



# EDUQAS WJEC GCSE KNOWLEDGE ORGANISER

## Advertising and Marketing (Film Posters)

### Component 1 Section A

**Framework:**  
Language  
Representation

**Contexts:**  
Social, Cultural  
Political, Historical

**How to use:** Compare and contrast these film posters. Use this Knowledge Organiser to identify the similarities and differences between the two products.



THE MAN WITH THE GOLDEN GUN (1974)

SPECTRE (2015)

LANGUAGE

SIMILARITIES

LANGUAGE

REPRESENTATIONS

SIMILARITIES

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KEY TERMS



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SOCIAL	SIMILARITIES	SOCIAL
CULTURAL	SIMILARITIES	CULTURAL
POLITICAL	SIMILARITIES	POLITICAL
HISTORICAL	SIMILARITIES	HISTORICAL
KEY TERMS		