

Assessment Schedule – 2018

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

A3	A4	M5	M6	E7	E8
<p>Demonstrates understanding of ONE technique used in food advertising AND how the technique conveys messages that influence food choices and well-being.</p> <p>Includes how well-being is influenced.</p>	<p>Demonstrates understanding of TWO techniques used in food advertising AND how the techniques convey messages that influence food choices and well-being.</p> <p>Includes how well-being is influenced.</p>	<p>Explains how ONE advertising technique conveys implicit messages in food advertising that influence food choices and well-being.</p> <p>Includes how well-being is influenced.</p>	<p>Explains how TWO advertising techniques convey implicit messages in food advertising that influence food choices and well-being.</p> <p>Includes how well-being is influenced.</p>	<p>Challenges the message conveyed by ONE technique in the food advertisement through reasoned argument related to food choices and well-being.</p> <p>Includes holistic well-being.</p>	<p>Challenges the messages conveyed by TWO techniques in the food advertisement through reasoned argument related to food choices and well-being.</p> <p>Includes holistic well-being.</p>
<p>See Appendix for sample evidence.</p>					

N0 = No response; no relevant evidence.

N1 = Little evidence of understanding of techniques used in advertising or the messages that influence food choices and well-being.

N2 = Some understanding of the techniques are being used to convey messages; features are identified.

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 2	3 – 4	5 – 6	7 – 8

Appendix – Sample evidence

Advertisement One: *Golden Days Natural Products*

Achievement	Achievement with Merit	Achievement with Excellence
Expected Coverage (examples)		
Main technique, e.g. using nutritional information to gain credibility		
<p><u>How and why features convey explicit messages of the advertisement, e.g.:</u></p> <p>Explicit</p> <p>The explicit messages of the advertisement are that the advertisers have used phrases like “no added sugar”, “no added preservatives”, “gluten-free”, “source of fibre” – each of these phrases implies to the consumer that this product is a healthy choice (low fat, low sugar, low salt, high fibre) and good for your body, with words like “eat clean” being used. The product is also available in the health food aisle at the supermarket and this again implies that it will contribute to your ‘good’ health. Saying that there are no artificial colours, flavours, or preservatives also adds to this idea.</p>	<p><u>How and why features convey implicit messages of the advertisement, e.g.:</u></p> <p>Implicit</p> <p>The implicit messages of the advertisement are that this product is endorsed by Coeliac Australia, so this gives it a ‘seal of approval’ from people with a nutrition-related medical disorder (i.e. who are allergic to gluten in wheat and other cereals). An endorsement gives the product a sense of being a brand the consumer can trust if they want to avoid wheat, either because they have a diagnosed condition that requires no gluten, or because they have heard that gluten is bad for us.</p> <p><u>Why the advertising approach has been used and how it influences well-being, e.g.:</u></p> <p>This advertising approach has been used to imply that eating this product will take you back to the diet and lifestyle of our ‘healthy’ ancestors, and away from the stresses and health conditions (such as type 2 diabetes and heart disease) associated with modern life and processed food.</p>	<p><u>Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument, e.g.:</u></p> <p>Avoiding gluten is not needed for the majority of people, and this advertisement, like many others, plays on people’s ignorance that gluten is something to be avoided.</p> <p>The advertisement says the bars offer “a source of fibre”, but it does not state that they are a <u>good</u> source of fibre – probably because they aren’t. The paleo bars do not include any wholegrains, which are a great source of insoluble fibre that is important for bowel health, and that also help to prevent lifestyle diseases such as heart disease and obesity.</p> <p>Fibre in food also gives us satiety (keeps us feeling full) so we eat less. Therefore, instead of helping us avoid modern nutrition-related diseases, this snack bar with no wholegrains, may actually be contributing to them, as well as encouraging excess snacking between meals. An apple would be a more nutritious and fibre-rich snack food choice.</p>

