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SUPERVISOR'S USE ONLY

TOP SCHOLAR



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Tick this box if you
have NOT written
in this booklet

Scholarship 2022 Spanish

Time allowed: Three hours
Total score: 24

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

There are two sections in this examination:

- Writing – Questions One and Two
- Speaking – Question Three

The writing section takes place during the first two hours of the examination. Answer Questions One and Two in this booklet.

The speaking section takes place in the third hour of the examination. The supervisor will let you know when you are to go to the recording room, where you will receive Question Three.

If you need more room for your answer to Question One or Question Two, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–11 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (✂). This area may be cut off when the booklet is marked.

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

LISTENING PASSAGE

Listen to a podcast about New Year resolutions.

Refer to the podcast in your answer to Question One on page 3.

You will hear the passage three times:

- The first time, you will hear it as a whole.
- The second and third times, you will hear it in sections, with a pause after each.
- As you listen, you may make notes in the space provided.

LISTENING NOTES

- propósitos del año nuevo
- ~~Barra~~
 - Nuevas ~~probabilidades~~ oportunidades cambiar su vida
 - ~~WAAAAA tiene un papel claro en~~
 - Influencia positiva en la realización del futuro
 - Ayuda determinar que es importante y que es una distracción
 - creates better version of ourselves, solves small problems
 - for everyone not just youth
- PLAN comienzo fresco

Intro

- Para 1 - ~~WAAAAA~~ Positive influence in determining the future

- Para 2 - Helps to focus the mind (fresh start ^{new energy} ^{underlines important issues})

- Para 3 - Issue with setting ambitious goals

función real

possibly something to do with inclusivity?

- real function is to highlight important issues to us, focus on our defects (nuestros defectos)

Conclusion

QUESTION ONE

¿Hasta qué punto son los propósitos de fin de año ^{nuevo} importantes para la sociedad como conjunto?

Respond in Spanish, and refer to the podcast to support and justify your arguments.

Hoy en día, una de las ~~tradiciones~~ tradiciones más prevalentes en la sociedad es los propósitos del año nuevo. Creo que estos propósitos ~~son~~ son ~~bastante~~ muy importantes para la sociedad porque tienen una influencia ^{positiva} en determinando el futuro, ayudan ~~en~~ ~~ellos~~ nosotros ~~en~~ subrayar problemas importantes, y ~~promueven~~ ~~la~~ ~~inclusividad~~ ~~cuando~~ promueven la inclusividad a pesar de su posición como una tradición.

Los propósitos ~~del~~ ^{del} año nuevo son importantes para la sociedad porque ~~ellos~~ tienen una influencia positiva en determinando el ~~futuro~~ futuro. El año nuevo provee la sociedad con ~~una~~ ~~oportunidad~~ un comienzo fresco y una oportunidad ignorar los eventos negativos ~~en~~ en el año pasado. Como resultado, la ~~población~~ población ~~puede~~ puede lograr nuevos objetivos a pesar de los ~~fracasos~~ fracasos del ~~año~~ año pasado. Este es el poder del ~~nuevo~~ año nuevo; ~~proporciona~~ ~~una~~ ~~nueva~~ ~~oportunidad~~ ~~para~~ ~~que~~ ~~la~~ ~~gente~~ ~~mejorar~~ ~~su~~ ~~mismo~~ ~~comienzo~~ ~~y~~ ~~una~~ ~~oportunidad~~ ~~reciclar~~ ~~que~~ ~~pasa~~ ~~en~~ ~~el~~ ~~año~~ ~~pasado~~ ~~en~~ ~~el~~ ~~cambio~~ ~~positivo~~.

Además, los propósitos del año nuevo son uno de los ~~eventos~~ ~~tradicional~~ los ^{raros} eventos tradicionales ~~que~~ ~~promueven~~ ~~la~~ ~~inclusividad~~ ~~cuando~~ ~~se~~ ~~hacen~~ ~~en~~ ~~el~~ ~~año~~ ~~nuevo~~.

READING TEXT

Read the following opinion piece and refer to it in your answer to Question Two on page 7.

¿Somos libres de elegir?

Cuando se acerca el verano, seguro que más de uno nos preguntamos si las agencias publicitarias van a transportarnos a un lugar idílico, luminoso, festivo. Así, esperamos encontrarnos con publicidades que nos transporten a lugares de ensueño, logrando transmitir sensaciones, emociones y valores positivos a los que la marca en cuestión desea asociarse.

Por ejemplo, una pizza bajo el sol con la familia o los amigos no se trata solo de comer, sino es una oportunidad para charlar, divertirse, compartir experiencias – es la excusa para que, pase lo que pase, compartamos buenos momentos. Un refresco tomado con amigos se hace un ícono de la amistad y la alegría de vivir.

Esta publicidad puede influir en la toma de decisiones. Aunque creas que los anuncios que te bombardean durante todo el día no influyen en ti, estás más que equivocado. De hecho, cuanto menos atención prestes, más eficaz será. Un estudio por Robert George Heath, profesor de la Universidad de Bath en Inglaterra, señala que es imposible escapar de los efectos de la publicidad, ya que el contenido emotivo de los ‘spots’ nos hace susceptibles.

¡Imagínate! Estás tranquilo en casa y de pronto tienes muchas ganas de un helado. No sabes por qué. Resulta que un spot de una conocida marca de dulces se ha colado en tu subconsciente, ha despertado tu deseo de comprar ese producto con la promesa de que al consumirlo te sentirás bien.

