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NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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*For Supervisor's use only*

## Scholarship 2007 Physical Education

2.00 pm Monday 3 December 2007

Time allowed: Three hours

Total marks: 24

ANSWER BOOKLET

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

Choose any **THREE** questions from Question Booklet 93501Q to complete.

Each question is worth 8 marks.

You should write **ALL** your answers in this Answer Booklet.

Start each answer on a **NEW** page. Number each answer carefully.

Check that this booklet has pages 2–18 in the correct order.

**YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.**



Question  
numberAssessor's  
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A positive influence which fitness crazes have had upon New Zealand society is undoubtedly that they promote an active lifestyle. The World Health Organisation rightly stated that physical activity "reduces significantly the chance of premature death and chances of coronary disease and strokes", both ~~which~~ which are prominent killers in New Zealand. Therefore, the physical nature of many of today's ~~craze~~ fitness crazes has ~~exerted~~ a positive impact on by urging Kiwis to get off the couch and moving. Hypokinetic diseases ~~which~~ associated with inactivity are reduced and a move can be made to reduce the issue of obesity that is afflicting our country, labelled by common media sources as an 'epidemic' with ~~staggering~~ ~~figures~~ claiming over half of New Zealand to be either overweight or obese. The physical nature of fitness crazes ~~appears to~~ ~~also~~ ~~help~~ ~~to~~ ~~improve~~ the ~~lifestyle~~ ~~aspect~~ also help to improve the ~~lifestyle~~ ~~aspect~~ fitness of participants and the level of physical activity differs from the high impact boxercise to the more feminine approach of Bollywood dancing. This diversity not only in the physical intensity of fitness crazes but also ~~in~~ in the variety of ~~craze~~ activities to exist means that ~~proper~~ ~~even~~ consumers can participate in a variety of physical activities which helps to ~~break~~ ~~the~~ ~~barrier~~ ~~of~~ ~~which~~ ~~many~~ ~~associate~~ ~~with~~ ~~exercise~~. When completing my "get fit" ~~15~~

Even though the question has set the scene for being critical of fitness crazes, the candidate explores the other side of the issue, eg that physical activity is beneficial.

The candidate touches on "obesity" as an issue without making generalisations and keeps it as an "apparent" issue.

Considers further benefits of fitness crazes in terms of variety of activities on offer.

Question  
numberAssessor's  
use only

off the couch and moving" module, I found ~~that~~ that the top barrier to physical activity was the boredom associated with a majority of workouts. Therefore, fitness crazes such as boxercise, hot yoga and for the more adventurous, pole dancing, serve to provide entertainment for participants so that they are more likely to participate, thus helping to promote a healthy and active lifestyle with New Zealand.

positive

Another way that fitness crazes have impacted on New Zealand society is ~~in the way that the~~ due to the commodification of exercise which has seen a substantial boom in the fitness industry over the past few decades.

The commodification of exercise refers to ~~the~~ fitness becoming a product in the sense that it can be bought and sold - it has become a consumable entity. As a result of this commodification and the resulting industry boom, a vast network of job opportunities have become available, with a personal trainer at Les Mills expecting to earn approximately \$60 per hour, making this form of work a highly feasible ~~and~~ and involving option for many. The extent of this commodification is evident ~~again~~ in the case of the Les Mills Gym chain - it was released last year.

Considers commodification as an impact of this issue on society. In doing so, shows depth of understanding by taking this further in terms of job opportunity and economic contribution to the nation.

that ~~the~~ ~~new~~ ~~exercise~~ Les Mills had made a  
 big \$100 million dollar revenue thanks to  
 clever marketing and its ability to sell crazes<sup>m</sup>  
 such as 'Boot Camp' targeted at men and  
 'Look better naked' targeted at women.  
 The commodification of fitness was not only  
 impacted on the job availability in New Zealand's  
 society but also it ~~economically~~ helps to support  
 contribute economically to our small nation //

Despite these two very positive impacts, the  
 issue of fitness crazes has not been all positive  
 in terms of its impact on our society. A  
 negative and very apparent impact of fitness  
 crazes is that many, such as the example  
 of Volar Train, function under the view of  
 Healthism, defined by the NZ Health and  
 PE curriculum as "a set of assumptions based  
 on the belief that health is the sole responsibility  
 of the individual and encompasses the concept  
 that the body is a machine that must be  
 maintained and kept in shape like a car or  
 a motorbike." ~~As a result of~~ these have been  
 two apparent outcomes as a result of this  
 healthism view, the first being that fitness  
 crazes cater often mainly to the physical  
 aspect of health and ~~searching for~~ the hegemonic  
 view of an ideal body being slim is  
 embraced and promoted, both which equally //

After considering positive impacts of this issue, the candidate then looks at the negative impacts. In particular how fitness crazes portray the body and the beliefs behind this. The candidate uses "healthism" and further on "hegemonic ideals" to support this.



