

91471



NEW ZEALAND QUALIFICATIONS AUTHORITY
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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.

Merit

TOTAL

05

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: "Golden days" is using nutritional information and claims to gain credibility. Firstly it says there are not artificial colours, flavours or preservatives and no added sugar with high fibre. They have also made it clear that it's found in the "Health Food aisle". //

Supporting technique: A supporting technique here is forgetting specific groups. A group being targeted here is people that are gluten intolerant. "Gluten Free" is plastered all over this advertisement. //

Advertisement Two: Trident

Main technique: The main technique used here is linking the product and brand to ~~the~~ a particular lifestyle. Their noodles are "authentic street style" with flavours of "Vietnam and Thailand" //

Supporting technique: Obvious supporting technique in the advertisement is offering promotional deals to buyers with a dollar discount off any trident cup //

Advertisement Three: Karma Cola

Main technique: Karma Cola are using an environment friendly image to promote themselves and their product as organic //

Supporting technique: Supporting technique being used is appealing to people emotions with the #DRINKNOEVIL and more. //

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 type="checkbox"/>
Karma Cola	<input checked="" 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).

The main technique has been used on the back of the bottle: "made with fair trade organic cane sugar and real cola nut grown by the people of Sierra Leone. ~~This makes good~~ The supporting technique using emotion is expressed through the hashtag but also the source reads "for conscious-living people who love life, style and the planet". Also the mention of fairtrade and money made on each bottle goes to the growers families is an emotional influence. //

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

The Karma Cola advertisement and features used display and convey an explicit message that they are a stylish beverage that cares about life, style and the planet who also make //

their product organically with proceeds going to growers families, and convey themselves as a positive product.

Implicit messages conveyed by the product and techniques is that their beverage is better.

They have used the classic red and black colours that represent cola but have made it in a political campaign, like way. Their campaign is to stop the evil of ~~the~~ other cola companies that don't give proceeds to growers families and ~~use~~ don't use organic ingredients. It in general implies that their beverage is the most responsible cola of the market. //

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 probably due to the backlash drinks in high sugar such as cola receive. This article ~~about~~ the advert is in issues October 2017 which is when people are mindful of too much sugar. This form of advertising shines a light on Karma Cola as the good guys. It influences well-being as people will feel good about buying this knowing that there is a positive ripple of proceeds going to growers and that they chose ~~the~~ and made a ~~the~~ 'Responsible decision' ✓

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

Proceeds going to buyers and fairtrade is a good thing and should be supported but their motive that at face value seems to be to be "Join us, make a change" like isn't everything. People need to be aware that this sort of marketing is often a guilt trip. People can support fair trade by buying different products. Just like any business Karma Cola wants increased income. Removing the guilt from buying drinks ~~in~~ with sugar content high results in an increased chance of obesity and diabetes ✓

In New Zealand. With ~~the~~ all the what you should and shouldn't eat and drink arguments going around, buying something that seems positive is appealing. However this just works towards increasing and worsening an already existing issue in New Zealand society being a rising obesity rate. //

M5

Subject	Home Economics	Standard	91471	Total score	05
Q	Annotation				
1	<p>A range of techniques is correctly described. The features that indicate the main and supporting techniques are described adequately for the Karma Cola advertisement. Explicit messages are evident. The candidate provides enough evidence for M5 as an implicit message is evident for one technique (e.g. “appealing to people’s emotions”). This was done by indicating that the product appeared “more responsible” than other cola brands and also by the positive emotion appealed to “by proceeds going to the growers”.</p> <p>The candidate does not reach M6 because the supporting technique, projecting an environmentally responsible image, is not developed. Reasons for the advertising approach are briefly explained. Aspects of well-being are explained with links to the technique chosen.</p> <p>The candidate does not reach E7 because the challenge is not linked back adequately, and in enough depth, to the chosen technique (e.g. “appealing to people’s emotions”) and its implicit messages (e.g. the candidate could have unpacked and challenged the statement about proceeds going to the grower’s family).</p>				