

National Certificate of Educational Achievement

2012 Assessment Report

Home Economics Level 3

- 90533 Discuss the influences of media messages on food choices**
- 90534 Discuss the effects of globalisation on food choices in New Zealand**

COMMENTARY

This was the final year for examinations to assess these achievement standards.

90533

It was evident that candidates had a better understanding of what “influence” looks like and so responded appropriately. They were able to discuss how the audience would respond to the features used in each advertisement.

In part (b) the “intent” of the techniques/features used is still not as well understood. These included the implicit messages, and reasons why a particular technique was used; the motivation, other than those related to profit, behind the use of a particular technique.

90534

Some candidates related their chosen effect of globalisation to the environment and employment rather than to food choices in New Zealand

STANDARD REPORTS

90533 Discuss the influences of media messages on food choices

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- selected an advertisement suitable for the technique being discussed
- showed they understood the intent of the advertisements
- showed an awareness of the intended audiences
- discussed the message(s) being conveyed with clarity
- described the key features in the advertisements contributing to the message(s)
- focused their discussion on the features conveying messages and not the product being advertised
- described how the intended audience might respond to the messages being conveyed, as well as beliefs, attitudes, perceptions, and assumptions about the product that could be held.

NOT ACHIEVED

Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- did not select a suitable advertisement for the technique being discussed
- did not show understanding of the intent of the advertisements and often agreed with it
- repeated the same answer in sections (i), (ii), and (iii) of each question
- misinterpreted the message(s) being conveyed
- copied text from the advertisements without explaining its significance in influencing the consumer
- described the advertisements without indicating how food choices were influenced

- discussed the product and not the features or the messages
- discussed how to redesign the advertisement and not the messages
- agreed with the messages in the advertisement instead of discussing them.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit typically:

- analysed why a particular advertising technique was used in relation to the product being advertised and/or the intended audience
- analysed how the features of the advertisement support the technique being used
- showed they understood why the technique used was more effective than others, in relation to the product being advertised and/or the intended audience
- conveyed how the advertisement was designed to influence food preferences, purchase, and consumption.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- challenged the messages related to the technique selected with reasoned argument, referring to specific points of contention
- examined both positive and negative effects of media messages on food choices, as appropriate to the advertisement being scrutinised
- communicated an understanding of nutrition-related issues arising from the influences of media messages on food choices
- showed knowledge of key terms and used these in their analysis.

90534 Discuss the effects of globalisation on food choices in New Zealand

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- demonstrated a clear understanding of the resource material
- considered both positive and negative effects on food choices
- incorporated relevant key terms in their discussion
- presented a balanced discussion outlining the main impacts of their chosen effect of globalisation on food choices and wellbeing in New Zealand.

NOT ACHIEVED

Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- did not effectively interpret the resource material provided
- did not use resource material to answer the questions in Question One
- discussed either positive or negative effects on food choices when both were required

- misinterpreted the meanings of key terms
- showed limited understanding of their chosen effect of globalisation
- answered only one of the two questions.
- did not relate their chosen effect of globalisation to food choices and the wellbeing of New Zealand society.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit typically:

- showed an in-depth understanding of the extracts in the Resource Booklet
- incorporated and explained key terms appropriately in their analysis
- supported their analysis with reference to specific examples and credible statistical evidence
- linked their knowledge of their chosen effect of globalisation to food choices and the wellbeing of New Zealand society
- maintained the focus of each question in their responses.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- challenged or supported relevant assumptions using well-reasoned arguments
- quoted credible evidence to support an in-depth critical analysis of the chosen effect of globalisation
- demonstrated a well-developed ability to control and use language effectively.