

Work sheet: Grade 7 HL – Reading for comprehension

New words: Study the underlined words in the extract. Provide the underlined words with their antonyms. Use each of the antonyms in separate sentences.

Read the extract from *Rolling Stone* on Black Panther and answer the questions set on it.

Black Panther finally hits theatres in 2018 and it's one of the most exciting movies to come out, well, ever. Black Panther is the first black superhero in mainstream American comics. Co-created by Stan Lee and Jack Kirby from Marvel, Black Panther was first introduced in 1966 in the "Fantastic Four No. 52," comic book. In a memorable storyline that saw him single-handedly defeat Marvel's "first family" — the stage was set for a new type of action hero. 1
2
3
4
5
6
7

To start with, Black Panther, played by Chadwick Boseman, is not just a superhero. He's also a king and a religious icon named *T'Challa*, King of Wakanda. This fictional African nation that is the "most technologically advanced nation in the world." is a secret that is kept hidden from the world with cloaking technology. (Fictional technology that can cause objects to disappear from the human eye.) 8
9
10
11
12

Black Panther has different physical abilities — super strength, speed and endurance. In the comics, he also has a few extra abilities, such as ultraviolet vision and the ability to track people by scent. T'Challa becomes the Black Panther, a transformation that is passed down from generation to generation through the Wakandan royal family, which they use, first and foremost, for their country's protection. 13
14
15
16
17
18

Black Panther's powers aren't derived from a serum or science experiment gone wrong. Instead, he and his predecessors gained them thanks to something called the Heart-Shaped Herb, a plant native to Wakanda that was traditionally thought to be a gift from the Panther God, Bast. To anyone not of the royal bloodline, however, the Heart-Shaped Herb is poisonous. 19
20
21
22
23

Black Panther is revolutionary: This is a movie produced in Hollywood by African-Americans starring African-Americans — but made for *all* people. The film's family dynamics and the sense of loss and conflict are things that all people can understand. Children who haven't seen blockbuster movie superheroes will love this new modern twist to our favourite genre, and since excitement is building towards this epic film we cannot wait for the fun to start. 24
25
26
27
28
29
30

Adapted from: Rolling Stone Magazine.

- 1.1 Are the following statements **FACTS** or the author's own **OPINIONS**?
- 1.1.1 Black Panther is one of the most exciting movies to be released, ever. (1)
- 1.1.2 Black Panther was co-created by Stan Lee and Jack Kirby. (1)
- 1.2 By which other name is Black Panther also known in the movie? (1)
- 1.3 What is the name of the actor who plays the role of Black Panther? (1)
- 1.4 Quote one word from line 10 which states that Wakanda is not a **real** African nation. (1)
- 1.5 State whether the following sentences are **TRUE** or **FALSE**. Give a reason for your answer.
- 1.5.1 The Black Panther can only come from the Royal family. (2)
- 1.5.2 The whole world knows that *Wakanda* is the "most technologically advanced nation in the world." (2)
- 1.6 Write down any three special physical abilities of the Black Panther. (3)
- 1.7 Imagine that you were a **superhero**. (2)
- a) Write down what you would be **called** and
- b) what your **super power** would be.
- 1.8 Choose the correct answer and write down only the letter. (1)
- Which animal family does a panther belong to?*
- A) amphibians
- B) mammals
- C) reptiles
- D) fish
- 1.9 In your own words explain how the Black Panther gained his powers? (1)
- 1.10 Write down the correct meaning for the following word in context, *predecessors*. (line 20) (1)
- 1.11 Is the word "poisonous" (line 25) used to evoke a **positive** or **negative** emotion from the reader? (1)
- 1.12. Do you think it is important to have superheroes representing all peoples of the world? Give a reason for your answer. (2)

Total for Section A: 20

25 June 2020Advertisements

Advertisements

Advertisements are designed for one reason only; to get the reader to spend money buying products. Advertisers use words and pictures to send strong messages to persuade the audience to buy a service or a product.

Advertisers use the advertising formula when they create an advertisement; AIDA - this acronym stands for:

A - Attention

I - Interest

D - Desire

A - Action

Advertisers use various design elements or techniques in adverts.

Headings - They use different fonts, sizes and letters. Shading or colour in the headline is used to catch your attention.

The headline must also suit the type of product or target market.

Sound devices - Advertiser use rhymes, alliteration to help remember things.

Emotive language - It helps to convince readers that they really need the product.

Figurative language - such as alliteration, personification, similes and metaphors are often used in adverts.

Slogans - They are meant to make an impression on our minds so that we remember the advert.

Layout and design - The layout must suite the intended target market/audience. The design must be structured

Contact details - These details are important so that the readers can know where to get the product.

Types of advertising media

- * Audio-Visual - (e.g) TV, social media
- * Visual - Flyers, posters, billboards, newspapers

Advertisements

The aim of **advertising** is to get people to buy something. Advertisers use the **AIDA** formula when they create an advertisement. AIDA stands for:

Attention	make the readers take notice
Interest	make the readers interested in the product
Desire	make the readers want the product
Action	make the readers buy the product

Advertisers use the **design elements** below to help make an advertisement reach a particular target market (the kind of people they want buying their product) and to show the particular product they are marketing:

- the size and kind of font (print)
- the colours
- the language (formal, informal, figurative, repetitive, and so on.)
- the layout (how things are arranged on the page).

1. Read the advertisement. Match the numbers to the statements below.



- Use a font or writing that attracts attention but is easy to read.
- Have a "call to action" that prompts the reader to buy your product.
- Show who your target market is (who will want to buy your product).
- Use a catchy phrase called a slogan that is easy to remember.
- Include the product name.
- Get the readers' attention by using a photo or illustration and a catchy word.
- In the advertisement, use words that have emotional appeal such as "new" and "sensation".
- Be imaginative, funny or clever with how you use words.

Reading and viewing

Advertisement

Let's look carefully at the two advertisements below. Discuss the advertisements with your partner.

NOW in 2
smart styles
(at the ONE PRICE)



OXFORD
STYLE



MULTIPLE
LACING

DUNLOP
"Volley" S.S.
(Super-Sole)
The World's No. 1 TENNIS SHOE
for MEN and WOMEN

USED BY THE WINNER OF VICTORIAN & N.S.W. TENNIS CHAMPIONSHIPS

R289, 99 AT JET / 25 LONG ST, WESTWOOD, DURBAN 3000 / CALL US 031 555 9191

Get the latest Adidas for girls. YOU KNOW YOU WANT IT!

ADIDAS-THE BRAND WITH THE THREE STRIPES

Now only R899 at SPORTSCENE....

Available ONLINE ONLY at www.sportscene.co.za



GRADE 7

ENGLISH FIRST ADDITIONAL LANGUAGE

Reading and viewing

Advertisement: Informal activity

Please study an advertisement on the screen / worksheet and answer the questions in your exercise book.

1. You learned about the AIDA principle. What does this acronym mean?
2. What is a "target audience"?
3. Which one of the two adverts do you like best?
4. Give two reasons for your answer to question 3.
5. What are the products in both advertisements? Give the products' names.
6. List any two contrasting differences between the two advertisements.
7. Write an example of persuasive language used in both adverts.
8. What are the contact details of JET STORE?
9. How can you order/buy the Adidas sneaker?
10. How many different styles of Volley SS are available?