

Language Activity 3

Read the passage and answer all the questions that follow.

TEXT C

Adapted from Banks Get a Sense of Humour by Sibongile Mafu

1. We all know there's nothing funny about parting with your money. In a perfect world we'd all love to keep our money underneath our Sealy Posturepedics, but it is 2016, your money needs to live in a bank. And with all the competition about, we all know banks need to make what they offer appealing to the regular Joe.
2. Lately I've noticed a trend among banks in South Africa - using comedians to convince me to buy what they're selling. There's a definite shift to make banking more accessible and approachable. Maybe it's a tactic to make you forget how broke you are so you can laugh and sing through the pain.
3. On social media, the big banks are making a concerted effort to make banking more accessible, with FNB using fictitious character RB Jacobs to answer consumer queries and complaints. RB can also take and shell out a joke or two. He or she or it has definitely been an effective tool for FNB to be in touch with its customers, and entice new ones to their side of the fence.
4. I then look over Eugene Khoza telling me about serious things like Nedbank home loans and I briefly forget about how serious it all is, appreciating the fact that banks are trying to make themselves less intimidating and threatening.
5. With all that said, I still value professionalism and efficiency when I deal with my service providers, but there's no reason we can't share a chuckle along the way. If you can at least fool me into thinking that your business have a semblance of a personality, I'm more likely to stay with you.

Questions

- 3.1 Identify the punctuation error in paragraph one.
- 3.2 Provide the noun form of “fictitious” (paragraph three).
- 3.3 Quote the redundancy evident in paragraph four.
- 3.4 Rewrite in the passive voice:
On social media, the big banks are making a concerted effort to make banking more accessible.
- 3.5 Is the following sentence a phrase or a clause? Provide a reason for your answer.
and I briefly forget about how serious it all is
- 3.6 Identify and correct an error of concord in paragraph five.

3.7 Rewrite in reported speech:

“I still value professionalism and efficiency when I deal with my service providers,” said Sibongile.

3.8 Correct a spelling error in paragraph five.