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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.

Candidate introduces the issue of crazes and how we can be consumers of these crazes as portrayed in the question. Gives a position that they see these crazes as positive for society.

3/ New Zealand society is continually bombarded with advertisements for fitness equipment by the media. Consumers are always being tempted ~~to~~ with marketing strategies like buy 1 get 1 free, or no interest until 2008 to try and get them to consume the specific product. The advertisement for Vibra-train is no different. I believe that consumers are indeed ~~then~~ guilty of being consumers of 'fitness crazes' but I believe that this is a good thing for society and can see the various biophysical, societal, political, moral, ~~and~~ and economic factors that are being affected both positively and negatively. //

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Candidate defines fitness and associates society taking this onboard as being linked to the "apparent" obesity crises. Candidate is the critical of this being the case.

Fitness crazes: ~~the~~ ^{modern} ~~the~~ ~~activities~~ or ~~groups~~ classes that people participate in to improve fitness. (Dictionary online 2007). Fitness can be defined as: being in ^{good} shape or condition (wordnet ~~2007~~). So people are actively participating in these crazes to improve their physical shape and condition. ~~Society~~ ~~at~~ General society is the target audience for these crazes. New Zealand ~~country~~ is said ~~to be~~ ~~the~~ ~~that~~ ~~obese~~ ~~country~~ ~~in~~ ~~the~~ ~~world~~ ~~that~~ apparently facing an obesity epidemic. Obesity is said to be an increase ~~in~~ ~~the~~ weight as a result of an excess of body fat (wordnet 2007). Epidemic is said to be, ~~at~~ disease or disease.

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3 like that is infecting large communities or populations. ~~As~~ So how can obesity be an epidemic in New Zealand if it is not a disease. So relating to the definitions of obesity and epidemic, New Zealand is not having an obesity epidemic. But this does not mean that as a country we can sit around and get fat. I believe that ~~physical~~ fitness is a good thing and that an increase in ~~physical~~ the consumption of fitness crazes is a good thing and as a society we do not need to move forward, take action and become critical consumers of the messages we receive. //

Fitness crazes like Vibration are things like pilates, yoga, spin classes, aqua jogging and laughter pilates. All of these fitness exercises have biophysical results. ~~Pilates~~ and Spin classes is a workout ~~that~~ where people do interval training sessions on spin bikes in gyms. This improves people aerobic and anaerobic capacity, improving their cardiovascular system and working the heart. This improving their overall fitness and improves things like blood flow, resting heart rate and stroke volume. These ~~factors~~ positive ~~effects~~ biophysical factors result in the participant improving fitness and decreasing health risks associated with //

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Candidate again states their position that fitness crazes are good for society and that they believe we do not have to be critical of messages we receive.

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Candidate provides a wider range of fitness crazes available to the consumer.

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Candidate covers general physical benefits of exercise.

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obesity. ~~★~~ //~~★~~ go to page 7 (bottom)

Candidate considers the political aspect to the issue, where the government promotes physical activity to reduce health care costs. The link to their argument is that the government would see New Zealanders being consumers of fitness crazes as positive.

Politically the government is trying to promote physical activity. Physical activity is any movement of the skeletal muscles that requires physical exertion. (wordnet 2007)

The New Zealand government has been promoting physical activity with campaigns like push play. This is in an attempt to reduce obesity and negative health problems associated with obesity and people who are ~~are~~ overweight.

As a result of promoting physical activity New Zealand society is more healthy and fit reflecting on the government. The government also faces decreasing health costs associated with a more active society. This allows the government to spend in other areas of society, like welfare payments or education, improving the overall standard of living within New Zealand. Therefore I believe the government would see New Zealand consumers being guilty of consuming 'fitness crazes' as a good thing as it is improving physical activity within New Zealand society, reducing health costs and improving the overall standard of living. //

Economically there are positive and negative effects on New Zealand society relating

3 to fitness crazes. With New Zealand consumers & buying into fitness crazes such as Vibra-train it provides ~~an economic~~ ~~great for~~ entrepreneurs an opportunity to capitalise in the market. It allows for businesspeople to create income and profit from selling and promoting fitness crazes to society. This has a positive effect on society as it provides them with a wider range of crazes and products to choose from as more producers are moving to this sunrise industry. It also increases employment opportunities as demand for workers to create the machines, sell the machines and help people use them (like personal trainers) increases, providing more people with disposable income which would improve the standard of living as unemployment would decrease and economic growth would increase ~~the~~ positively affecting New Zealand society, supporting why I believe New Zealanders are guilty of being consumers of 'fitness crazes' but believe it is a good thing which we shouldn't ~~as~~ look at moving forward from or taking action. //

While there are positive ~~and~~ economic effects on society there are also negative effects that ~~help agree~~ promote the statement that New Zealanders are guilty of being consumers of 'fitness crazes'. Promotion of fitness crazes //

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Candidate considers the economical aspect as positive for New Zealand society in general, using employment and business opportunities as examples of this.

The candidate considers opposing ideas within the economical aspect. Looks at the agenda of those involved in fitness crazes.

Candidate considers the "quick fix" nature of fitness crazes and is critical of whether changes occurring from involvement in these is really long term.

3 Like libra train who promote 10 minute a day workouts to, lose weight, improve lymphatic drainage, bone density and balancing hormones naturally can be morally driven by profits without the wellbeing of consumers being taken into account. Companies are just looking at making a quick buck and getting the most profit out of people before promoting the next best craze. With so many different crazes over the years like pilates, aqua jogging and vibra-train it is hard to get a picture of the overall results of each method. Crazes are different to trends. Crazes are short term, while trends are long term. Trends can be things like running, cycling or swimming which ~~the~~ people have been doing for many years with proven results. ~~the~~ By promoting fitness crazes it is promoting a short term immediate fix that people can do to improve their fitness and body. But it is not promoting physical activity in the long run. Fitness crazes appeal to the 21st century approach to people wanting the latest and greatest. It is trying to promote the newest way to improve biophysical factors and not promoting sustainable physical activity. This could have a negative effect on society ~~and~~ allowing producers to easily sell their products to consumers to make money. It also has negative //

3 effects on society as it increases inequality. With fitness crazes ~~raising~~ usually having costs or monthly subscriptions to them it increases inequality and ~~can~~ can mean that low income people ~~may~~ may not be able to afford fitness equipment so their fitness could worsen. ~~Therefore even though~~ //

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Candidate considers the inequality in access to these fitness crazes.

while there are ~~any~~ negative effects on society such as inequality I believe the benefits that society receives from the promotion of fitness crazes is greater than the negative effects. ~~while~~ I ~~may~~ have a biased viewpoint as I am a year 13 physical education student who ~~goes to~~ comes from a high socioeconomic background where fitness is an expectation. This may affect my overall viewpoint regarding the issue but I still believe that New Zealanders are guilty of being consumers of 'fitness crazes'. But we do not need to move forward, take action and become critical consumers of the messages we receive. And I believe New Zealand society is strongly benefitted by its participation and involvement in fitness crazes such as Vib-a-train. //

After considering positive and negative aspects of this issue the candidate concludes again with their own position which comes back to the original question. This essay is at performance descriptor one (see scholarship standard).

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* - extra from top of page 4. I personally tried pilates and attended 10 sessions at my local Howich gym. I found them to be a great work out. They improved //

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3 my physical fitness, aerobic endurance
and improved ~~to~~ my body image. I ~~for~~
got great enjoyment from this and would do
it again. //

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