



Audio-visual advert (2016)



Kiss of the Vampire Film poster (1963)

EDUQAS WJEC A LEVEL KNOWLEDGE ORGANISER

Targeted: Advertising and Marketing Component 1 Section A

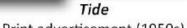
Theoretical Framework:

Language, Representation

Contexts: Social, Economic, Political, Cultural

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LANGUAGE	LANGUAGE	LANGUAGE
REPRESENTATIONS	REPRESENTATIONS	REPRESENTATIONS







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Print advertisement (1950s) Audio-visual advert (2016) Film poster (1963)			
SOCIAL	SOCIAL	SOCIAL	
ECONOMIC	ECONOMIC	ECONOMIC	
POLITICAL	POLITICAL	POLITICAL	
CULTURAL	CULTURAL	CULTURAL	