

91471



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

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SUPERVISOR'S USE ONLY

Tick this box if
there is no writing
in this booklet

Level 3 Home Economics 2020

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Thursday 3 December 2020
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.

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

TOTAL

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.

QUESTION

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

- (a) Describe two techniques used in EACH advertisement.

Advertisement One: *Woop*

Technique One: _____

Technique Two: _____

Advertisement Two: *Remedy Kombucha*

Technique One: _____

Technique Two: _____

Advertisement Three: *The Alternative Meat Co.*

Technique One: _____

Technique Two: _____

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

Advertisement	Tick <input checked="" type="checkbox"/> ONE
<i>Woop</i>	<input type="checkbox"/>
<i>Remedy Kombucha</i>	<input type="checkbox"/>
<i>The Alternative Meat Co.</i>	<input type="checkbox"/>

(b) Describe the features of your **selected advertisement** that indicate the use of the two techniques you have chosen in (a).
Explain **how** AND **why** these features convey both the explicit and implicit messages of your selected food advertisement.

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

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

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