

Te Kāri Witi-Piki — Weet-Bix Card

Approach: One to one

Focus: Thinking critically about the intentions of visual messages (advertising).

Resources: Weet-Bix card.



Questions/instructions:

Place the *Weet-Bix* card in front of the student.

This card shows words and pictures which are trying to give messages to people who look at the *Weet-Bix* box. I want you to think about the pictures rather than the words.

1. Try to tell me the messages that the pictures are trying to give. I will write them down for you.

Record student's responses.

Now I'll read the messages you have found about the *Weet-Bix* card. If you want to change any of them, you can tell me.

Read things recorded to the student.

2. Are there any changes you would like to make?

Make any changes offered by the student.

Waiho te kāri *Witi-Piki* ki mua o te taurira.

Te kaupapa o ngā kupu, me ngā whakaahua hoki o te kāri nei, mā ngā tāngata e tirotiro ana, ki te pouaka *Witi-Piki*. Tēnā, whakaaro ake mō ngā whakaahua, hei aha ngā kupu.

1. Kōrerohia mai ngā kaupapa o ngā whakaahua. Māku ērā e tuhi.

Tuhia ngā kōrero ā te taurira.

Tēnā, māku e pānui āu kōrero. Mēnā e pīrangī ana kia whakarekētia, kōrero mai.

Pānuitia atu āna kōrero.

2. Me whakarerekē?

Tuhia mēnā ka kī mai.

Messages identified:

		% responses	
		GEd	MI
<i>Weet-Bix</i> makes you...	happy	16	23
	healthy/strong	33	60
	a good athlete	13	33
	energetic/fit	54	13
	a winner	39	60
	you should eat lots of <i>Weet-Bix</i>	6	13
	<i>Weet-Bix</i> is good for you/your heart	14	43
	<i>Weet-Bix</i> sponsor tryathlon	15	23



3. Do you think the messages are true? Why do you say that?

Ki tō whakaaro e pono ana ngā kōrero o te kāri nei? He aha koe i kōrero pērā ai?

not marked

% responses	
GEd	MI

4. Why do you think the makers of *Weet-Bix* want to give these messages to people?

Ki tō whakaaro, he aha pea te take i pīrangitia ērā kōrero, e ngā kaihanga *Witi-Piki*?

so you buy more *Weet-Bix*

Total score:

4-8	5	28
3	18	27
2	45	28
1	25	15
0	7	2

Commentary:

Students in Māori immersion (MI) settings scored statistically significantly higher than Māori students in general education (GEd).