Queremos creer que nuestras opciones de consumo son lógicas, pero la motivación más potente que guía nuestras decisiones de consumo es, en realidad, nuestra predisposición emocional. La gran mayoría de nuestras decisiones de compra se basa en las emociones. Y ¿qué vende la publicidad eficaz? No vende productos; nos vende valores y estilos de vida envidiables. Existe para tocarnos el corazón.

En unos países esto es más evidente en la época navideña. La publicidad quiere inundarnos con buenos sentimientos. Es tiempo de incentivar la paz y el cuidado de otros y son muchas las marcas que lanzan campañas que se aprovechan de esto. ¡Piensa en los anuncios más esperados de España! Los de la lotería son siempre encantadores y de alta calidad, con sus actores conocidos y guionistas famosos. Los spots que relatan un cuento con final feliz o un sueño hecho realidad juegan un papel fundamental en la publicidad actual porque apelan directamente a los sentimientos y por eso vamos a verlos cada vez más.

Sources: <https://www.marketingnews.es/marcas/noticia/1162408054305/casa-tarradellas-cuenta-nueva-historia-familiar-ultima-campana-de-television.1.html>
<https://www.harvard-deusto.com/estrella-damm-y-los-cortometrajes-historias-visuales-que-llegan-al-corazon>

QUESTION TWO

Is it appropriate that advertising is used to promote a happy lifestyle even though this may have nothing to do with the product?

Respond in English or te reo Māori, and refer to the opinion piece to support and justify your arguments.

PLAN

Intro &

Para 1 - could be considered misleading

Para 2 - purpose is to exploit emotions

Para 3 - May have serious downsides that are not mentioned
conclusion

The given opinion piece discusses some of the issues surrounding ~~product~~ ~~advertising~~ of ~~used~~ the ~~positive~~ positive portrayal of products within advertisements. It is not appropriate that advertising is used to promote a happy lifestyle even though this may have nothing to do with the product ~~or~~ due to the dubious morality of such practices.

Advertisements should not be used to promote a happy lifestyle which is unrelated to the product because ~~it~~ they ~~attempt~~ attempt to convince the consumer that they are buying something more than just the product itself. The

opinion piece mentions that advertisements often take place in idyllic, light, festive ~~atmosphere~~ settings. For example, a beer advertisement may feature a group of people ~~enjoy~~ at a beach enjoying themselves while cracking open a few cans. In turn, this places the image into the consumer's mind that by ~~purchase~~ purchasing the advertised product, in this case beer, they are also purchasing the lifestyle shown ~~on-screen~~ on-screen. This is clearly ~~an~~ an attempt ~~to~~ by advertisers to ~~like~~ create a subconscious link between a good life and their product, which is clearly misleading as in no way does buying ~~the~~ any product guarantee ~~or~~ the consumer a better life.

In fact, portraying ~~the~~ certain products ~~in~~ in such a positive light directly ignores the real downsides and risks of the products. The opinion piece mentions advertisements for the lottery, which ~~the~~ constantly feature famous actors. ~~and~~ These actors and ~~the~~ the promises they make are designed to directly draw attention away from the real risks of ~~gam~~ gambling. Beer and wine advertisements are intentionally designed to make the consumer forget about the dangers of alcoholism. Although ~~these~~ these advertisements all ~~also~~ feature disclaimers ~~to~~ to the "drink responsibly" or ~~also~~ ^{crisis} hotlines for gambling.

~~additionally~~ addiction, it is abundantly clear that these are mere add-ons to the glowing review of the product that was just ~~shown~~^{shown} to the consumer. After all, ~~all~~ most people will remember the vivid colours and ~~glowing~~^{glowing} shiny promises but not what the ~~very~~^{very} tiny text ~~meant~~ was at the end. The only industry which does not downplay the ~~efforts~~^{efforts} risks ~~is~~^{is} the ~~smoking~~^{smoking} industry, which product effectively is the smoking industry, where plain packaging laws have resulted in boxes being sold with graphic imagery of the potential lung damage caused by smoking.

~~The advertising industry~~ By using the tactic of reinforcing products with supposedly ~~good~~^{good} happy lifestyles, companies often stop advertising to the product itself and focus more on a call ~~to~~ to the consumer's ~~emotions~~^{emotions}. On first glance, this may not seem so bad; the opinion piece states that the majority of decisions are based ~~on~~^{on} emotions instead of logic. So why is making an appeal to emotions, the fundamental decision-maker ~~is~~ with regards to buying products, such a ~~problem~~^{problem}? By ~~advertising~~^{advertising} focusing on emotions, advertisers are, intentionally or not, targeting vulnerable people at their lowest points. For example, someone going through a breakup might see an ice-cream commercial ~~and~~ and feel more compelled to buy it due to their current emotional state. This, in turn, creates a

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

QUESTION
NUMBER

2 psychological dependence on the product, while also having the effect of attempting to solve a long-term problem with short-term solutions. Even if all of this were ^{somehow} morally justified, it is a damning indictment of a product if ~~it~~ an advertisement cannot come up with enough direct benefits of the product to feature in a short 30-second commercial and instead ^{chooses to} ~~rely~~ ~~rely~~ on ~~pulling~~ pulling at ~~heartstrings~~ heartstrings.

In conclusion, the downsides of promoting a happy lifestyle not necessarily related to the product being advertised are clear and abundant. ~~It~~ Such advertisements often end up selling the lifestyle more than the ~~product~~ product itself, ~~to~~ choose to ignore or massively downplay the significant health risks of certain ~~products~~ products, and target vulnerable people by making a plea to their emotions, intended or not. ~~It~~