



Tide
Print advertisement (1950s)



WaterAid
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

LANGUAGE

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REPRESENTATIONS

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SOCIAL	SOCIAL	SOCIAL
ECONOMIC	ECONOMIC	ECONOMIC
POLITICAL	POLITICAL	POLITICAL
CULTURAL	CULTURAL	CULTURAL