



Tide
print advert 1950s

EDUQAS WJEC A LEVEL KNOWLEDGE ORGANISER

Explicit Study: Advertising (Audience only)

Component 1 Section B

Framework: Audience

Contexts: Social, Cultural, Historical

How to use: Use this Knowledge Organiser to identify the similarities and differences between the two advertisements.



WaterAid
audio-visual advert 2016

AUDIENCE

SIMILARITIES

AUDIENCE

SOCIAL

SIMILARITIES

SOCIAL

CULTURAL

SIMILARITIES

CULTURAL

HISTORICAL

SIMILARITIES

HISTORICAL

