

3

91471



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Tick this box if you
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Level 3 Home Economics 2021

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.

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.

QUESTION

Analyse the influence of food advertising on people's 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)
Powerade ION4	<input type="checkbox"/>	Links food products or brands to a particular lifestyle	Uses role models or high achievers to endorse a product or brand
Bellamy's Organic	<input type="checkbox"/>	Projects an environmentally responsible image	Uses nutrition information to gain credibility
Sanitarium UP&GO	<input type="checkbox"/>	Uses nutrition information to gain credibility	Implies that meal preparation and cooking are time-consuming and difficult

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

Technique (1): _____

Technique (2): _____

(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): _____

Implicit message: _____

Explicit feature (2): _____

Implicit message: _____

Technique (2)

Explicit feature (1): _____

Implicit message: _____

Explicit feature (2): _____

Implicit message: _____

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