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93007



SUPERVISOR'S USE ONLY

OUTSTANDING SCHOLARSHIP EXEMPLAR



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 (NYs Resolutions)
de fin de año

función fundamental

mayoría sigamos proceso
o que hemos hecho después de hacer.

↳ trabajo conseguido
↳ relaciones deveníamos haber hecho

(alrededor) → AMISTADOS → comparamos con otros → proponemos
↳ siguiente paso = propósitos

Dispositivos
Computadores
Móviles

↳ objetivo su pretende conseguir

solucionar ~
pequeños
problemas.

↳ evolucionar = ser mejor → crear versión mejor.

afrontar
el futuro

nuevo
comienzo.

↳ versión mejor

No importa el pasado ~~era~~ ~~era~~ ~~era~~

energía renovada
(papel clave)

que haya
hecho
en el pasado.

ya
luz

QUESTION ONE

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

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

Cada año, ^{todo} el mundo ~~piensa~~ ^{piensa} en cosas que ^{se} puede cambiar para mejorar sus vidas. Miran sus trabajos, amistades, relaciones personales con ~~o~~ una lente diferente, para dar nuevas posibilidades en que se pueden crear una ~~otra~~ ^{nueva} versión mejor de sí. Con esto, ~~en~~ con la idea que ~~es~~ el año nuevo es un nuevo comienzo y una oportunidad para renovar energía, los 'propósitos de fin de año' son creados. Estos propósitos son objetivos que pretende a conseguir para mejorar su propio bien estar y ^{los} tienen una función fundamental en la mejora de su futuro. ~~En~~ En la sociedad, como conjunto, estos propósitos tienen gran impacto dependiente de cómo son usados y con qué intención. Hay un punto que los propósitos pueden ser ~~un~~ un poco extremos, causando que algunas personas si sienten que no tienen ^{suficientes} logros o ~~una~~ una vida orgullosa - que pueden demostrar.

~~Por~~ For ~~en~~ un lado, los propósitos de año nuevo puede crear un sentido de

para cada persona, ~~parecen~~ parecen
 pequeños, pero en conjunto en la
 sociedad pueden tener un gran
 impacto. En el tiempo del año nuevo,
 el pasado no importa, ~~no~~ no importa o
 que hemos conseguido, ~~que~~ que devedimos
 haber hecho o, o que dejamos de hacer.
 Solamente el ~~pre~~ presente y el futuro son
 importantes y como alguien va a
 cambiar. Este concepto disminui el complejo
 de superioridad por que dar fuerza en
 el facto que no somos perfectos y tenemos
 defectos. Hasta este punto, creo que los
 propósitos son muy importantes; para
 unificar la sociedad y causar gran
 cambios que pueden combatir problemas
 y ~~confetes~~ conflictos globales en la manera
 correcta, como ~~la~~ el gran uso de
 tecnologia o el desfoco ~~en~~ en relaciones
 en la vida real. Pero, es importante
 recordar, que cuando estes propósitos no
 pueden ser alcanzados, puede realizar
 sentimientos negativos y ~~consequencia~~ desajuste
 de cambiar en una manera que pueda
 mejorar su ~~estatis~~ calidad de vida,
~~hacer~~ sacando su opinion en su propio
 valor en la sociedad. Estes ~~cambios~~^{propósitos} no
 son benéficos para causar conflicto intrínico
 pero pueden ser usados para unificarte
 con los otros en tu comunidad,

READING TEXT

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

become
the norm

¿Somos libres de elegir?

No product

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? + WHY.

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

Advertisements are a form of propaganda, generated to entice a consumer into purchasing a specific product or service, however, a lot of the time ~~of~~ businesses aren't solely selling the product, but the promise of a lifestyle. In a world where advertisements plague ~~of~~ our phone screens, it has become the 'norm' to see adverts that transport the viewer into an idyllic paradise transmitting ~~sensation~~ sensations and emotions, ~~to~~ ~~the~~ attaching them and associating them with the certain product. Professor Robert George Heath, from Bath University, states that it is impossible to escape from the effects of advertisements and the contained emotional baggage within the 'spots' makes us, the viewers, susceptible.

