

91471



NEW ZEALAND QUALIFICATIONS AUTHORITY
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3

SUPERVISOR'S USE ONLY

Level 3 Home Economics, 2018

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Monday 12 November 2018
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.

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.

Achievement

TOTAL

04

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 2–5 of the resource booklet when answering (a).

- (a) Describe the **main** technique AND the **supporting** technique used in EACH advertisement.

Advertisement One: Golden Days Natural Products

Main technique: The main technique used is using nutritional information to gain credibility. With the slogan "Eat clean. Eat Delicious" it is appealing to consumers to buy ~~there~~ ^{their} product. With influencing people to buy them they will gain more credibility by using gluten free and "natural ingredients".

Supporting technique: The supporting technique used is targeting a specific group. By putting this ad in the Men's Fitness Magazine it is going to attract men ~~that~~ that are more focused on physical activity and staying healthy.

Advertisement Two: Trident

Main technique: The main technique used is implying meal preparation is difficult and time consuming. The brand Trident is looking at people who don't know how to cook or don't have time during the day to make a proper meal.

Supporting technique: ⁴ The supporting technique used is promotion deals from a purchase. When buying from this brand you are able to use a coupon to ~~the~~ save money. The brand is doing this to appeal to more people to buy there product. //

Advertisement Three: Karma Cola

Main technique: ⁴ The main technique used is ~~A brand~~ a food product or brand projecting they are environmentally responsible and have a responsible image. By Karma cola saying "For conscious people who love life, style and the plant" shows people that they are trying to improve the ^{environment} ~~the~~, this becomes appealing to people. //

Supporting technique:

⁴ The supporting technique used targeting a specific group. By Karma cola being organic and giving back to the growers families they are targeting people who ~~the~~ are very involved in that and trying to save the earth. //

Select below ONE advertisement from the resource booklet to use when answering (b) to (e).

Advertisement	Tick <input checked="" type="checkbox"/> ONE
Golden Days Natural Products	<input type="checkbox"/>
Trident	<input checked="" type="checkbox"/>
Karma Cola	<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).

This ad has through the main technique shown that they are implying meal preparation is difficult and time consuming. They are appealing to people who don't have enough time in the day to make a meal. By showing a picture of the noodles being in a cup that you can travel with and heat the noodles up in, is how is appealing to them. Having a Black and green background it is showing the consumer the noodles are elegant and fresh. By putting a coupon that you can use makes consumers more willing to buy this food product and they can save money. Trident has put this ad in New Zealand Women's Weekly Magazine as many women read this and would increase their purchases.

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

~~But~~ These features convey explicit and implicit messages. The colours used in this ad show people that it is very welcoming, they have used this as an implicit message. Without consumers knowing the colours they have used have drawn them in. By using black it shows

4 they are elegant and sophisticated. The use of green shows that they are fresh noodles. These ^{some} qualities ~~are~~ of what people want and look for when buying food. An explicit message used in these features is showing consumers that they are "Low fat and sugar free" and gluten free. This straight away hooks people who ~~have~~ are looking through the magazine. People want to eat healthy as much as they can and this appeals to them. Another explicit message is the use of the coupon. Drawing people in to buy ~~the~~ ^{their} product, showing different flavours also shows people that they may want to try the other flavours they offer.

Parts (d) and (e) begin on the next page

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

This advertising approach has been used to aim at people who don't have enough time or find it difficult to prepare a meal. This influences the consumers well-being by over time being unhealthy food item. It could impact their physical well-being by becoming overweight, this then affects their mental/emotional well-being as they could feel insecure about themselves from this effect. Although it says "Low fat and sugar" noodles still have a lot of carbohydrates which over time will have a negative effect on the body. Could lead to heart problems, obesity and having diabetes. They are using promotion deals from purchases to get more people to buy them but what ~~the~~ ^{will} have to society's well-being in the future because of our food choices that have been influenced on consumers.

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

Annotated Exemplar – Trident A4

<i>Subject</i>	<i>Standard</i>	91471	<i>Total score</i>	04
<i>Q</i>	<i>Annotation</i>			
1	<p>A range of techniques is correctly described. The features that indicate the main and supporting techniques are described adequately for the Trident advertisement. Holistically, the candidate identifies and explains explicit messages for both the techniques chosen.</p> <p>Implicit messages for the techniques are not evident. Reasons for the advertising approach are briefly explained. Well-being is explained and linked briefly to the techniques. A challenge is not attempted.</p>			