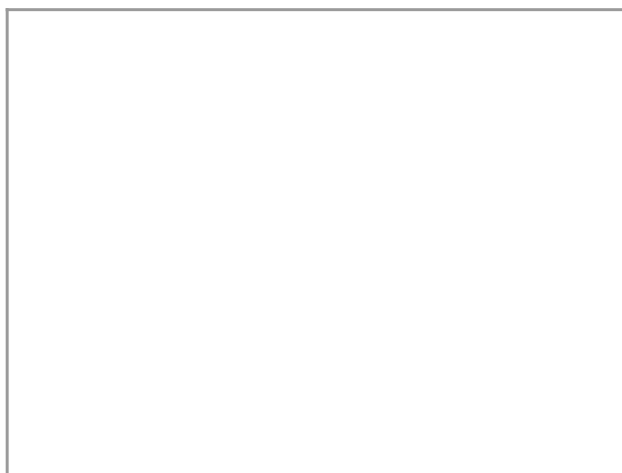


Kiwiburger: advertisement analysis

This task is about understanding the layers of meaning in an advertisement.

Watch the video below before answering the questions that follow. Click the play arrow to start the video.



a) This is some of the text from the advertisement. Choose **five** items that are Kiwiana.

| | | | | |
|--------------------------------------|--|--------------------------------------|--------------------------------------|------------------------------------|
| <input type="radio"/> All Blacks | <input type="radio"/> Thermal Daks | <input type="radio"/> Egg and Cheese | <input type="radio"/> Walking Tracks | <input type="radio"/> Beef Pattie |
| <input type="radio"/> Marching Girls | <input type="radio"/> Tomato and Lettuce | <input type="radio"/> Pāua Shells | <input type="radio"/> Gumboots | <input type="radio"/> Ponga Shoots |
| <input type="radio"/> Floppy Hats | <input type="radio"/> Kiwifruit | <input type="radio"/> Beetroot | <input type="radio"/> Buzzy Bees | <input type="radio"/> Moggy Cats |
| <input type="radio"/> Cabbage Trees | <input type="radio"/> Onions | <input type="radio"/> Kākāpōs | <input type="radio"/> Kia oras | <input type="radio"/> Cheerios |
| <input type="radio"/> Jandals | <input type="radio"/> Sandals | <input type="radio"/> Ketchup | <input type="radio"/> Coromandels | <input type="radio"/> Swandris |
| <input type="radio"/> Butterflies | <input type="radio"/> Mustard | <input type="radio"/> Fishing Flies | <input type="radio"/> Hokey Pokey | <input type="radio"/> Māori Haka |

b) Select **five** items that are **NOT** Kiwiana.

| | | | | |
|--------------------------------------|--|--------------------------------------|--------------------------------------|------------------------------------|
| <input type="radio"/> All Blacks | <input type="radio"/> Thermal Daks | <input type="radio"/> Egg and Cheese | <input type="radio"/> Walking Tracks | <input type="radio"/> Beef Pattie |
| <input type="radio"/> Marching Girls | <input type="radio"/> Tomato and Lettuce | <input type="radio"/> Pāua Shells | <input type="radio"/> Gumboots | <input type="radio"/> Ponga Shoots |
| <input type="radio"/> Floppy Hats | <input type="radio"/> Kiwifruit | <input type="radio"/> Beetroot | <input type="radio"/> Buzzy Bees | <input type="radio"/> Moggy Cats |
| <input type="radio"/> Cabbage Trees | <input type="radio"/> Onions | <input type="radio"/> Kākāpōs | <input type="radio"/> Kia oras | <input type="radio"/> Cheerios |
| <input type="radio"/> Jandals | <input type="radio"/> Sandals | <input type="radio"/> Ketchup | <input type="radio"/> Coromandels | <input type="radio"/> Swandris |
| <input type="radio"/> Butterflies | <input type="radio"/> Mustard | <input type="radio"/> Fishing Flies | <input type="radio"/> Hokey Pokey | <input type="radio"/> Māori haka |

c) What would the Kiwiburger be without Kiwiana?

d) Why is McDonald's using Kiwiana in this advertisement?

e) Why is Kiwiana important to New Zealanders?

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