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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.**

3. "New Zealanders are guilty of being consumers of 'fitness crazes.' We need to move forward, take action and become critical consumers of the messages we receive." //

✱ Fitness crazes have been around for many years. A craze or a fad is "a phenomenon that only lasts a short time." ~~from wikipedia~~ (www.wiktionary.com). Since the 1970s there have been many fitness crazes including jogging, jazzercise, body balance, RPM and recently the use of the Vibratrain. I believe that many New Zealanders have become consumers of fitness crazes in an attempt to look good and achieve the ideal body shape + size. //

The issue of fitness crazes has had a huge impact on New Zealand society and has led to the commodification of exercise. David Kirk ~~is~~ said in A-level Physical Education ~~is~~ "The exercise industry is based on the idea that exercise is a commodity, a product that can be exchanged through a financial transaction." ~~This~~ I agree with this statement and the one above because I believe that because of the media people will pay money to look a certain way. In the vibratrain //

Candidate introduces "crazes" with a definition and some examples of crazes beyond "vibra train" then questions example.

Considers commodification and backs this up with a relevant quote, which they then give their own opinion on.

Uses actual statements in the advertisement used in the question to base their argument on. They are critical of whether being critical consumers is actually an achievable outcome around this issue.

advertisement the first statement says "weight loss, toning and athletic ability." This highlights the idea that a slim, toned body is most desired. The above statement says that we need to become critical consumers of the messages we receive but how can we do this when we are constantly bombarded about the need to look a certain way? The media is sending mixed messages to the public so ~~too~~ people are finding it more and more difficult to be critical consumers.

~~By being consumers of "fitness crazes" such as Vibratrain~~

Biophysical, societal, political, moral, economic, environmental, cultural and historical factors all play a part in the impact on New Zealand Society. Biophysically people want to be able to build muscles, become toned, lose weight and get more 'fit.' This causes people to turn to things such as Vibratrain to do this. Time is a big barrier when it comes to physical activity, in fact in the Australian Sports Commission survey 'No time/too busy' was the main reason cited for not participating in sport. People want a quick fix to get them looking better and feeling more 'healthy.' The appeal of the Vibratrain is that it "only takes 10 minutes." People like this

Considers the quick fix nature of this issue and the wording in the advertisement that suggests this.

idea and are drawn towards it. Vibration training however only focusses on the physical aspect of hauora which can be one of the reason fitness crazes do not last long. People often get bored and lose interest. I got a treadmill last year and was really excited about it for about 2 months but after that it started to lose its appeal. This was because it was so boring and failed to fulfil me mentally and socially. //

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Candidate is critical on the outcome of participating in "Vibratrain" on ones hauora, uses own experience to back this up.

Economically fitness crazes have a huge influence in New Zealand society. Entrepreneurs come up with ideas and products like Vibratrain in order to ~~make~~ make a \$ profit. Les Mills began in 1968 and is now a multi-million dollar company that makes millions from the commodification of exercise. Advertisements such as the Vibratrain ~~one~~ need to be looked at critically. "Who is benefitting from this?" Why was this ad written? What is the aim of the ad? New Zealanders are easily influenced by the advertisements and because of this many people are making money off them. The people behind these advertisements have an ulterior motive, ~~they~~ it seems like they want to help but by looking at them critically it can be seen that they want to gain a profit. The aim of the advertisement is to get the consumers (everyday New Zealanders) /

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Candidate is critical of the economic impact on New Zealand. Considering commodification, who is benefiting, hidden agendas etc... Also considers who is able to afford the crazes.

to buy their product. ~~The~~ Fitness crazes often appeal to middle class, European ~~consumers~~ New Zealanders because they can afford the products such as the Vibratrain. ~~This~~ can create an even greater economic divide. This creates a greater divide between lower and middle class society ~~and~~ leads to as lower classes can not keep up with the 'trends'.

The candidate discusses body ideals and how this impacts on consumers.

The environment people are in also influences whether they are guilty of being consumers of 'fitness crazes.' For example being constantly shown ways to lose weight, bombarded with facts about the obesity epidemic and shown 'perfect' bodies can lead to consumerism. New Zealanders are in this environment which can place immense pressure on people to give in to the 'fitness crazes' in front of them. Culturally New Zealanders are being impacted. Over the years the culture of New Zealand has changed. Back-yard cricket used to be a common occurrence that got people physically active and was also a great way to socialise. However with these new ~~sex~~ crazes this has become less common ~~as~~ as people have less time so there is not as much time for leisurely physical activity and these crazes have more appeal to those

The candidate discusses changing values and how this has impacted on participation in crazes.



with a busy lifestyle. In New Zealand Maori and Pacific Island culture is being greatly influenced and targeted by the media. Is this fair? They, ~~are~~ along with all New Zealanders are being told what to eat and what to do. This means that we have less ability to critically evaluate those advertisements and messages that are being given to us. It has been shown that 66% of NZers are aware of the Push Play Campaign but only 11% intend to carry out more physical activity. ~~Is it really working?~~ I think this shows that people need to stop being given mixed messages. This shows that with the correct advertising people will be influenced by crazes such as the Vibratrain and can lead to a change in New Zealand culture. //

Is critical of the media and its influence and how this impacts on us being critical consumers.

Recently I actually approached the ~~Vibrot~~ gym in Albany that has a Vibratrain because I wanted to know what it was all about. They were very helpful and even told me I could have the first session free! However I later realised that just as the statement says I had nearly been <sup>guilty</sup> ~~a victim~~ of <sup>being a consumer of</sup> ~~a consuming~~ fitness crazes. The use of the media is a very strong influence that has <sup>and still is</sup> hugely impacting on New Zealand society. I believe that //

Considers own experience around consumerism in terms of fitness crazes.

Concludes with a brief position on the issue. This essay is at performance descriptor 2 (see scholarship standard).

Question number

Assessor's use only

people need to be presented with unbiased facts ~~and need to~~ and stop being given mixed messages. Fitness crazes can benefit someone in the short term but in the long term the only beneficiaries are those selling the products. //

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6