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91471



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Level 3 Home Economics 2022

91471 Analyse the influences of food advertising on well-being

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 parts of the question in this booklet.

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

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 2–7 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (XXXX). This area may be cut off when the booklet is marked.

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

Achievement

TOTAL

04

ASSESSOR'S USE ONLY

INSTRUCTIONS

Study all three advertisements in **Resource Booklet 91471R** and choose ONE to answer ALL parts of the question in this booklet. Use your chosen advertisement, as well as your own nutritional knowledge and understanding, to analyse how food advertising influences food choices and well-being.

The table below identifies advertising techniques used in each advertisement. Choose ONE advertisement to answer the question.

Advertisement	Tick ONE (✓)	Technique (1)	Technique (2)
MOO Chews	<input type="checkbox"/>	Uses nutrition information to gain credibility	Links food products or brands to a particular lifestyle
KFC Magnum Box Meal	<input type="checkbox"/>	Offers promotional deals to purchasers	Implies that meal preparation and cooking are time consuming and difficult
Chantal Organics Granola	<input checked="" type="checkbox"/>	Projects an environmentally responsible image	Uses nutrition information to gain credibility

QUESTION

Analyse the influence of food advertising on people's food choices and well-being by answering the following parts.

- (a) Describe how advertising techniques (1) and (2) **from the table above** have been used in your chosen advertisement.

Technique (1): In this advertisement the word 'organic' is used a lot. It also says the product is free from synthetic pesticides. The logo of the product has a tree. This is projecting an environmentally friendly responsible image.

Technique (2): In this advertisement it used nutritional information. It says it is 'certified organic' and that it is free from preservatives, GMOs and synthetic pesticides. On the image of the product it says Sulphite Free.

- (b) For each of the two techniques that you described in part (a), describe TWO explicit features used in the advertisement, and discuss how these features convey implicit messages.

Technique (1)

Explicit feature (1): words - 'Organic'

Implicit message: The word Organic is ^{shown} said 6 times in this advertisement. This is to get people to know that this product is completely natural and is good for you. And that the word organic is stuck in their mind.

Explicit feature (2): logo: Chantal Organics logo

Implicit message: This logo for the brand of this product is shown on this advertisement. It has a tree on the logo and says the word organic. This is ^{showing} ~~telling~~ us that anything this brand makes is organic. The tree makes us believe the ~~environmentally~~ ^{responsible} image they are showing us.

Technique (2)

Explicit feature (1): Environmentally Friendly Branding
"NZ Owned & certified organic" 'Free from ...'

Implicit message: Telling us that it is 'NZ owned & certified organic' is letting us know we can trust that it is organic. Saying it is free from things like pesticides gives us a good idea that it is good for us.

Explicit feature (2): Image of the product.

Implicit message: They show a few images of the product to us and on these different products it tells us how much fibre is in it, 'Whole grain breakfast' it also says sulphite free. They showed us this on the image of the product so you know what flavours ~~and~~ have what in them and what good nutrients

- (c) Explain how your chosen advertisement targets a specific group (or groups) of people, and appeals to their emotions.

This target a group of people that want to have a organic breakfast and to feel good about what they are eating. With this advertisement saying that it is NZ owned and certified organic. This can appeal to people's emotions because they can be confident it is a organic product.

- (d) Considering parts (a) to (c), analyse how the advertising techniques might influence a person to buy the product, and how it could affect their well-being.

In this advertisement there is shown the different types of Granola ~~you~~ you can get. One flavour is apple crumble. Someone may be influenced to buy it because Apple crumble is a dessert and if someone can have a healthy apple crumble for breakfast they will be influenced to buy it. On the packaging it also says how much fiber is in it per serving and that it is a whole grain breakfast.

Buying this product may effect someones Physical well-being because they don't know how much sugar and salt is in it because only the fiber is said on the packaging.

On the bottom of the advertisement it says "for a healthy you & healthy planet" someone might believe that buying it is helping the planet and feel good about them selves. affecting their mental well-being.

(e) Challenge the messages conveyed by the techniques in your chosen advertisement.

In your answer, consider:

- the credibility of the information
- the well-being of New Zealand society.

I believe that the nutritional information that was shown are reliable and that this product is a organic product. However I will challenge this information is that ^{the amount of} only fibre and Protein was told to us and that the amount of other ingredients such as sugar and salt were not displayed on this advertisement. It does say that it is free from preservatives, GMs and Synthetic pesticides which it gives the illusion that it is a healthy product but we can not be confident that it is 100% because we are not told the amount of other ingredients added into it. This is affecting NZ society because people just think that organic means healthy which could also not be the case.

It also in this advertisement says that it is for a 'healthy planet' but has not said how. The packaging of this product could be plastic

Achievement Exemplar 2023

Subject	L3 Home Economics	Standard	91471	Total score	04
Q	Grade score	Annotation			
1	04	The candidate shows understanding of advertising techniques by describing explicit features. While there is an attempt to interpret the implicit messages of these, it is repetitive and lacks depth. The candidate describes the impacts of food advertising on physical and mental & emotional wellbeing.			