

91471



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

3

SUPERVISOR'S USE ONLY

Level 3 Home Economics, 2019

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Wednesday 13 November 2019
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 the questions 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 2–4 of the resource booklet when answering (a).

- (a) Name and briefly describe the **main** technique AND the **supporting** technique used in EACH advertisement.

Advertisement One: McDonald's

Main technique:

The main technique used in this advert is that it is offering promotional deals. It is offering the promotional deal to buy four regular burger meals for only \$29.

Supporting technique:

The supporting technique is that ^{this} McDonald's ^{advert} is targeting the specific groups of families or groups of friends who want a cheap, easy, and convenient meal.

Advertisement Two: Piranha

Main technique:

This advertisement is using nutritional information to gain credibility through saying there is no added msg, preservatives, no artificial flavours, colours and that it contains 2 billion active probiotic bacteria in a pack.

Supporting technique:

This advertisement is linking the product of Piranha Snaps to the particular lifestyles of people with coeliac disease (through exclaiming it is gluten free) while also vegans (through it being a vegan snack)

Advertisement Three: Domino's

Main technique:

This advertisement is implying that food preparation is difficult & time consuming. Through the image of the bike delivering pizza it is implying that you do not have to cook but instead get your meal delivered.

Supporting technique:

This advert is targetting specific groups. The group of busy-working individuals are targetted as they don't have spare time on their hands to ~~cook~~ cook for themselves and therefore should opt for delivery where their meals will come to them without consuming their own time.

- offering ~~using~~ promotional deals to purchases
- implying that food preparation is difficult & time consuming
- using nutritional information to gain credibility
- targetting specific groups
- linking products or brands to a particular lifestyle.
- projecting an environmentally friendly image
- using role models to endorse a product.

In the table below, select ONE advertisement from the resource booklet to use when answering question parts (b) to (e).

Advertisement	Tick <input checked="" type="checkbox"/> ONE
McDonald's	<input type="checkbox"/>
Piranha	<input type="checkbox"/>
Domino's	<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 Domino's advert shows a delivery bike man delivering pizza to a house right next to the restaurant. This shows the convenience and time efficiency of getting pizza delivered to your house and that you should not be consuming your time preparing your own difficult meal. "More Kitchen" is in big, bold white contrasting letters to show that you can get your meal prepared for & cooked in a kitchen that's not your own, for your convenience. "Closer to more people" shows appeals to the target group of busy individuals as it shows they can effortlessly receive a meal within hardly any time at all.

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

✓ The advertisement is explicitly showing the images of the house, the bike and the restaurant which conveys the message that the nearest domino's is not far away from you. The implicit message behind this

is that ~~more~~ getting pizza delivered to your door is efficient and effortless on your behalf, and that you can indulge on hot, fresh pizza in little time as Dominos is just around the corner. "More kitchens closer to more people" is in a large, bold, all-caps font to explicitly convey the message that you can get pizza faster than before as there are more restaurants to cater to deliver to you. The implicit message is that you are encouraged to purchase more. "More" is repeated twice to make the purchase feel inclined to purchase dominos ~~pizza~~ more often, get their meal conveniently delivered to them more often. It is being implied that you do not have to spend your valuable time preparing a time-consuming meal, when you can instead continue your busy life and the food will come to you. //

Question continues on next page >

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

The advertising approach of food being delivered has been used as people do not have the time of day to cook their own meal or leave the comfort of their own home to go out and pick the food up. Delivery is the solution, and a very appealing one to busy working adults or students. However this does have a negative impact on physical well-being. Dominos is not a healthy food chain and this advert promotes the efficiency and ease of getting greasy, fatty, hot, fresh pizza. If a person were to consume this greasy, fatty pizza on the daily, they would be at risk of becoming obese and developing heart disease & fatty liver disease, negatively impacting their physical well-being.

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

The advert implies that since there are more kitchens around you

Achievement Exemplar 2019

Subject	Home Economics		Standard	91471	Total score	04
Q	Grade score	Annotation				
1	04	<p>The candidate selected the <i>Dominos</i> advertisement. They produced a strong A4 response.</p> <p>Both of the chosen techniques were linked with appropriate features from the advertisement, and explicit messages were evident for both. For example, the candidate identified:</p> <ul style="list-style-type: none"> • If a person was busy, having pizza delivered to their door by the nearest Dominos store was an efficient and effortless means of getting a meal. • People do not have to spend their valuable time making a time-consuming meal; the food can be brought to them. <p>The candidate noted both positive and negative influences on well-being in their answer.</p>				