



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF LANGUAGES**

<b>LEVEL: 5</b>	
<b>COURSE CODE: EPR511S</b>	<b>COURSE NAME: ENGLISH IN PRACTICE</b>
<b>SESSION: NOVEMBER 2022</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>
<b>FIRST OPPORTUNITY EXAMINATION</b>	
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<b>MODERATOR:</b>	Mrs. T. Kanime
<b>INSTRUCTIONS</b>	
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly. 4. Indicate whether you are a FM, PM or a DI student on the cover of your answer booklet	

**THIS QUESTION PAPER CONSISTS OF 11 PAGES (Including this front page)**

Read the article below and then answer the questions that follow.

### How did language evolve?

1. Animals may not be able to form words, but they can certainly communicate. Birds use songs and calls, and other animals use a combination of sounds and movements to communicate. Primates have an advanced system of communication that includes vocalization, hand gestures and body language. But even primates **stop short of** what man has been able to achieve - spoken language. Our ability to form a limitless number of thoughts into spoken word is one of the things that separates us from our less evolved cousins. While we know that language first appeared among Homo sapiens somewhere between 30,000 and 100,000 years ago, the secret to how **it** evolved is still unknown. Hypotheses for language origins must explain at least three traits: precise vocal learning and control, overtly social communication and hierarchical syntax. Mainstream theories regarding language evolution fall into two distinctly different camps.
2. One widely held theory is that language came about as an evolutionary adaptation, which is when a population undergoes a change in process over time to better survive. That's where the idea of natural selection **comes into play**, which is the notion that the specific physical traits of a population make that population more likely to survive **its** environment - think the turtle and its shell. The idea here is that language was created to help humans survive. Why? One, humans needed to communicate with each other in order to hunt, farm and defend themselves successfully from the surrounding harsh environment. Being able to communicate using language gave the human species a distinct survival advantage. And two, language was needed for social interaction, according to those who subscribe to the adaptation theory.
3. In their paper "Natural Language and Natural Selection," researchers Steven Pinker and Paul Bloom theorize that a series of calls or gestures evolved over time into combinations, giving us complex communication, or language. As things became more complicated around them, humans needed a more complex system to convey information to one another. Think of it like this: Early man sees a group of deer he wants to hunt. He grunts a sound to his hunting partner that means "deer are nearby." One day, a storm comes in and the hunter notices that thunder scares the deer away. As a result, the hunter goes hungry until the storm passes. Over time, the same hunter also learns to recognize the warning signs for bad weather -- dark skies and increased wind. Early man realizes that when the sky darkens and the wind picks up, he needs to tell his hunting partner to speed up the pursuit of the deer. Therefore, he comes up with a series of grunts that reference both the deer and the bad weather. That series of grunts was the beginning of an evolutionary adaptation that eventually became language. As humans learned more about how to best survive, they developed a need to communicate these survival methods to their population. And that's the adaptation theory **in a nutshell**.

4. The other competing theory, posed by linguist Noam Chomsky and evolutionary biologist Stephen Jay Gould, is that language evolved as a result of other evolutionary processes, essentially making it a byproduct of evolution and not a specific adaptation. The idea that language was a spandrel, a term coined by Gould, **flew in the face** of natural selection. In fact, Gould and Chomsky pose the theory that many human behaviours are spandrels. These various spandrels came about because of a process Darwin called "pre-adaptation," which is now known as exaptation. This is the idea that a species uses an adaptation for a purpose other than what it was initially meant for. One example is the theory that bird feathers were an adaptation for keeping the bird warm, and were only later used for flying. Chomsky and Gould hypothesize that language may have evolved simply because the physical structure of the brain evolved, or because cognitive structures that were used for things like tool making or rule learning were also good for complex communication. This falls in line with the theory that as our brains became larger, our cognitive functions increased.
5. Of course, researchers can't even agree on what constitutes language among early man. Some consider the proto-language of Homo habilis the first real language. Others say it can be chalked up to Homo erectus, while most believe that what we understand as modern language came from Homo sapiens. We do know that Homo habilis is responsible for bringing tools onto the scene, about 2.3 million years ago. This has led some to believe that the cognitive function of Homo habilis was much more advanced than his predecessor, Australopithecus. According to research, the temporal, parietal and occipital lobes of the brain were physically connected for the first time with Homo habilis. That area of the brain is known now as Wernicke's area, and it has a lot to do with language production. This supports Chomsky and Gould's theory that our brains physically adapted to be able to make tools, and language then arose because of this adaptation.
6. For those of you who think both camps present pretty good arguments, there's good news: they aren't mutually exclusive. While science now shows us that it's likely there already were neural structures in place that allowed language to evolve, meaning it was likely exapted, that doesn't necessarily explain language in full, with all of its complexities. Stringing words together into sentences and the notion of grammar in language may have a lot to do with natural selection. So perhaps language was originally exapted, but was refined through Darwinian selection. Surely a Homo sapiens with more advanced communication skills would have some kind of evolutionary advantage over his single-word grunting cousin. But that more refined Homo sapiens wouldn't even have the opportunity to speak his first sentence if his brain hadn't evolved to allow him to make a primitive hammer.