Supporting technique, e.g. linking food products or brands to a particular lifestyle		
<p><u>How and why features convey explicit messages of the advertisement, e.g.:</u></p> <p>Explicit</p> <p>The explicit messages of the advertisement are that the product appeals to the popular 'paleo' lifestyle, with the use of the word "paleo", the picture of the caveman on each snack bar, and the phrase "made with all natural ingredients that humans have been using for centuries". These explicit features imply that these snack bars, and the paleo lifestyle, will benefit your health.</p> <p>This advertisement features in <i>Men's Fitness Magazine</i>, and so targets males who probably go to the gym, or at least spend time, money, and effort on their fitness, health, and body image. The individual packaging indicates that it is food that can be eaten 'on the go', suitable for busy men going to the gym.</p> <p>The advertisement also uses 'cool' words / flavours, e.g. epic, biscotti, cacao.</p>	<p><u>How and why features convey implicit messages of the advertisement, e.g.:</u></p> <p>Implicit</p> <p>The implicit messages of the advertisement are that you are on trend by following the latest diet fad and will avoid FOMO (fear of missing out). The advertisement also implies that you are eating current 'trendy' flavours and following an ancient and tried and tested way of life – the 'healthy' caveman diet – so your mind will improve as well (i.e. eating these snack bars means that you will not have to feel guilty about making poor food choices).</p> <p><u>Why the advertising approach has been used and how it influences well-being, e.g.:</u></p> <p>This advertising approach has been used to promote food as 'paleo', which is currently trendy, so if you've replaced muesli bars with this product, it implies that your diet / lifestyle must be 'on point', trendy, and up to date too. It also implies that this is a 'classier' paleo product than plain muesli bars, and also much healthier (e.g. lower in fat and sugar, and higher in fibre) than muesli bars, as it is found in the health food aisle of the supermarket.</p>	<p><u>Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument, e.g.:</u></p> <p>Whilst the term 'paleo' is being used to sell products, the Paleo Diet (high in meat, fruit and vege, and no / minimal carbs) can be challenged. It is no better (and probably worse) than many healthy lifestyles that include all the four food groups and that follow the New Zealand Food and Nutritional Guidelines (FNGs). Taking carbs out of your diet is unnecessary – especially wholegrains, which are a good source of fibre, vitamins, and minerals, as well as being an energy source. The Paleo Diet is also quite expensive because it includes a lot of meat, which can also be quite high in saturated fat and not good for your heart. These paleo bars are also likely to be quite expensive compared to regular muesli bars.</p> <p>The caveman imagery fits with the paleo idea, as proponents suggest that cavemen didn't eat grains, but it has been found that they did. While they didn't live as long as we do, they were nutritionally better off once they started to farm and include a wider variety of food (including grains) in their diet.</p> <p>Also, the use of modern flavours, e.g. almond biscotti, is in contradiction. It shows that the product is about as far from something that a caveman would eat as possible. They wouldn't have had access to any of these flavours – this is a high-energy snack food packaged in modern plastic, which contributes to modern lifestyle diseases like diabetes and heart disease.</p>

Advertisement Two: Trident Noodles

Achievement	Achievement with Merit	Achievement with Excellence
Expected Coverage (examples)		
Main technique, e.g. offering promotional deals to purchasers		
<p><u>How and why features convey explicit messages of the advertisement, e.g.:</u></p> <p>Explicit</p> <p>The explicit messages of the advertisement are that the consumer can use the cut-off slip to get \$1.00 off the full price of the purchase of any Trident Noodles Cup 50g, with a date that the deal finishes, and a note to say, “copies are not valid”. There is also a message to the retailer explaining how the promotion works.</p> <p>This makes the consumer feel good about saving money and reducing their grocery bill.</p>	<p><u>How and why features convey implicit messages of the advertisement, e.g.:</u></p> <p>Implicit</p> <p>The implicit messages of the advertisement are that <i>Trident</i> has a Facebook page that you can like and follow, and share this promotional information with your friend group, providing cheap marketing for the brand. The aim of the \$1 off promotion is to increase repeat purchases and thus increase the customer base for the company.</p> <p>The word “pho” is used to label the flavour of the rice noodles, implying that it is an ‘authentic’ product.</p> <p><u>Why the advertising approach has been used and how it influences well-being, e.g.:</u></p> <p>This advertising approach has been used to make this instant noodle product look healthier and more “authentic” than regular instant noodles. <i>Trident</i> is probably charging more for this noodle than the cheaper varieties, and so by offering a promotional deal, they may get greater ‘buy-in’ from consumers who would otherwise not buy the product.</p> <p>Providing money off may encourage consumers to buy more of the product, and this may contribute to over-consumption / extra snacking. This in turn could lead to obesity.</p>	<p><u>Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument, e.g.:</u></p> <p>A dollar off this already ‘cheap’ product makes a relatively inexpensive meal, but is it really a meal? Other food, like vegetables and meat, would need to be purchased as well to add to the rice noodles to help form a balanced meal.</p> <p>The promotional deal works well for this product, as it generates some hype and excitement that if the consumer buys this product, they are getting a good deal if they take advantage of it before it expires. One dollar is a saving and could be used towards another purchase, so may help with the consumer’s food budget. However, the consumer would have had to buy the magazine first to be able to get the deal, and the <i>New Zealand Woman’s Weekly</i> costs around \$5 (i.e. you could have purchased more food for this amount than by getting the \$1 saving on a cup of rice noodles). Consumers really like a bargain though, and this technique makes them think they have got a bargain by saving \$1.</p> <p>There is a further “cost” to this food as its regular consumption may impact health. Eating a diet high in processed, refined carbohydrates, which are high in salt, may contribute to nutritional-related lifestyle diseases in later life.</p>

