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91471



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## 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.**

Merit

TOTAL

06

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## 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.

QUESTIC  
NUMBER

## 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: \* next page →

~~The main technique in this advertisement is offering promotional deals to purchasers as this offer allows for whoever is buying it to feed four people with just \$29 dollars.~~

Supporting technique:

// The supporting technique in this advertisement is offering promotional deals to purchasers as this offer allows whoever is buying it to feed four people for the small cost of \$29 dollars. //

### Advertisement Two: Piranha

Main technique:

✓ The main technique in this advertisement is using nutritional information to gain credibility which is shown by <sup>all the</sup> promoting nutritional facts at ~~crackers that are~~ the bottom of the advertisement, as well as the <sup>bold ones</sup> at the top <sup>page</sup>.

✓ The supporting technique in this advertisement is targeting specific groups, as the ad is taken from "Weight Watchers" magazine and projects a brand of crackers that is not unhealthy and does not contain harmful products. //

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### Advertisement Three: Domino's

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Main technique:

✓ The main technique that is used in this advertisement is appealing to people's emotion, clearly shown by the choice of <sup>colours and</sup> words indicating such as "more" and "people", which are trying to ~~persuade~~ <sup>persuade</sup> an audience ~~with~~ a comforting sensation of Supporting technique: a closer pizza kitchen.

The supporting technique is implying that food preparation and cooking is difficult and time consuming, by suggesting that closer Domino's kitchens provide hotter and fresher pizza. This is somewhat easier and more convenient.

✓ Advertisement One: McDonald's  
Main technique:

The main technique used in this advertisement is appealing to people's emotions as the offer allows purchasers to "build" their own sharebox with the free choice of burgers. The images of the burgers are appealing and persuasive and the freedom to create a personal box is comforting.

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).

By writing nutritional information such as "gluten free," "active probiotics" and "vegan", the advertisement attracts all the people interested in having tasty snacks without eating unhealthy foods. The list of nutritional facts at the bottom of the ad are included ~~made~~ to convince the crackers <sup>do not have harmful additives,</sup> ~~are good for you and~~ ~~and~~ ~~contain~~ no colourings or preservatives, rather, contribute to give a purchaser active probiotics, which are found in every 50g packets. The big sized "vegan" and "gluten free" are trying to get across to those that follow specific diets. The "FODMAP Friendly" indicates the crackers are approved by a higher line, indicating that a purchaser can more easily trust he is buying something good. The little nutritional facts at the bottom of the packets also indicate the quantity of energy, fat, sodium etc are found inside the packs.

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

The clearly stated nutritional facts at the top of the advertisement are explicit messages that are trying to reach <sup>those</sup> purchasers who follow specific diets (vegans), cannot eat gluten and who wish to gain probiotic bacteria. The size of the font contrasting the black background (which ~~is~~ is a

colour used to indicate power and strength) hits a purchaser's eye straight away - for someone on a strict diet, these crunchy, appealing crackers may seem unreal. The fact that they have ~~are available~~ <sup>categories</sup> for more people, regardless of their diet, ~~is~~ <sup>tastes</sup> is convincing and reassuring ~~that~~ <sup>appears</sup> ~~full of~~ <sup>are</sup> ~~real~~ <sup>not</sup> ~~cracks~~ <sup>are</sup> such as BBQ, oregano & thyme, and light & tangy salsa and <sup>are</sup> not restricted to regular diets <sup>appears</sup> as extremely beneficial to those who may not always eat delicious, appetising foods. The "active probiotics" as well as "FODMAP friendly" <sup>on the packets</sup> are implicit messages as they are subtly trying to project a snack that is trustworthy and also beneficial to the level of probiotics we need to be healthy. The list of things that are absent from the packets is also trying to convey that the product is not full of harmful additives, preservatives or artificial colours - there is also no added monosodium ~~gluten~~ glucose. This written in smaller font at the bottom is ~~shown~~ there for buyers to read once they have already looked at the advertisement ~~also~~ to reassure them. The small writing of potato, rice & pumpkin is also strategically placed to imply that the crackers are made of healthy vegetables ~~and~~ as well as rice, again making them seem like they are good for well-being.

Question continues on next page ➤

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

This advertisement approach has been used to try and convince the Piranha Snaps are delicious ~~and~~ and equally beneficial to well-being. However the advertisement does not promote the consumption of fruits or vegetables, rather, of BBQ flavoured crackers that do not contain additives. Although they may contain two billion live and active probiotic bacteria, they do not mention the levels of salt in the crackers. A high consumption of salt that in this case is found on the crackers can lead to multiple problems in health such as high cholesterol and heart disease. ~~The~~ If purchasers consume the vegetable made crackers they may face issues in well-being, not only <sup>affecting the</sup> physical <sup>side</sup> but also the mental one, for example by ~~consuming~~ eating these crackers ~~to~~ to gain "energy" thinking they will be beneficial due to the large amount of probiotics in them.

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

Although the advertisement <sup>says</sup> ~~proclaims~~ the crackers do not ~~contain~~ <sup>artificial</sup> have harmful <sup>salts,</sup> products, it does not mention natural fats, or sugars that are found in most foods. This leads me to think that the crackers may be free of chemical ~~additives~~ but that they still may be loaded with unhealthy natural factors. ~~These~~ In addition ~~what~~ most likely come from ~~the~~ <sup>a</sup> ~~flavourings~~ <sup>product which leads</sup> me to ~~think that~~ <sup>think that</sup> ~~because~~ BBQ is not "natural" ~~and therefore~~ to have a BBQ flavouring there would need to be some kind of sugar or salt (which is not beneficial to health) <sup>that must be</sup> ~~and also~~ artificial. This contradicts their "additive free" claim.

## Merit Exemplar 2019

Subject	Home Economics		Standard	91471	Total score	06
Q	Grade score	Annotation				
1	06	<p>The candidate selected the <i>Piranha</i> advertisement. They showed that they understood the intent of messages, and the potential of these to manipulate consumers. For example, the candidate identified:</p> <ul style="list-style-type: none"> <li>• Fodmap-friendly indicates approval from a higher authority, which results in the consumer feeling heightened trust in the product's ability to provide health benefits.</li> <li>• Provision of a range of flavours for potentially restrictive dietary needs.</li> <li>• Reassurance for the consumer due to the list of 'harmful' additives, preservatives and so forth that were not in the product.</li> </ul> <p>However, the candidate did not produce a comprehensive challenge as regards the features of and messages conveyed by the chosen advertisement, namely <i>Piranha</i>. It was evident that the candidate had started to formulate a challenge.</p>				