Candidate uses  
a quote to back  
up this  
argument. The  
quote is  
relevant to the  
argument and  
justifies prior  
discussion.

The candidate  
shows  
synthesis of  
ideas by  
developing the  
link between  
hegemonic  
ideals and the  
images the  
fitness industry  
use to sell their  
"quick fix"  
products.

~~modernization~~ of our society. I believe that  
as a result of ~~the~~ many fitness centres  
promoting the healthism view towards  
exercise, the hegemonic view of an ideal  
body is supported and promoted, leading to  
incorrect assumptions about fitness and being  
the standards, which surround body image  
in this country. As noted by Gard, 1998  
"there is much dissatisfaction and obsessive  
dieting that results from the constant pursuit  
of thinness which has become normative  
behaviour for many Westernised women". I  
support this insightful statement and sincerely  
believe that ~~the~~ the fitness centres which  
"New Zealanders are guilty of being over-  
of" are promoting this for surrounding the perfect  
slim body. A clear example of this was  
when I saw the promotional brochure for  
the girls' latest competition is "look better  
naked". This promotional brochure included  
pictures of thin, gorgeous, scantly clad  
female athletes claiming how happy they were  
with their own body image. This had a  
negative impact on me personally as I instantly  
felt anxious about my own shape. This  
promotion of this hegemonic ideal view is  
not only created by this campaign but is  
also reinforced by Viva-Team, which claims  
to have found the answer to cellulite reduction.

in just 15 minutes. However & after participating of  
I found that my calorie ~~to~~ remained and  
upon questioning, the instructor admitted  
that it needed to be compared with regular  
cardio vascular ~~act~~ exercise for results to  
become apparent. //

this ~~can~~ promotion of the hegemonic view is  
a clear message portrayed by many fitness  
creators and it negatively impacts on society,  
women in particular, as it does not embrace  
a healthy body image. It also causes people  
to dissociate 'fitness' with 'diet', ~~and~~  
a common misconception, and as I already  
defined fitness as "the ability to undertake  
physical activity without undue fatigue", this  
saying is not the case. //

A second negative influence which fitness  
creates are having upon New Zealand society  
is simply the fact that many of these remain  
as crazes, rather than becoming established as  
a long term trend, and therefore once they lose  
popularity consumers are left searching for the  
next "quick fix" as a long term structure has  
not been implemented. This is problematic  
and is clearly evident in today's society where  
~~despite~~ despite the number of crazes which  
exist, 1 in 3 of our children and 1 in 5 of  
our adults are deemed to be obese. This //

Critiques  
portrayed of the  
body further and  
shows synthesis  
by coming back  
to their original  
definition of  
fitness to  
critique "quick  
fix" crazes.

Candidate looks  
further at the  
quick fix nature  
of crazes and  
how this is  
problematic.

evidence is undeniable - the crazes do not offer a long term solution and therefore long term healthy behaviour is not being sustained despite the fact that our society needs it more than ever!! ~~it is a negative impact on the health of the population~~

A major issue surrounding fitness crazes is that they ~~are~~ foster a very 'one size fits all' mentality due to the fact that these crazes have been manipulated with the purpose of appealing to and being consumed by the masses. This generic nature is inherently seen in the case of Vibra Train, which claims to ~~even~~ "do something for everybody". ~~these crazes do not~~ Vibra Train does not follow normative principles or methods of training and the limited variation of 12 different poses available while standing on the vibrating plate ~~is~~ clearly highlights that this form of exercise has not been designed with ~~an~~ the purpose of catering to the needs of a range of people. As fitness crazes are created to be consumed by the masses, designed to be sensationalised in popular culture and the media, they tend to be generic so that this mass consumption is possible. Interestingly, this generic nature links to the discussion of the

Candidate critiques the crazes by touching on biophysical concepts such as methods of training. Also critiquing the one size fits all and how variety of needs are not met.



Commodification of ~~exercise~~ fitness - the industry has become so profit driven that the needs of the consumers are not catered to, rather, like any business, the profit ~~is~~ making desires are. This again is evident in the case of Vibra Train, who charge a somewhat outrageous fee of \$40 per session despite the generic, and in my case disappointing workout that it offers. //

I would now like to conclude on my previous points by adopting a stance to the statement. I believe that the statement is fair and adequate - New Zealanders are guilty of thoughtlessly consuming these fitness crates, delivering the purported messages of thinness and beauty with little regard to the profit making agendas of the industry itself. While I do wholly support the promotion of an active lifestyle, I believe that New Zealanders need to be aware of the sensationalist claims made by many crates, such as Vibra Train, and rid assumptions about what fitness truly is so that they can make educated decisions about their future participation in the mass produced one size fits all activities that one fitness crates. //

Even though earlier in the essay the candidate considered the positive influences of commodification. They also consider the negatives of communication.

The candidate concludes with their own position after they have considered both sides. They return to the original question and statement to conclude their argument.

The candidate has shown both breadth and depth of knowledge. This essay is at performance descriptor one (see scholarship standard).