**BUSINESS STUDIES**

School Badge

**Grade 12 –Portfolio 2017**

**News Article Analysis:**

Fast Food Industry

**Set by: D Prinsloo**

**Moderated by:**

**Instructions:**



1. Plagiarism will be penalised to the full extent. All plagiarised sections of work will not be marked or considered part of the task. 90% of the text must be written by you and a maximum of 10% may be directly quoted and cited. All direct quotations must be correctly cited and referenced (Harvard referencing format)
2. Submit an anti-plagiarism and authenticity statement with an anti-plagiarism checking certificate (e.g. plagtracker) attached to the back of your assignment.
3. This task forms 15% of your final portfolio mark so allocate your time and effort accordingly.
4. All late work will be penalised by deducting 10% per day. (Weekends will count as separate days).
5. It is recommended that you use a minimum of at least *three* articles to complete the task.
6. All articles need to be referenced correctly.
7. Presentation requirements:
	* The task must be typed out professionally in an appropriate font - size 12.
	* Insert page numbers, headings and sub-headings.
	* Work must be stapled in the top left hand corner when handing in.
8. Your task must include the following:
* Cover page (name, school, subject, title of the task)
* Copy of the articles
* Summary of the topic
* Detailed analysis
* Reference list
* Anti-plagiarism statement
* Anti-plagiarism checking statement

**Task:**

The local fast-food industry brings in more than R300-billion every year and is experiencing exponential growth with local consumers. Coupled with the success are controversial issues which plague the industry. Find any issue pertaining to the South African Fast Food Industry and complete a detailed news article on it.

Include the following in your response:

* A summary of the topic where the context is clearly expressed.
* An analysis of the articles where you refer to the different articles, you express your personal opinion and you link it to the relevant topic(s) within your article. Part of your response must show insight where you compare and criticise the articles. It will be in your best interest to find contradicting articles to assist you in getting your argument across.



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| **RUBRIC ‘Article Analysis’**STUDENTSMARK: 50 50

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|  NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

 |
|  | **0-1** | **2-4** | **5-7** | **8-10** | **TOTAL**  |
| Presentation and instructions**LOT** | **None** of the following instructions were followed:* Name (cover)
* School (cover)
* Title (cover)
* Articles included
* Summary of the topic
* Detailed analysis
* Size 12 font
* Page numbers
* Headings and sub-headings.
* Stapled top left.
* Electronic copy included
* Reference list
* Anti-plagiarism statement
* Anti-plagiarism checking statement
 | **1 – 4** of the following instructions were followed:* Name (cover)
* School (cover)
* Title (cover)
* Articles included
* Summary of the topic
* Detailed analysis
* Size 12 font
* Page numbers
* Headings and sub-headings.
* Stapled top left.
* Electronic copy included
* Reference list
* Anti-plagiarism statement
* Anti-plagiarism checking statement
 | **5 – 9** of the following instructions were followed:* Name (cover)
* School (cover)
* Title (cover)
* Articles included
* Summary of the topic
* Detailed analysis
* Size 12 font
* Page numbers
* Headings and sub-headings.
* Stapled top left.
* Electronic copy included
* Reference list
* Anti-plagiarism statement
* Anti-plagiarism checking statement
 | **10 – All** of the following instructions were followed:* Name (cover)
* School (cover)
* Title (cover)
* Articles included
* Summary of the topic
* Detailed analysis
* Size 12 font
* Page numbers
* Headings and sub-headings.
* Stapled top left.
* Electronic copy included
* Reference list
* Anti-plagiarism statement
* Anti-plagiarism checking statement
 |  |
| Summary of the topic**LOT** | (0)No summary of the topic/articles/context was given or it was listed (1) | (2)The question was re-written, (3) A very basic summary which has no depth of understanding (4) or it is paraphrased from one of the articles. | (5)A clearly stated summary (6) showing an understanding of the articles/topic, plus (7) attempting to place it in context. | (8)Demonstrates an excellent understanding of the topic/articles. (9)The summary shows length and breadth of understanding plus, (10) the articles and topic are clearly placed in context. |  |
| Analysis of the articles:Topic & Context**LOT** | (0) There is no analysis of the articles (1) The articles have been re-written as the analysis and are not understood. | (2)The analysis shows a basic understanding of the chosen topics (3) and includes a Business Studies topic (4) with the context vague. | (5) The analysis shows a clear yet basic understanding of half the articles (6) ¾ of the articles (7) all the articles with a clear understanding of the context | (8) The analysis shows a good understanding of all the articles (9) showing a clear link to the topics (10) and its clearly placed in the correct context, |  |
| Analysis of the articles:Critique, comparison, insight**HOT** | (0) There is no critical analysis of the articles (1) The concept of critical analysis is attempted but not understood. | (2)The critical analysis shows very basic comparisons and critique of part or all the articles (3) with minimal depth (4) with fair depth. | (5) The analysis shows a fair comparisons and critique of half the articles in depth (6) ¾ of the articles in depth (7) all the articles in depth. | (8) The analysis shows excellent comparisons and critique (9) with good breadth and depth (10) An Excellent all round analysis. |  |
| Analysis of the articles:Development of arguments **HOT** | (0) There is no development of arguments (1) The development of arguments is attempted but not understood. | 2) There is a basic development of arguments (3) and there is a small amount of integration with the topic (4) all the above including minimal depth. | (5) There is a good development of arguments (6) plus there is an attempt to integrate with the topic (7) all the above with better integration | (8)Puts an excellent argument across (9) showing length and breadth plus, (10) plus an excellent all integration of topic, critique and argument. |  |
|  TOTAL:  |

 **Educator & Date**

Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Add school badge **BUSINESS STUDIES** **Portfolio 2016** |
| **STATEMENT OF AUTHENTICITY** |
| Centre Number |  | Examination number |  |
| ***DECLARATION BY THE CANDIDATE*** |
| I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print full names) declare that all external sources used in my SBA have been properly referenced and that the remaining work contained in this SBA is my own original work. I understand what plagiarism is, and accept the Plagiarism Policy of [Name of School] in this regard. I have also not allowed anyone to borrow or copy from my work. I understand that if this is found to be untrue, my SBA will be liable for disqualification.  |
| Signed: |  Candidate | Date: |   |
| ***DECLARATION BY THE CANDIDATE’S EDUCATOR:*** |
| I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print name and title of Educator) at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print name of school) declare that the work provided by this candidate has been monitored and checked for plagiarism.  |
| Signed: |  Educator | Date: |  |