Supporting technique, e.g. implying that meal preparation and cooking are difficult and time-consuming		
<p><u>How and why features convey explicit messages of the advertisement, e.g.:</u></p> <p>Explicit</p> <p>The explicit messages of the advertisement are that the fresh vegetables shown beside the noodle cup and the bamboo steamer in the background make the product appear healthier than it really is, i.e. they must be “authentic” Asian noodles given the old chopping board and chopsticks used in the image.</p> <p>The advertisement appears in the Women’s Weekly and so is probably targeting busy women who need to feed their families with a quick meal.</p>	<p><u>How and why features convey implicit messages of the advertisement, e.g.:</u></p> <p>Implicit</p> <p>The implicit messages of the advertisement are that it looks like you are purchasing an authentic food without the need for an Asian steamer, and Asian greens, all of which could be ‘difficult’ to access and ‘time-consuming’ to prepare. Busy mothers may feel like they are providing their children with a more nutritious option than instant noodles by buying this product.</p> <p><u>Why the advertising approach has been used and how it influences well-being, e.g.:</u></p> <p>This advertising approach has been used because the advertiser knows that the average New Zealand consumer of instant noodles is unlikely to have the skills, equipment, or time to prepare “authentic” Vietnamese or Thai food, and therefore this product is an easy food to make that supposedly tastes like real Vietnamese or Thai food.</p> <p>Well-being could be affected because this product is not the same as an authentic home-cooked Pho noodle meal. It will have high levels of salt (linked to higher blood pressure in later life), and will not have the nutrients that a home-cooked meal with fresh vegetables has.</p>	<p><u>Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument, e.g.:</u></p> <p>The phrase “Authentic street-style broths and rice noodles with flavours of Vietnam and Thailand” implies to the consumer that the product is authentic to the flavours of Vietnam and Thailand, but unless the consumer has travelled to these countries or visited restaurants that make authentic Thai and Vietnamese food, then they would not know what “authentic street-style” tastes like in New Zealand.</p> <p>This advertisement suggests that the consumer can feel like they are providing a ‘taste experience’ for themselves / their family by heating up instant noodles, rather than making and cooking meals ‘from scratch’. In reality, eating your meal from a cardboard cup does not encourage leisurely dining and talking together with your family; instead, it encourages ‘eating on the run’, or even possibly eating the food on your own in your bedroom, which does not model recommended meal time patterns to children and young people in the FNGs.</p>

Advertisement Three: Karma Cola

Achievement	Achievement with Merit	Achievement with Excellence
Expected Coverage (examples)		
Main technique, e.g. projecting an environmentally responsible image		
<p><u>How and why features convey explicit messages of the advertisement, e.g.:</u></p> <p>Explicit</p> <p>The explicit messages of the advertisement are that because it states that this product is made out of “Fairtrade organic cane sugar”, it must be certified as being organic.</p> <p>It also encourages the consumer to recycle the glass bottle, and that they could get a “10c refund at SA / NT collection depots in State / Territory of purchase” (so only in Australia).</p> <p>Being advertised in <i>good</i> Magazine implies that consumers who buy the product and the magazine want to live by the magazine’s tag line “for conscious-living people who love life, style and the planet”.</p>	<p><u>How and why features convey implicit messages of the advertisement, e.g.:</u></p> <p>Implicit</p> <p>The implicit messages of the advertisement are that the certified organic seal adds credibility to this product. It implies that an organisation bigger than the brand has investigated the practices behind its product, and backs it. This makes the consumer trust more what the advertisers are saying.</p> <p>Also, the name of the product, <i>Karma Cola</i>, gives the impression that this product is good for the world / universe / things wider than the individual. Each of these statements implicitly state that consuming this product will not harm the earth and the people who grow the ingredients.</p> <p><u>Why the advertising approach has been used and how it influences well-being, e.g.:</u></p> <p>This advertising approach has been used because this product plays on popular media coverage, which encourages fear around food additives and the agricultural compounds (veterinary medicines, fertilisers and plant growth regulators, and pesticides [fungicides, herbicides, and insecticides]) used that could hurt us, e.g. promote cancer. Consumers will feel ‘safe’ buying this product, and that they are indeed looking after both their health and the health of the planet by consuming this product.</p> <p>Consumers will feel ‘good’ about making a difference to the planet by choosing this product.</p>	<p><u>Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument, e.g.:</u></p> <p>The popularly held notion that organic ingredients are better for us than conventional farming methods is probably overstated. Farmers are required to follow guidelines for the use of agricultural compounds, and the use of these is monitored by experts from the Ministry for Primary Industries (MPI). If shipments, e.g. of sugar, had levels of these insecticides / pesticides that were deemed too high, then they would not be allowed in New Zealand manufactured food products.</p> <p>The implied message that this product is helping the environment is overstated, as a lot of energy is put into producing glass, which is often not recycled and ends up in landfills. The sugar and cola must also be transported to New Zealand using fossil fuels. While the paper straw in the image is admirable, the plastic label on the bottle and the metal lid will not be as environmentally friendly.</p>