Answer the following questions in your answer book.

1. Name three ways in which primates communicate. (3)
2. Name three characteristics of language that must be explained by hypotheses for language origins. (3)
3. Explain the meaning of natural selection. (1)

4. For which two reasons, according to the adaptation theory, was it necessary for humans to use language to communicate? (2)
5. What is a spandrel? (1)
6. Explain the term 'exaptation". (1)
7. What does Chomsky and Gould hypothesize regarding language evolution? (2)
8. Which early man do most scientists believe first used real language? (1)
9. Explain in detail why some scientists believe that Homo habilis was the first early man to use real language. (4)
10. Explain the meaning of the following idiomatic expressions as used in the passage: (4)
  - (i) To stop short of
  - (ii) Comes into play
  - (iii) In a nutshell
  - (iv) Flew in the face
11. What do the following bold-printed pronouns refer to? (3)
  - (i) **It** in paragraph 1
  - (ii) **Its** in paragraph 2
  - (iii) **It** in paragraph 5

## SECTION B: GRAMMAR

[25]

Read the passage below and then answer the questions that follow.

### How humans evolved language

Thanks to the field of linguistics we (i) (to know) much about the development of the 5,000 plus languages in existence today. We can describe their grammar and pronunciation and see how their spoken and written forms (ii) (to change) over time. We have mapped out a great deal of the history of language, but there are still areas we know little about. Experts (iii) (to begin) to look to the field of evolutionary biology to find out how the human species developed to be able to use language. So far, there are far more questions and half-theories than answers.

We know that human language (iv) (to be) far more complex than that of even our nearest and most intelligent relatives like chimpanzees. We can express complex thoughts, convey subtle emotions and communicate about abstract concepts such as past and future. And we do this following a set of structural rules, known as grammar. Do only humans use an innate system of rules to govern the order of words? Perhaps not, as some research may suggest dolphins share this capability because they are able to recognise when these rules (v) (to break).

If we want to know where our capability for complex language (vi) (to come) from, we need to look at how our brains are different from other animals. This relates to more than just brain size; it is important what other things our brains can do and when and why they evolved that way. And for this there (vii) (to be) very few physical clues; artefacts left by our ancestors don't tell us what speech they were capable of making. One thing we can see in the remains of early humans, however, is the development of the mouth, throat and tongue. By about 100,000 years ago, humans evolved the ability to create complex sounds but before that early human (viii) (to communicate) using more basic sounds.

1. Change the verbs numbered (i) – (viii) in the passage above into the correct verb tense. (8)

2. From the sentence below, identify and write down one example of the following: (4)

Using language caused the brains of humans to develop, and they are now producing complex language that was not spoken by their grunting predecessors.

(i) a past participle

(ii) a present participle

(iii) a gerund

(iv) an infinitive

3. Identify whether the sentences below are in the active or passive voice. (3)

(i) We have mapped out a great deal of the history of language.

(ii) Some researchers suggests that the capability to use rules when communicating is being shared by dolphins.

(iii) Our ancestors left a number of artefacts behind.

4. Write the sentences in question 3 above in the opposite voice. (3)

5. Write the following sentence in reported speech. (3)

Biologist William Fitch said: "I attended a conference last year about the origin of modern language."

6 (i) Identify the type of conditional used in the following sentence. (1)

If the brain of Homo sapiens had not evolved, he would not have been able to speak.

(ii) Change the sentence at 6(i) into a second conditional. (2)

(iii) Complete the following conditional sentence with a suitable result clause. (1)

If we look at how our brains are different from other animals, ...

Read the passage below and then answer the questions that follow.