The world of marketing is a complex one, arguably the bridge between businesses and buyers with undeniable goals, to sell and to buy. Whether or not the idea of selling emotions and values with a products is appropriate is extremely dependent on what perspective you view the advert from. By tapping into

consumers emotional predisposition, businesses are able to make the most money and profit by enticing consumers with a life they would want to live. For example, sharing a coke with your friend at a beach, under a hot sun, adding in any cultural values to enforce an idea of relatability. So from this perspective, the question really is if it is ~~a~~ appropriate for businesses to make ~~that~~ the most of their resources and creative intellect to sell their product? Make use of festivities like christmas or connotations of wealth with events such as the lottery? All these firms are doing are capitalizing off of the ~~that~~ idealities cultivated within society which arguably are a base reason for why consumers are enticed in the first place.

However, on the other hand, from the point of view of the consumers - the ~~appropriateness~~ advertisements can have degrees of manipulation where causes me to question how appropriate they in fact are. Making promises through an ad of a better quality of life ~~cross~~ walks the fine line of

connecting with consumers through the implantation of ideas as well as just lying. Not only do these promises of a better lifestyle, feeling good and joy increase people's expectations and can ~~have~~ also cause them to spend money unnecessarily in hopes of achieving this lifestyle that is being sold to them irregardless of the product itself.

~~An extreme example~~ Coca-Cola has minimal health benefits and conversely have many ingredients that prove harmful to the consumer if drunk in excess. The purchase of the 'lifestyle' advertised with not only Coke but all other products can result in tunnel vision ~~for~~ as the consumer hopes to achieve the joy triggered in the advert, no matter the cost.

within society, this fuels consumerism and the perpetual idea that material products or services / goods will provide happiness. And while this is arguably beneficial for ~~costs~~ firms, I believe it is not appropriate for the consumers false expectations and the ~~is~~ established idea that these products will give them happiness. If a advert is promoting a service where the actions in the advert

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

QUESTION
NUMBER

Q TWO

are a clear representation of what is sold to the consumer - this in fact does not create unrealistic expectations, and unnecessary purchases. All the more, it is an appropriate use of emotional association to a certain degree of relevance.

Selling the idea of a lifestyle creates an idea of 'happily ever after' minus some important details that while beneficial for a ~~consumer~~ business, are unfair on the consumers buying the product ~~with~~ as a result of their constant exposure to the influences that perpetuate spending culture.
→ and Materialistic

Outstanding Scholarship Exemplar 2022

Subject	Spanish		Standard	93007	Total score	17
Q	Grade score	Annotation				
1	7	<p>Candidate introduces the topic under discussion in a new way, demonstrating not only that he/she has understood the passage but also that has the ability to rephrase. This is important as it demonstrates candidate is not merely reproducing what he/she has heard but instead can manipulate language. The points made are clear and language, while not perfect, has complex structures with extensive development.</p> <p>Candidate not only explains his/her point of view but give specific examples that back up his/her argument. Then he/she extrapolates this thinking and answers the question about what this will mean for society. The argument does not limit itself to the individual but ensures it answers the question and takes it to a societal level.</p> <p>Presentation of arguments are done in an organized way and introduction of arguments are signed posted with structures such as “por un lado...”.</p> <p>Language and concepts are presented not from a single person’s point of view but from a holistic approach: “estes propósitos pueden cambiar el mundo, especialmente durante esta evolucion tecnologica que está imponendo un gran peso en el bien estar de no solamente los jovenes pero tambien adultos...”</p>				
2	6	<p>Candidate addresses the issue under discussion at the beginning of the presentation and sets the scene to develop their arguments through the essay. Answers maintain the readers interest throughout the duration.</p> <p>Students reaches his/her own conclusions without simply repeating what was read in the passage.</p> <p>Candidate answers the question about how appropriate is advertising a product appealing for feelings instead of concentrating on the product. There is a value judgement instead of simple stating this is what advertisers do to achieve more sales.</p> <p>Arguments are supported by examples that are evaluated, i.e.. “... for example, sharing a coke with your friend at a beach, under a hot sun, adding in any cultural values to enforce an idea of relatability”.</p> <p>Candidate explores this judgement not only from the advertiser’s point of view but also from the consumer’s point of view, giving a balanced answer that goes beyond the given material.</p>				
3	4	Spoken response.				