

Prosperity in SA

Assessment Task:

Prosperity in South Africa (Individual activity) (LO2 AS4)

Read the article below about prosperity in South Africa and answer the questions that follow.

The emerging black middle class – true black economic empowerment?

Friday, 24 June 2005

The South African Advertising Research Foundation (SAARF) has identified three waves of black economic empowerment. The first was the black elite, the politically well-connected individuals and dynamic entrepreneurs who took full advantage of the economic opportunities presented post-1994. The second was the emergence of the black professional, the 'buppies' of the 1990s – up-and-coming, young and qualified. The third wave is by far the largest. These are the 'buppies' (booming, aspirational and previously poor) who are taking advantage of the booming economy and moving on up.

As Tim Cohen notes, the buppies are the backbone of social development and progress. They are hard-working, law-abiding and dedicated and are prepared to make sacrifices to ensure their – and their children's – continued progress. Buppies are determined to provide their children with quality education, thereby ensuring that this growing middle class is sustainable. SAARF estimates that two million working class South Africans have escaped poverty since 1998 and joined the middle class, albeit at the bottom end.

It's not just the numbers that point to an emerging middle class. The evidence is all around, from the current retail boom, the record sales of new vehicles, to the soaring housing prices. The South African Motor Vehicle Licensing Department has reported that 31% of new vehicle owners were black last year, compared with 11% in 1990. Black ownership of homes in Johannesburg's affluent suburbs has increased by 700% in the last five years and the black middle class now accounts for over 20% of Pam Golding Properties' business, compared with 7% in 1998.

By Ian Macdonald

(Source: www.sagoodnews.co.za)

- a) Write down one sentence from the article that proves that 'buppies' are productive. [1 mark]
 - b) Being productive has enabled working class South Africans to escape poverty. How did it help them escape poverty? [2 marks]
 - c) How can productivity help South Africans to prosper? [2 marks]
 - d) Quote three facts from the paragraph that prove that the productivity and prosperity of 'buppies' have helped the economy to prosper. [3 marks]
 - e) Consult a dictionary or research the term "prosperity". Then write down a definition. [2 marks]
- [Total: 10 marks]