### It is Time to Re-define the Influencer

By Kalon Gutierrez

1. Social media influencers are a powerhouse community. According to Statistics, 78% are under the age of 34, with 34% of those being under 24. Social media will continue to provide a massive platform for today's youth to build their influencer foundations, and access is nearly universal, costing little more than a smartphone, a Wi-Fi hookup and creativity.
2. Due to positive economic growth, these emerging entrepreneurs are now mainstream entertainers and ingrained in both B2C and even B2B corporate advertising strategies. Despite the rapid growth in influencer popularity among consumers and brands alike, what was once seen as organic marketing is beginning to raise a collective consumer eyebrow on authenticity: A recent international study found that just 4% of people believe that information shared by influencers on social media is true, and the rate of successful "influencing" has dropped too.
3. Nevertheless, the number of people that we identify as influencers continues to skyrocket — no doubt a byproduct of worldwide stay-at-home orders that accelerated and popularized the generation and consumption of influencer content. Once used to refer to those with large social followings and consumer goods advertising contracts, the term "influencer" has expanded to represent political leaders, business executives, social justice advocates, dancers, poets, esports competitors and many others with a platform. "Authenticity" is a key part of these entrepreneurs' brands, but the tendency to group them all under the umbrella term "influencer" is causing the public to lose trust.
4. It is time, then, for us to re-examine our vernacular and rebrand the term "influencer" to a more representative title: *social media leader and entrepreneur*. There are four methods society can make this cultural shift happen:
5. The first method is to re-define the term "influencer". Begin phasing out the term in favour of stronger language that recognizes the entrepreneurial leadership of these content creators and advocates. To influence is to have an effect on the character, development or behaviour of someone or something. While you can influence without actively intending to do so, the term is often understood as a synonym for "manipulate," likely contributing to and even labelling the recent dip in trust.
6. These influencers can come to fame in ways that vary from hustle to happenstance. Regardless of how they get there, once they reach that mainstream level, they become social media leaders and entrepreneurs, and it's time we acknowledge them as such.
7. Secondly, develop more academic curricula on social media and digital business. It may be hard to believe, but there was a time when the internet was seen as a dying fad. According to Statist, e-commerce retail today is powering \$469 billion in sales in the United States alone and is predicted to grow to \$563 billion by 2025.

8. Yet there remains little in the way of structured education about social media in today's educational system. Sure, there are plenty of marketing classes, entrepreneurship degrees and digital boot camps that talk about the power of social media as a tool — but are they examining social media as a business itself, driven on the individual and corporate level? Today's youth are using digital media as their main point of communication. We need to better equip them to understand its economic access as well.

9. Also, democratize support services. As previously noted, the vast majority of those leveraging social media are under the age of 34, and they span varying levels of income and education. According to Influencer Marketing Hub, 69.4% of influencers chose to be influencers so that they could earn revenue, but budding social media leaders and entrepreneurs don't have the same infrastructure in place to translate successful digital businesses into broader ventures, should they wish to do so.

10. It is time we empower our emerging social media entrepreneurs by providing support services and resources (legal and consulting) to help them form their social-led businesses and translate their platforms into meaningful income that can be used as a springboard to upward economic mobility and careers. This also includes social applications and tools to better support social media leaders and entrepreneurs by providing structure for them to build, manage and sustain their businesses and brands (which is certainly underway.)

11. Lastly, expand the scope from endorsement to partnership. In order for the above to work, brands need to meet influencers halfway. It is time for companies across a range of industries to view influencers as more than a means to an advertising end. Social media entrepreneurs have already proven they're more than the sum of their followers by sharing truly valuable and engaging social, political and cultural content.

12. Rather than viewing the relationship with an influencer as simply another marketing channel and contract, there is an opportunity for brands to engage with social media leaders and entrepreneurs as true partners, just as they would a corporate affiliate or even a traditional celebrity spokesperson.

13. While the scale of the influencer market continues to grow, the level of trust in the term doesn't. It's time for us to bring attention to the mislabeling of a huge — and growing — portion of our economy. We have the opportunity to validate social channels as a respected, resourced and studied route to success. It's up to the social media companies that provide the platforms, the brands that provide the endorsements and the educational institutions that provide the knowledge to push the boundaries of their definitions and continue to innovate and acknowledge the long-term social and financial benefits of doing so.

