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NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

14

*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.**

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Fitness the ability to undertake every day activities without undue fatigue. \*

Craze the infatuation with something new and exciting.

The ~~fast~~ fitness industry relies on fitness crazes to generate new customers and add a new appeal to exercise.

Many fitness crazes work on the idea of healism the notation that the body is a machine.

The statement "New Zealanders are guilty of being consumers of 'fitness crazes'". We need to move forward, take action and become critical consumers of the messages ~~for~~ we receive" can be seen both true and false. I will discuss the impact of fitness crazes on New Zealand society. //

Fitness crazes have brought with them the issue of commodification of exercise. Fitness can be seen as a product that can be bought, there always seems to be a new craze being sold that is better than the previous for example the ab king pro ups in 3 minutes and commodification of exercise and fitness has //

The candidate defines fitness and then introduces fitness crazes, the fitness industry and specifically the question on critical consumers.

Candidate discusses commodification and uses an alternative example of a craze.

Links  
commodification  
to body ideals  
that are  
presenting  
society.

the connotation that fitness and good health can be brought purchased. Fitness crazes work off our ~~ideas~~ are occupation with appearance and the obesity epidemic present in NZ.

Most fitness crazes are monocultural aimed at the middle class white New Zealand. Other initiatives by Sparc such as Push Play are multi cultural aimed at a more diverse Society!

Considers  
whether all  
cultures buy into  
fitness crazes.  
This point  
requires  
development.

The fact that these Fitness Crazes are monocultural could imply the idea that only this group of New Zealanders are guilty of being consumers of 'fitness crazes'. Fitness Crazes can be expensive meaning cost is a barrier to some. In some cultures it may not be seen as priority to spend hundreds on a gym membership!

Fitness crazes are appealing to New Zealanders as they are good ways to meet new friends, are a quick fix "only takes 10 minutes" - [www.vibrafit.co.nz](http://www.vibrafit.co.nz) seem to benefit their health although many fitness crazes only take into account one aspect of health such

as aerobic fitness but does not include other aspects of health. They are something new and exciting but do not ~~stand~~ <sup>last</sup> around for too long time for example Jazzercise was a well known craze many years ago and although I have read about it it is non-existent in gyms these days.

Candidate considers the quick fix nature of fitness crazes. Uses an example of a craze that has "apparently" been and gone.

~~Fitness crazes can be seen to~~

Many

1 Fitness crazes seem to work on the ideal that the body is a ~~machine~~ machine. This can lead to injury or unrealistic expectations such as weight loss or body shape.

Many fitness crazes are marketed with slim muscular people on the cover.

Touches on healthism and hegemony. However these points require development.

~~Vibrot~~ Vibra-train is a fitness craze that is "hot" right now. It has been commodified to seem worth buying. It "works the body in two totally different ways to give you the health you would normally achieve from spending hours in the gym and it only takes 10 minutes." This is a great example of a

Returns to  
example given  
in the question  
and relates the  
"quick fix" nature  
of the craze to  
what is being  
portrayed in the  
advertisement.

fitness craze that New Zealanders would  
consume as it provides a quick fix.  
It ~~markets the idea that~~ gives consumers  
the idea that it gives you all aspects of  
health you would normally achieve from  
spending hours at the gym however  
this is the wrong message as it  
does not necessarily mean that the  
people who use it can go out and  
run a half marathon as they have  
gained the fitness needed to do so  
through the vibra-train.

It plays on our ~~obs~~preoccupation  
of body weight and size advertising  
weight loss, Toning & Athletic ability.

~~Although vibra-train does not specifically~~  
<sup>have heard</sup>  
~~say~~ Vibra-train costs quite a bit &  
~~have heard~~ therefore ~~it~~ <sup>social</sup> ~~may~~ only appeal to one ~~culture~~ <sup>group</sup>.

In my opinion I think that although  
fitness crazes have negative  
aspects it is good that "new  
zealanders are guilty of being consumers  
of fitness crazes." Fitness crazes give the  
message that they are beneficial in  
many ways. This is how they are  
~~able to sell~~ commodified and  
appealing to New Zealanders. ||



Although they do not provide long term health benefits they still get people up and active which is better than nothing. They add a new and exciting appeal to exercise which opens peoples eyes to the importance of some exercise. //

4

Is critical of the position in the question after consideration of the negatives. Uses the benefits of exercise and variety as these reasons.

In my experience fitness classes are beneficial. Some of my friends who can be classed under the MCH ~~tookit~~ Physical Activity toolkit 03 descriptions as sedentary inactive (in other words couch potatoes) have given "body balance" at West Mills gym ago and are "living" up to have a go at Vibration train. They like these as they provide fun ways to socially undertake physical activities. //

06

Backs this up with an example that they themselves have found beneficial. This essay is at performance descriptor 2 (see scholarship standard).

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