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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

SUPERVISOR'S USE ONLY

Level 3 Home Economics, 2017

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Thursday 16 November 2017
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.

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 2–15 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.

TOTAL

ASSESSOR'S USE ONLY

INSTRUCTIONS

There are three questions in this examination. For EACH question, you are required to analyse comprehensively the influence of a food advertisement on people's food choices and well-being.

QUESTION ONE: COMPLETE KIDS NUTRITION NEW ZEALAND

Study the advertisement below and refer to it, as well as your own knowledge and understanding, to support your answers.



Source: *Little Treasures*® Magazine, Jun/Jul 2016.

- (a) Describe the **main** technique used in this advertisement.

- (b) Describe the **supporting** technique used in this advertisement.

- (c) Circle and number the features on the advertisement that indicate the use of the main technique and the supporting technique you have described in (a) and (b).

Explain **how** AND **why** these features convey both the implicit and explicit messages of the advertisement.

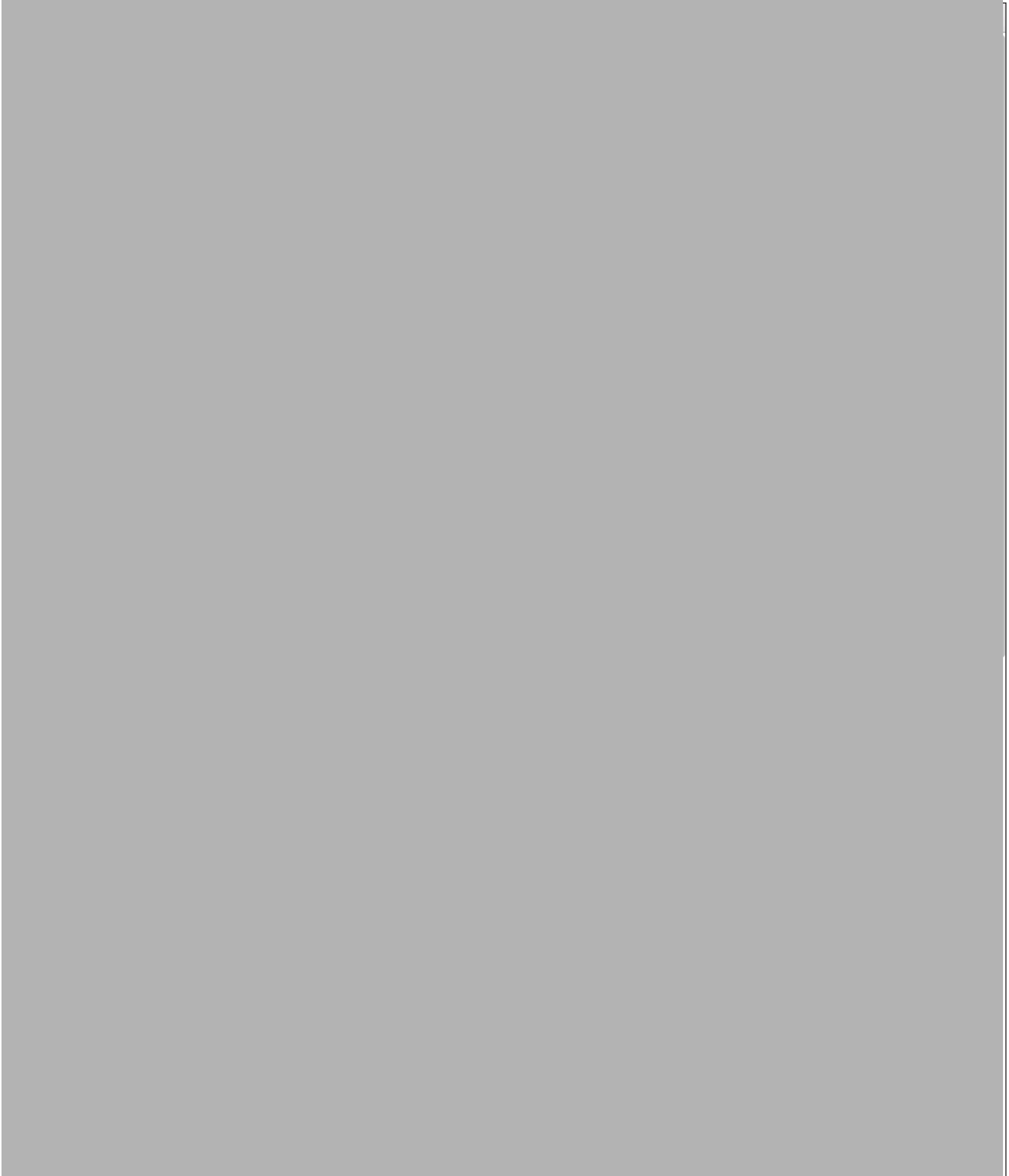
Part (c) continues on the next page

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

Challenge the messages conveyed by the techniques and features in the advertisement, using reasoned argument.

QUESTION TWO: KELLOGG'S®

Study the advertisement below and refer to it, as well as your own knowledge and understanding, to support your answers.



Source: https://www.familymovienight.com.au/en_AU/home.html.

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- (a) Describe the **main** technique used in this advertisement.

- (b) Describe the **supporting** technique used in this advertisement.

- (c) Circle and number the features on the advertisement that indicate the use of the main technique and the supporting technique you have described in (a) and (b).

Explain **how** AND **why** these features convey both the implicit and explicit messages of the advertisement.

Part (c) continues on the next page

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

Challenge the messages conveyed by the techniques and features in the advertisement, using reasoned argument.

QUESTION THREE: SANTA ROSAASSESSOR'S
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Study the advertisement below and refer to it, as well as your own knowledge and understanding, to support your answers.



Source: *Woman's Day* Magazine, 19 Sep 2016.

- (a) Describe the **main** technique used in this advertisement.

- (b) Describe the **supporting** technique used in this advertisement.

- (c) Circle and number the features on the advertisement that indicate the use of the main technique and the supporting technique you have described in (a) and (b).

Explain **how** AND **why** these features convey both the implicit and explicit messages of the advertisement.

Part (c) continues on the next page

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

Challenge the messages conveyed by the techniques and features in the advertisement, using reasoned argument.

Extra space if required.
Write the question number(s) if applicable.

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Write the question number(s) if applicable.

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