. *List the SEVEN ways in which you can make good friends.* Then you should not give your opinion. Base your answer on the TEXT. Do not be misled by the “fluff” of the passage.
- Number your answer 1 – 7.
- Your answer has to be in the form of seven **instructions** or **commands**. Concentrate on the question (statement) that you will find just before the instructions.
- Start each sentence/fact with a **VERB**.
- Do not use contractions. They count as two words. (I've = I have)
- Do not aim to write the shortest summary possible. Keep to the number of words required.
- Write down the number of words.

**QUESTION 2**

Read TEXT C below and list SEVEN **tips on how to be safe on social media**.

**INSTRUCTIONS**

1. Your summary must be written in point form.
2. List SEVEN points in full sentences using NO MORE than 70 words.
3. Number your sentences from 1 to 7.
4. Write only ONE point per sentence.
5. Use your OWN words as far as possible.
6. Indicate the number of words you have used in brackets at the end of your summary.

**TEXT C****How to be safe on social media**

Nearly all social networking sites let you make your profile, posts, and photos private. However, until you customize those settings, everything you do is usually public.

Once you post something on a social networking site, it can be difficult to erase it completely. Even if you delete something you posted, somebody may have taken a screenshot. Don't share any information you wouldn't feel comfortable with a stranger knowing.

Some social networking sites allow you to use geotagging to share your location with others on the app. If you've given the app permission to access your location, others may be able to see where you're posting from. Avoid using "location tagging" or "check in" features on social media.

If you don't know somebody in real life, avoid meeting them in person alone.

Scammers often use private messaging on social media to find their victims, posing as potential new friends/suitors or people you already know. If you get a message that contains a link, a request for money, or anything else that seems out of the ordinary, don't click it—even if the message appears to come from a friend's account, as it may have been hacked.

Adding a second step to the login process makes it harder for hackers to access your social media accounts, even if they have your password. When you set up two-factor authentication.

If you use the same password for all your accounts, a hacker who cracks your password on one app will be able to access your account everywhere.

[Source: <https://www.wikihow.com/How-Can-You-Protect-Yourself-on-Social-Networking-Sites>]

**TOTAL SECTION B: (10)**

**MARKING GUIDELINES****SECTION A: COMPREHENSION**

- 1.1 Refer to paragraph 1.
- 1.1.1 Compare a nano influencer to a celebrity. Write TWO differences. (2)  
**Nano influencers earn less money per post ✓ as well as having fewer followers ✓ than celebrities.**
- 1.1.2 Why is the following statement TRUE?  
 The information in paragraph 1 is authentic, meaning it has been researched. (1)  
**The information is from a report (South African Influencer Benchmark Report) and this proves it was researched. ✓**
- 1.2 Refer to paragraph 2.
- 1.2.1 What is the other name for a short video? (1)  
**reel ✓**
- 1.2.2 What is influencer marketing? (1)  
**Influencer marketing is when an influencer advertises a product or service. / When influencers connect brands and customers. ✓**
- 1.2.3 Why do you think the posts of influencers feel “more personal and trustworthy” than traditional advertisements? (1)  
**They feel more personal and trustworthy because influencers engage personally with their followers ✓ / influencers have a reputation to maintain and so they would not advertise something that would bring their name down. ✓**

**ACCEPT ANY SUITABLE RESPONSE**

- 1.2.4 How does the information in lines (6-7) challenge the usual perception that being an influencer is not a serious job. (2)  
**The usual perception is challenged because influencers are making over R4000 for each post they advertise. ✓ This means that a person can live a decent life just being an influencer because there is guaranteed payment. ✓**
- 1.3 Refer to paragraph 3.
- 1.3.1 Choose the correct answer to complete the following sentence:  
 Engagement rate is the amount of time an influencer... (1)  
 B **takes to speak to his or her followers.**
- 1.3.2 Why does the writer refer to ‘23%’? (2)  
**The writer wants to prove that a lot of nano influencers manage their own accounts ✓ and so they personally interact more with their followers (making them have a stronger connection with their audiences). ✓**

