

Achievement Standard

Subject Reference	Home Economics 3.6		
Title	Analyse the influences of food advertising on well-being		
Level	3	Credits	4
		Assessment	External
Subfield	Health and Physical Education		
Domain	Home Economics		
Status	Registered	Status date	4 December 2012
Planned review date	31 December 2016	Date version published	4 December 2012

This achievement standard involves analysing the influences of food advertising on well-being.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Analyse the influences of food advertising on well-being. 	<ul style="list-style-type: none"> Analyse, in depth, the influences of food advertising on well-being. 	<ul style="list-style-type: none"> Analyse comprehensively the influences of food advertising on well-being.

Explanatory Notes

- This achievement standard is derived from the Health and Physical Education learning area in *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; Level 8 Achievement Objectives (relevant to the context used), and is related to the material in the *Teaching and Learning Guide for Health and Physical Education*, Ministry of Education, 2012 at <http://seniorsecondary.tki.org.nz>.

Assessment is consistent with and reflects the underlying concepts (hauora, socio-ecological perspective, health promotion, attitudes and values) of the Health and Physical Education learning area in *The New Zealand Curriculum*, page 22.

- Analyse* involves:
 - explaining the techniques used in food advertising
 - explaining how advertising techniques convey explicit messages that influence food choices and well-being.

Analyse, in depth, involves explaining how advertising techniques convey implicit messages in food advertising that influence food choices and well-being.

Analyse comprehensively involves challenging the messages conveyed in the food advertisements through a reasoned argument related to food choices and well-being.

- 3 *Advertising* includes written and verbal, electronic, sponsored products, broadcasting and newspapers – local, national, and international.
- 4 Techniques used in food advertising include:
- appealing to people’s emotions
 - implying that meal preparation and cooking are difficult and time-consuming
 - linking food products or brands to a particular lifestyle
 - offering promotional deals to purchasers
 - projecting an environmentally responsible image
 - targeting specific groups
 - using nutrition information to gain credibility
 - using role models or high achievers to endorse a product or brand.
- 5 Assessment Specifications for this achievement standard can be accessed through the Home Economics Resources page found at <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/subjects/>.
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Replacement Information

This achievement standard replaced AS90533.

Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233