(Source: <https://www.entrepreneur.com/science-technology/>)

1. In paragraph 1, the author is creating an assumption that (1)
  - a) The concept influencer needs to be redefined
  - b) Influencer work is only for the youth
  - c) Influencing job contributes tremendously to the world's economy
  - d) Being an influencer has become popular

2. In paragraph 1, the author gave statistics that, '... 78% are under the age of 34, with 34% of those being under 24' to illustrate that (1)
- social media is a powerhouse community.
  - social media provide a massive platform for the youth.
  - today's youth build their influencer foundations.
  - youth under the age of 34 like social media than those under the age of 24.
3. The author mentioned that, '... what was once seen as organic marketing is beginning to raise a collective consumer eyebrow on authenticity'(paragraph 2) to (1)
- illustrate the need for organic marketing
  - explain that influence is no more viewed as authentic marketing.
  - to characterize the culture of organic marketing.
  - to explain why influencer marketing is raising a collective consumer eyebrow on authenticity.
4. The main reason why the author suggests the concept influencer to be rebranded is (1)
- the influencer market continues to grow, but the level of trust in the term doesn't.
  - the number of people that are identified as influencers continues to skyrocket.
  - authenticity" is a key part of these entrepreneurs' brands.
  - to expand its scope to include other experts in different fields who have a stand.
5. In paragraph 3 the word 'authenticity' nearly means (1)
- Entrepreneurs
  - Influencers
  - Expansion
  - originality
6. The main idea expressed in paragraph 6 is that (1)
- Influencers work hard for recognition.
  - Influencers know how to hustle for fame.
  - Influencers are social media leaders and entrepreneurs.
  - Influencers' titles need to reflect their leadership and entrepreneurship role.
7. The author asked a question that, '...are they examining social media as a business itself, driven on the individual and corporate level?' (paragraph 8) to (1)
- make the audience think about the power of social media as a tool for the business itself, driven on the individual and corporate levels.
  - ask whether youth are using digital media as their main point of communication.
  - better equip them to understand its economic access.
  - None of the above.
8. Why is the author referring to influencers as social media entrepreneurs in paragraph 11? (1)
- They trade on social media.
  - The invented social media.
  - Statistics show that influences the use of social media a lot.
  - They share truly valuable and engaging social, political and cultural content.



9. The author implies that businesses view their relationship with the influencers as, (1)
- a) Long-lasting
  - b) complicated
  - c) marketing channel and contract
  - d) a corporate affiliate
10. What is the author's main idea in paragraph 6? (1)
- a) People do not true the concept of influencer
  - b) The term influencer is mislabeling what influencers do for the economy
  - c) Social media companies, brands and educational institutions must advocate for the term that is inclusive of everything that influencer is about.
  - d) Social media companies that provide the platforms, the brands that provide the endorsements and the educational institutions that provide the knowledge are responsible for a mismatched definition.

**Section C:PART 2**  
**Summary writing**

**[10]**

Read the article about *It is Time to Re-define the Influencer*. Write a note - form summary about four methods and their main supporting claims that society can take to make the cultural shift of rebranding happen.

Method:

.....  
 ..... (1)

Supporting claim:

.....  
 ..... (1)

Method:

.....  
 ..... (1)

Supporting claim:

.....  
 ..... (2)

Method:

.....  
..... (1)

Supporting claim:

.....  
..... (2)

Method :

.....  
..... (1)

Supporting claim:

.....  
..... (1)

(10 marks)

## Section D: Essay writing

(30)

Read the following essay topics and write an essay of between 350 to 400 words on the selected topic.

1. Namibia is regarded as one of the countries with the highest inequalities between the poorest and the wealthiest. **Write an opinion essay** in which you say what causes this widening gap and what are the three things you would do if you were the president of the country.
2. Social media and Facebook in particular have a programme that targets hate speech and other unwanted materials like trolls and bots. What are the benefits and disadvantages of social media “policing” the internet instead of self-regulation by the users? **Write an argumentative essay** in which you will argue for and against self-regulation versus social media removing harmful content.
3. Reels and other methods of self-advertisement can be a valuable source of much-needed cash. How can people tap into this resource especially the youth with their technical know-how and the glaring dismal unemployment rate? **Write an opinion essay** where you will give your opinion on how reels can be used to market and sell products online.
4. Covid did not only cause mass starvation of people but destroyed livelihoods and caused untold suffering in communities across Namibia. If you were the economic advisor to our president, mention three interventions that government, the private sector, and the country at large can engage in to arrest rampant poverty and unemployment. **Write an opinion essay**
5. Artificial Intelligence (AI) has shown tremendous development in the last few years with the development of spell-checking tools like Grammarly, Linguix, Sapling etc. What are the advantages and disadvantages of using these tools instead of a ‘human eye’ expert? Discuss the pros and cons of these tools in an **argumentative essay** layout.
6. Social media watchers regard augmented reality which includes Virtual Reality (VR) and Augmented reality as the next best offerings. What are the three benefits and disadvantages of these technologies for a developing country like Namibia? Discuss these issues in the form of an **argumentative essay** format.

**Good luck!**

**[TOTAL: 100 MARKS]**