

Assessment Schedule – 2013**Home Economics: Analyse the influences of food advertising on well-being (91471)****Evidence Statement**

*Note: For sample answer material for Question Two, see **Appendix A**.*

Questions One, Two, and Three		
Not Achieved	N0	No response, no relevant evidence.
	N1	Little evidence of understanding of what a feature in an advertisement is.
	N2	Some understanding of how a feature is being used to convey a message. Identifies the feature related to ONE technique used in the advertisement – does not analyse it.
Achievement	A3	Examples given of how ONE or TWO explicit features are used to convey the messages. The use of ONE technique is analysed.
	A4	Examples given of how a wide range of explicit features are used to convey the messages. The use of ONE technique is analysed (eg text, images, use of colours, graphics).
Merit	M5	Explains how ONE advertising technique conveys implicit messages in food advertising that influence food choices and well-being.
	M6	Explains how TWO advertising techniques convey implicit messages in food advertising that influence food choices and well-being.
Excellence	E7	Challenges the messages conveyed in ONE food advertisement through reasoned argument related to food choices and well-being.
	E8	Challenges the messages conveyed in TWO food advertisements through reasoned argument related to food choices and well-being.

Judgement Statement

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 7	8 – 12	13 – 18	19 – 24

Appendix A – Question Two: Alfa One Rice Bran Oil spread (a)–(c)

(a) and (b) *Techniques used, eg: appealing to emotions, projecting an environmentally responsible image (not limited to these examples)*

Achievement (Analyse)

The photograph of the baby orang-utan is an example of an explicit feature that has been used to gain the reader's attention. It is the largest image and takes up most of the space within the ad. The use of white behind the image, further isolates it from the ad's other features, and makes it stand out. The reader's eye is immediately drawn to the image of the baby orang-utan in a large empty white space and with one foot on the container. In nature, baby animals are usually seen with their mothers. This baby is alone. People generally like baby animals, and when they look at this image they may think the baby is young and cute and vulnerable. They may feel protective towards this baby. In this way, the image is appealing to the reader's emotions. It tugs on the reader's heartstrings, drawing them in, suggesting that the baby orang-utan needs protecting, and that by choosing this table spread, the reader can help protect this animal.

The use of the word "save" in the green text adds to this idea: "Choose a spread with no palm oil and help save her from extinction". Also, the text below attempts to persuade the reader that if they choose this table spread, they are making the right choice as most other brands use palm oil: "Palm oil is used in most table spreads, but it is something you won't often see listed in the ingredients".

Merit (Analyse, in depth)

There is a common feeling of guilt about the state of the environment that this ad is appealing to. The image and the text used appeal to emotions and make readers feel they should be doing something to save the orang-utan's environment and to help the planet. The ad implies that the reader can relieve that guilt by choosing this product over other table spreads: "Choose a spread with no palm oil and help save her from extinction". Another way the ad appeals to the reader's emotions is through the following statement: "Palm oil is used in most table spreads ...". This may lead the reader to believe that the company that produces Alfa One Rice Bran Oil spread is more honest than other companies, who disguise the fact that they use palm oil in their table spreads by calling it vegetable oil in the list of ingredients on the label. The ad implies that the producers of Alfa One are an honest brand / company and the reader can trust them.

Ads like this often ignore the undesirable things about a product, such as its limited nutritional value, and high fat content. Instead, they focus the reader's attention on a single positive feature about the product or company – in this case, the use of rice bran oil instead of palm oil in the product.

In New Zealand, general awareness of environmental issues is on the rise. Food companies understand this and see this as an opportunity for their companies to profit by projecting an environmentally responsible image. The ad uses this technique to imply Alfa One is more sustainable than other brands by stating the ingredients are sourced sustainably: "... the most sustainable oil available", and consumers who care about the environment and the way in which food is produced, are therefore deliberately targeted by this statement.

(c) *Techniques used, eg: appealing to emotions, projecting an environmentally responsible image (not limited to these examples)*

Excellence (Analyse comprehensively)

The reader is being encouraged to believe that they will be doing the right thing if they choose this product over another, less ethical product. Table spreads are highly processed, and their production is complex, and usually not understood by the average consumer. This ad deliberately focuses on only one step in the making of this table spread – the sourcing of the main ingredient – rice bran oil. It offers no other useful information about how this product is made and distributed. With such limited information, the reader can't determine how sustainable this product really is; they just have to take the word of the company. But because the reader has been softened up by the image of the orang-utan and the emotive language in the ad, they are at risk of being open to believing anything the ad states. For example, "... rice bran oil, the most sustainable oil available". They want to believe that this is true because then they can feel good about their choice. The ad is giving false hope to the reader. Getting consumers to change to Alfa One may be a small step in the right direction, but it's not going to solve the problem for the orang-utans in the way the ad suggests: "... save her from extinction". Everyone in the world needs to stop buying products that contain palm oil. People need to read food labels so all foods containing vegetable oil (on the off-chance that it was palm oil) can be avoided. Every processed food needs to be checked every time people shop. Many New Zealanders do not read food labels now, so this is unlikely to happen in a hurry. The problem is bigger than the ad suggests, and the solution the ad gives won't solve it.

Food companies make a point of researching market trends and consumers' shopping habits. They are looking for opportunities to increase their market share and profits. The producers of Alfa One will have found out that being seen to care about the environment is an opportunity to make money for the company. The ad deliberately targets people concerned about the environment and has just enough truth in the text at the bottom of the image to sound convincing. But as can be seen in the image, Alfa One is sold in plastic containers made from a non-renewable source (oil). This plastic may not be recyclable and could potentially cause damage to other species if it ends up in landfills or the ocean. Chemicals that leach from waste plastics into local water systems have been found to affect the reproductive health of young people who live in areas where drinking water has been contaminated. If the company was serious about the environment, they would take more action to reduce the effects of all their manufacturing operations on the environment.

In conclusion, the ad is designed to distract the reader from the undesirable things about the product – its high fat content and unsustainable packaging – and it does this through the use of an emotive picture and emotive text. These features are used to get the reader to focus on the orang-utan's problem and not on the product itself, making the product seem credible, and the company trustworthy.