

91471



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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.

Excellence

TOTAL

07

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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 in this advertisement is targeting specific groups. This ad is targeting people who eat a paleo based diet due to its natural ingredients. //

Supporting technique: The supporting technique used in this ad is using nutritional ~~info~~ information to gain credibility ~~that~~ by convincing society it is a "clean" but "delicious" bar. //

Advertisement Two: Trident

Main technique: The main technique used in this ad is linking specific foods to a specific lifestyle. This cup of noodles is being linked to the ~~restaurant~~ authentic street style food in Vietnam and Thailand. //

Supporting technique: The supporting technique being used in this ad is offering promotional deals due to the \$1.00 off any noodle cup ~~containing~~ enticing consumers to want to buy more because it's cheaper. //

Advertisement Three: Karma Cola

Main technique: The main technique used in this ad is appealing to people's emotions by using bold pictures colours such as red to catch our eye and make us crave the cola. //

Supporting technique: The supporting technique used in this ad is using nutritional info to gain credibility by emphasizing on their Karma Colas label ~~com~~ which contains all the products information, in which they are clearly proud of. //

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

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

Various features such as the word "paleo" being plastered in bold letters 5 times indicates that they are trying to appeal to a diet that has become very popular in the 21st century. They are ^{not only} targeting paleo people to consume their clean but delicious bars they are enticing other members of society to eat their bars and feel healthy too. ~~The paleo diet~~ by being apart of the paleo diet. Stating nutritional info such as "no added sugar, artificial colours or flavours & preservatives" confirms it's nutritional value making us believe we need to buy this healthy bar and we will be healthy too. //

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

Implicit messages lie within the simple things such as the picture used on the bar. The 'paleo' diet otherwise known as the 'caveman' diet is only consuming natural foods by ~~us~~ using a picture of cavemen we feel assured this product must be //

completely natural therefore healthy and we should buy it. Explicit messages such as it being paleo, gluten free, clean yet delicious convinces consumers to fork out extra money on these healthy bars to stay on trend with current trends such as being paleo. Being endorsed by the coeliac trademark confirms the bars credibility. ~~They~~ They prove to be a healthy yet convenient snack for when on the go that will make consumers feel good about what they are feeding themselves. Implicit messages such as stating it is available ~~in~~ ⁱⁿ the "health food aisle" confirms consumers thoughts once again around picking what they ~~best~~ believe is the healthy option, along with it being promoted in a mens fitness magazine.

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

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

By targeting the paleo based diet it opens a doorway for paleo people to consume but also customers who want to feel good about the types of snacks they are choosing to buy. It influences overall well being as society starts to believe if I spend more on eating 'healthy' & 'clean' food I will become skinny when in reality a balanced well rounded diet is what's most healthy. We begin to obsess over consuming these 'clean' foods that ~~are~~ will make us healthy and load us with fibre when ~~the~~^a paleo diet isn't the ^{only} answer to living healthy. Nutritional information being plastered all over to convince consumers this is what you feed on to stay healthy like cavemen. //

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

~~unseen~~ The features used ~~in~~ throughout this ad are simply a way of sucking consumers in by making them believe they are healthy. ~~There is~~ Not a single ingredient used in the bar is mentioned in the ad, only the flavours which has me questioning what they could be made out of. A large majority of the type natural based bars may be low in sugar / preservatives etc... but are high in large amounts of natural fats or simply just fats in order to make up for the missing flavour. Not all humans need to live a paleo. //

~~gluten~~ gluten free lifestyle and emphasis should be put on simply consuming the most natural of all foods - fruit & vegetables. Back when the cavemen were around it is certain they were not consuming fancy muesli bars. ~~the~~ Their diet mostly consisted of the essentials fruit, vege, meat. Nowadays with people modernising the various diets they began to be adapted ~~and~~ allowing high fat bars to be made ~~but~~ but allowing consumers to feel good & feel healthy ~~but~~ ^{when} ~~by~~ ~~it~~ - in reality the best option is just eating a well balanced fruit, vege, meat diet. //

E7

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

QUESTION
NUMBER

Implying that

Implying that meal prep is time consuming & difficult

Projecting an enviro responsible image

Using role models to promote a product

Using nutritional info to gain credit

Targeting specific groups

Using pr. Offering promotional deals

Appealing to peoples emotions

Linking specific foods to a lifestyle //

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Annotated Exemplar: Golden Days E7

Subject	Home Economics	Standard	91471	Total score	07
Q	Annotation				
1	<p>A range of techniques is generally correctly described. The features that indicate the main and supporting techniques are described adequately for the Golden Days advertisement. Explicit messages were evident. Implicit messages for the technique, linking food products or brands to a particular lifestyle, were evident.</p> <p>The candidate explains that the Paleo diet is a popular and expensive trend, and, because of this, consumers are more likely to “fork out extra money ... to stay on trend”. The candidate goes on to explain that the product has greater credibility due to its endorsement by the Coeliac Society, and also notes its placement in the health-food aisle. These statements could have been elaborated on further to provide more definitive implicit messages.</p> <p>Reasons for the advertising approach are explained. Holistic well-being was evident and was linked back to the technique and implicit messages. The candidate has reached E7 because a viable challenge, which follows through on the Paleo lifestyle, is evident.</p>				