- 1.4 Refer to paragraph 4.
- 1.4.1 In your OWN words, list two ways influencers can make their campaigns successful. (2)
- Influencers can make their campaigns successful by:**
- **being real (themselves)✓ ,**
  - **having the ability to create content without many limitations ✓**
  - **not making it so obvious that they are advertising a particular brand (the advert must look natural and not so obvious that it's an ad)✓**
- CHOOSE ANY 2:**  
***The words from the text are: creative freedom, authenticity and minimal product placement or indirect advertising and should not be marked as correct***
- 1.4.2 What does the word 'fatigue' suggest about the amount of advertisements shown on social media and how people will react to them? (2)
- It suggests that there are too many adverts shown✓ and so people ignore them/ are overwhelmed/ annoyed.✓**
- 1.5 Refer to paragraph 5.
- 1.5.1 Which platform is the least popular? (1)
- YouTube✓**
- 1.5.2 Quote THREE consecutive words that show that there are a variety of platforms that one can use to advertise. (1)
- "range of channels"✓**
- 1.5.3 In your OWN words, explain the type of influencers that are found in Durban. (1)
- Durban influencers are mainly concerned about health and adventure/touring.✓**
- 1.6 Refer to paragraph 6.  
 What does Q&A stand for? (1)
- Question and Answer ✓**
- 1.7 Refer to paragraph 7.  
 What do the words 'About 75% of influencers are open to receiving products instead of money' suggest about South African influencers. (1)
- It suggests that they are desperate/ are easily exploited / are cheap/ are still building their brand✓**
- 1.8 Refer to paragraph 9  
 Why does the writer mention Braden Smulders? (2)
- He led the survey on influencer marketing as well as being the head of digital at The Racket Club,✓ and so what he has to say is informative and that makes it authentic, reliable, and trustworthy.✓**

- 1.9 Do you find the title 'The price of South African Influence' suitable for the extract? Discuss your view. (2)
- Yes because**
- **we now know that smaller accounts earn less than celebrity accounts**
  - **there is a relationship between engagement and success**
  - **Most South African influencers are given products as payment instead of money**
- ACCEPT ANY SUITABLE RESPONSES**

**TEXT B**

- 1.10 Where must people put their litter in visuals 1 and 2? (1)  
**They need to put in the bin.✓**
- 1.11 What do you think will happen if people do not throw away their litter properly in visual 2? (1)  
**The toilet might be blocked./ Pipe bursts/ sewage flowing everywhere✓**
- 1.12 Describe how people end up being affected by litter in visual 3. (2)  
**When waste is dumped in the sea/water, fish eat that waste.✓ Thus affected/infected fish is then caught and sold to people who will eat it and become sick.✓**
- 1.13 In your own opinion, do you think a text would have been more effective in conveying the message above? Discuss. (2)  
**No, because visuals encourage, Faster Processing, Better Retention, Engagement, Universal Understanding, Easier to Interpret, More Persuasive.✓✓**
- Yes, because a text allows depth of information. ✓✓(2 marks if well substantiated.)**

**QUESTION 2: SUMMARY**

	<b>QOTATIONS</b>	<b>FACTS</b>
1	Nearly all social networking sites let you make your profile, posts, and photos private.	<b>Make your posts private.</b>
2	Don't share any information you wouldn't feel comfortable with a stranger knowing.	<b>Don't open up to strangers.</b>
3	Avoid using "location tagging" or "check in" features on social media.	<b>Do not use location and check in features on social platforms.</b>
4	If you don't know somebody in real life, avoid meeting them in person alone.	<b>Do not meet strangers alone.</b>
5	Scammers often use private messaging on social media to find their victims, posing as potential new friends/suitors or people you already know.	<b>Be careful when communicating with people via private messaging.</b>
6	If you get a message that contains a link, a request for money, or anything else that seems out of the ordinary, don't click it	<b>Never click links sent to you.</b>
7	set up two-factor authentication	<b>A two-factor authentication must be set up.</b>
8	If you use the same password for all your accounts, a hacker who <a href="#">cracks your password</a> on one app will be able to access your account everywhere.	<b>Use different passwords on your different accounts.</b>

**TOTAL: 40 MARKS**