

No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

3

91471



914710



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Level 3 Home Economics, 2019

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Wednesday 13 November 2019
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Analyse the influences of food advertising on well-being.	Analyse, in depth, the influences of food advertising on well-being.	Analyse comprehensively the influences of food advertising on well-being.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL the questions in this booklet.

Pull out Resource Booklet 91471R from the centre of this booklet.

You **MUST** refer to the advertisements provided in the resource booklet to answer the question.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Excellence

TOTAL

07

ASSESSOR'S USE ONLY

INSTRUCTIONS

Study the advertisements in **Resource Booklet 91471R** before answering the question in this booklet. Use the resources, as well as your own nutritional knowledge and understanding, to comprehensively analyse the influence of food advertising on people's food choices and well-being.

MR PENLES

QUESTION

Refer to the three advertisements on pages 2–4 of the resource booklet when answering (a).

- (a) Name and briefly describe the **main** technique AND the **supporting** technique used in EACH advertisement.

Advertisement One: McDonald's

Main technique:

- ✓ The main technique used in this advertisement is 'Appealing to people's emotions' which focuses on stimulating a feeling in people rather than being logical. The use of popular television series 'The Block' as well as the product being optimal to share cause ~~emotional~~ emotional appeal.

Supporting technique:

- ✓ The supporting technique used in this advertisement is 'Targeting specific groups' which focuses on attracting a particular demographic for ~~the~~ the product. The group targeted in this ad are families – predominantly those who like to spend time together.

Advertisement Two: Piranha

Main technique:

- ✓ The main technique used in this advertisement is 'Using nutrition information to gain credibility' which focuses on making the ad appear as a valid source of information through the use of nutrition jargon such as "no added msg" and "gluten free".

Supporting technique:

- ✓ The supporting technique in this advertisement is 'Linking a product or brand to a particular lifestyle' which focuses on an attribute of a food item that correlates to a certain lifestyle choices such as a vegan or gluten free diet as well as being health-conscious.

Advertisement Three: Domino's

Main technique:

// The main technique used in this advertisement is 'Implying that meal preparation and cooking are difficult and time consuming' which focuses on presenting a convenient option that can accommodate for busy lives. //

Supporting technique:

// The supporting technique used in this advertisement is 'Targeting specific groups' which focuses on attracting a particular demographic for the product. The group targeted in this ad are people who have limited time to cook or shop for food ~~are~~ at a market. //

In the table below, select ONE advertisement from the resource booklet to use when answering question parts (b) to (e).

Advertisement	Tick <input checked="" type="checkbox"/> ONE
McDonald's	<input type="checkbox"/>
Piranha	<input checked="" type="checkbox"/>
Domino's	<input type="checkbox"/>

- (b) Describe the features of your selected advertisement that indicate the use of the main technique and the supporting technique that you described in (a).

The features aligning with the 'nutrition information' technique are the text shown in feature 1 and the text in feature 3. Feature 1 states that this product is "FODMAP friendly, gluten free, (has) active probiotics (and is) vegan." Additionally, feature 3 states that it has "no artificial flavours, no artificial colours, no preservatives, (and) no added msg." These claims directly correlate to the nutritional aspects of the product and act as nutrition jargon. This therefore leads me to believe that this ad is using 'nutrition information' as a technique.

The features aligning with the 'lifestyle' technique are features 1 and 3. The "gluten-free, active probiotics (and) vegan" text appeal to people who follow gluten-free and/or vegan diet as well as those

- (c) Explain **how and why** these features convey both the **explicit and implicit** messages of your selected advertisement.

The features on this ad explicitly state that the product is gluten free, vegan and have active ~~and~~ probiotics. The implication of this, however, is that this product is health-enhancing and is more nutritionally beneficial than other crisps. Without knowing what probiotics are or how they perform in the body,

// people are given the impression that, because it is scientific, it must be good for you.

The features on this ad ~~also~~ also explicitly state that this product has no artificial colours or flavours, no preservatives and no added msg. This implies that this product is more 'natural' and therefore more healthy than other crisps. It ~~is~~ also implies that other products are bad for you in comparison to this one. //

Question continues on next page ➤

- (d) Explain **why** this advertising approach has been used, and **how** it influences well-being.

This ad predominantly targets health-conscious people, which is why the 'nutrition information' and 'lifestyle' ads are effective. By highlighting the 'health-enhancing' probiotic aspect of the product, it could lead people to feel that they have to get this product to maintain their healthy lifestyle when snacking. Consumers could feel better about themselves for making the 'healthy' choice and buying this product. On the other hand, this could lead people to feel guilty if they don't buy it, and they could potentially feel embarrassed of their current snacking habits if it doesn't include these crisps with probiotics.

- (e) Challenge the messages conveyed by the techniques and features in your selected advertisement, using reasoned argument.

This ad uses reformulation in order to influence people to buy the product. Reformulation in this instance is the nutrition information in feature 3 that states there are no artificial colours, flavours, preservatives or added msg. Although the subtraction of these isn't necessarily bad, the ad overplays the importance and impact of these qualities. It frames ~~this~~ jargon to lead people to believe it is better for you, despite the product being in small portions and making the reduction of these qualities less important anyway.

This ad also uses fortification as a selling point. The crisps are fortified with 'active probiotics,' and while there isn't a direct health claim in the ad, it makes the product seem healthier.

Although the addition of probiotics may be somewhat benefits, the benefits are overplayed as more important than it really is. There may be "two billion live and active probiotic bacteria in every 50g pack", however the degree of which this will realistically enhance your health is questionable.

The overall misleading factor is that this product is branded as healthy when, in fact, it is still highly processed, energy-dense and not nutritionally sound. This can lead people to think they are making healthier decisions than they are. The health benefits are ultimately negligible and there are better alternatives to gluten-free and vegan snacks and better sources of probiotics out there. The concern of preservatives or artificial qualities could simply be eased by eating in moderation.

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

65 who ~~choose~~ try to lead a healthier lifestyle. Additionally, feature 3 which states "Two billion live and active probiotic bacteria live in every 50g pack" further appeals to ~~the~~ health-conscious people. ✓

Excellence Exemplar 2019

Subject	Home Economics		Standard	91471	Total score	07
Q	Grade score	Annotation				
1	07	<p>The candidate selected the <i>Piranha</i> advertisement. They followed through the explicit and implicit messages for the technique “using nutritional information to gain credibility”. For example, the candidate identified:</p> <ul style="list-style-type: none"> • This product was of greater benefit compared with other crisps. Other crisps were “bad” for people by comparison, the candidate noted. • That the use of the term “probiotics” gave an impression of scientific superiority. <p>It was evident the candidate had made a good challenge as regards the messages conveyed and the feature in their selected advertisement. The terms reformulation and fortification, as used by the food industry, were described and linked to the chosen advertisement.</p> <p>The second technique, namely linking food products or brands to a particular lifestyle, provoked a limited response by this candidate.</p>				