Supporting technique, e.g. appealing to people’s emotions OR targeting a specific group		
<p><u>How and why features convey explicit messages of the advertisement, e.g.:</u></p> <p>Explicit</p> <p>The explicit messages of the advertisement are that the word “karma” is designed to appeal to our emotions (i.e. “what goes around comes around”). Other wording such as “Part of the proceeds goes to the farmers and their families”, and “bio grow” in the certified organic label, make the product sound ‘life-giving’. Also, the emotive language used like “real” cola nut and “original” recipe, also contribute to an emotional pull to make this product appear to be a better choice for consumers, rather than other fizzy drinks or juices.</p> <p>OR</p> <p>The explicit messages of the advertisement are that it is targeting people who make ethical food purchasing decisions. This is evident in the use of the word “karma”, which is linked to doing good for others.</p> <p>It is also evident from the information on the back of the bottle that part of the proceeds from each bottle go to the Mende & Temne growers’ families of Sierra Leone, who supply real cola nuts to make the cola.</p> <p>The use of the words “Fairtrade organic” also appeals to people making ethical food decisions.</p>	<p><u>How and why features convey implicit messages of the advertisement, e.g.:</u></p> <p>Implicit</p> <p>The implicit messages of the advertisement are that each statement pulls on the heart strings of the consumer, i.e. it makes them feel less guilty about buying a sugar-sweetened beverage because they feel like they are making a difference to the world and contributing to a better planet. The consumer can even claim to be helping poor farmers in Sierra Leone because it is a Fairtrade product, with part of the proceeds from each bottle going to the cola nut growers’ families. Even the word “families” is an emotional one, as it conjures up images of cute little kids from Africa, so therefore by buying this product, the consumer can feel good about helping others / contributing to charity / making a significant difference to others. The word “karma” also has a strong emotional, almost manipulative, feel to it. Karma is good or bad luck resulting from one’s own actions, i.e. the product implies that if the consumer buys it, then they will be paid back with good things in their life, whereas if they buy another drink, e.g. <i>Pepsi</i> or <i>Coca-Cola</i>, they won’t have good karma in future. This again is backed up by the phrase “what goes around comes around”.</p> <p><u>Why the advertising approach has been used and how it influences well-being, e.g.:</u></p> <p>This advertising approach has been used because buying this product makes the consumer feel good about helping others / makes buying the product feel like an act of charity.</p> <p>It makes <i>Karma Cola</i> out to be an ethical company, rather than solely profit driven, and the consumer feels like they are part of the bigger picture when they buy this product. Meanwhile, the consumer is actually buying a sugar-sweetened beverage, which is detrimental to their dental health and may contribute to obesity.</p>	<p><u>Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument, e.g.:</u></p> <p>Whilst it is good to see a manufacturer trying to make a difference and not be solely profit driven, the emotional appeals are primarily to sell the product and therefore make a profit for the company.</p> <p>Claiming that “part” of the proceeds goes to the growers sounds admirable, but we have no idea how much that is. It could be a very small proportion of the sale price. It might not even be a gift. Proceeds “going” to the growers might mean nothing more than a commercial payment, i.e. purchasing the nuts from the grower. Sponsoring a child from Sierra Leone by donating to World Vision, or another organisation that supports farmers in Africa, would probably do more to help than buying <i>Karma Cola</i>.</p> <p>Also, the overall message of this product is about bringing good ‘karma’ to the person who buys it, but it is still a sugar-sweetened beverage, with no nutritional value at all (apart from the calories / energy it provides). The consumption of fizzy drinks is linked to the development of obesity-related diseases like type 2 diabetes, some cancers, and heart disease, so buying this product is more likely contributing to bad karma and future ill health.</p>