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Draw a cross through the box (☒) if you have NOT written in this booklet

NZQA

Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Home Economics 2023

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 2–8 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (DO NOT WRITE IN THIS AREA). This area will be cut off when the booklet is marked.

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

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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 ALL parts of the question.

Advertisement	Tick ONE (✔)	Technique (1)	Technique (2)
CeresOrganics Quinoa	☐	Projecting an environmentally responsible image	Linking food products or brands to a particular lifestyle
Herbalife Nutritional Shake Mix	☐	Using nutrition information to gain credibility	Implying meal preparation and cooking are difficult and time consuming
Tip Top Super Vege Bread	☐	Offering promotional deals to purchasers	Using 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): _____

Technique (2): _____

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

Technique (1)

Explicit feature (1):

Implicit message:

Explicit feature (2):

Implicit message:

Part (b) continues on the following page. ➤

Technique (2)

Explicit feature (1):

Implicit message:

Explicit feature (2):

Implicit message:

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

(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.

Complete Part (e) on the following page. ➤

(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.

Extra space if required.
Write the question number(s) if applicable.

QUESTION NUMBER

Extra space if required.
Write the question number(s) if applicable.

QUESTION NUMBER

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