

Assessment Schedule – 2016

Home Economics: Analyse the influences of food advertising on well-being (91471)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<p><u>Analysing</u> involves:</p> <ul style="list-style-type: none"> explaining the techniques used in food advertising explaining how advertising techniques convey explicit messages that influence food choices and well-being. 	<p><u>Analysing, in depth</u>, involves:</p> <ul style="list-style-type: none"> explaining how advertising techniques convey implicit messages in food advertising that influence food choices and well-being. 	<p><u>Analysing comprehensively</u> involves:</p> <ul style="list-style-type: none"> challenging the messages conveyed in the food advertisements through a reasoned argument related to food choices and well-being.

Evidence

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

Questions One, Two, and Three							
N1	N2	A3	A4	M5	M6	E7	E8
Little evidence of understanding of what a feature in an advertisement is, and no formal technique is named.	Some understanding of how the feature is being used to convey a message, but only identifies the feature, does not analyse it.	Examples given of how ONE or TWO explicit features are used to convey the messages, and the use of ONE technique is analysed.	Examples given of how a wide range of explicit features are used to convey the messages, and the uses of TWO techniques are analysed.	Explains how ONE advertising technique conveys implicit messages in food advertising that influence food choices and well-being, or a reasoned challenge that relates to well-being.	Explains how TWO advertising techniques convey implicit messages in food advertising that influence food choices and well-being.	Challenges the message conveyed in ONE technique in the food advertisement through reasoned, challenged argument related to food choices and well-being.	Challenges the messages conveyed in TWO techniques in the food advertisement through reasoned, challenged argument related to food choices and well-being.

N0 = No response; no relevant evidence.

Cut Scores

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

Appendix – Question Three: Coca-Cola® (a)–(c): sample answer material (partial answer only)

- (a) *Techniques used: targeting specific groups.*
- (b) *Features indicating the use of techniques in (a); how and why features convey implicit and explicit messages of advertising.*
- (c) *Why advertising approach used, and how people’s food choices and well-being are influenced.*

Achievement (Analyse)

The dominant technique used in this advertisement is targeting specific groups. This ad uses Facebook to target the audience: teens and young adults who use Facebook. It uses the word “bestie”, which is a term that teens and young adults (not older adults) use, so this indicates the target audience. It also says “best friends are the ones you grow with”, which indicates the ad is targeting growing teenagers, who are growing up with their friends. The different sized bottles and types of Coke also indicate that Coke will be there for you while you grow up.

This ad uses a supporting technique of appealing to emotions. It uses emotive language such as “Best friends are the ones you grow with”. Coke recognises that human nature is driven by some very powerful emotions, such as the need to belong and be important to others. This ad plays on this emotion by the instruction to “Tag your besties”. People who are tagged will feel important and significant because they are obviously a best friend, and this will make them feel positive towards not only the person who tagged them as a best friend, but also towards the Coke brand, and so they will be more likely to buy this brand of drink.

Merit (Analyse, in depth)

The dominant technique used in this advertisement is targeting specific groups. This ad uses Facebook to target the audience: teens and young adults who use Facebook. It uses the word “bestie”, which is a term that teens and young adults (not older adults) use, so this indicates the target audience. It also says “best friends are the ones you grow with”, which indicates the ad is targeting growing teenagers, who are growing up with their friends. The ad indicates that Coca-Cola is right alongside you as you grow and change from a small child having fun (represented by the smaller full sugar / regular Coke bottle), to the young adult concerned about the environment and their appearance / weight (represented by the Coke Life bottle, with its reduced sugar content, and use of a ‘natural’ sweetener, Stevia), and on into sensible adulthood and concerns about health such as obesity and type 2 diabetes (represented by the Coke Zero bottle).

Coca-Cola instructs people to tag their friends with the intention that the picture / advertisement gets tagged again and again over Facebook, and so Coca-Cola gets free advertising to their target audience of teens and young adults (therefore as your “besties” will usually be in the same age range, this ad reaches the people that Coca-Cola wants it to). In effect, they are using us to do their marketing for them for free!

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Coca-Cola uses friendship as a big part of their advertising campaigns, e.g. they use happy young people hanging out with their friends having fun, and so it is no surprise that again Coca-Cola are playing on this desire to have friends, and implying that Coca-Cola helps you to have good friendships.

They also use a command “Tag your besties”, as marketers know that consumers are more likely to follow / obey a command, rather than a mild suggestion. This is another way that our emotions are being manipulated.

Excellence (Analyse comprehensively)

Coca-Cola is cleverly targeting teens and young adults in this advertisement. They are doing this because they know that eating patterns established when you are young will likely be carried on into adulthood. Coca-Cola imply that they are meeting the different needs of each age group with their different types of Coca-Cola, but if children and teens were not encouraged through advertisements to get a taste preference for high sugar fizzy drinks when they are young, they wouldn't feel the need for Coke Zeros when they are grown up and overweight. New Zealand has many people who are overweight / obese, and one of the contributing factors to this problem is cheap and freely available fizzy drinks like Coca-Cola.

This ad also links Coca-Cola with the desire to have friends, and Coke does this with most of their advertising campaigns. Coca-Cola imply that they will be right there beside you through all the stages of life, and will add to your friendships, and your sense of well-being throughout life. This can be challenged, as a person who has developed type 2 diabetes and is struggling with obesity due to frequent consumption of Coca-Cola (even reduced sugar ones like Coke Life) throughout their life, will have many other negative emotions like lack of self-esteem and depression. Coke doesn't provide a positive physical, social, or emotional well-being to individuals as they become adults, no matter what they imply in this and other Coke ads.