



THE LEGO MOVIE  
POSTER CAMPAIGN

# OCR GCSE KNOWLEDGE ORGANISER

## Targeted: Advertising & Marketing

### Component 1 Section B

**Theoretical Framework:**  
Language, Representation, Audience

**Contexts:** Social, Cultural

**How to use:** Use this Knowledge Organiser to effectively layout your notes on the poster campaign and UK TV trailer.



THE LEGO MOVIE  
UK TV TRAILER

<p><b>LANGUAGE</b></p>	<p><b>SIMILARITIES</b></p>	<p><b>LANGUAGE</b></p>
<p><b>REPRESENTATION</b></p>	<p><b>SIMILARITIES</b></p>	<p><b>REPRESENTATION</b></p>
<p><b>AUDIENCE</b></p>	<p><b>SIMILARITIES</b></p>	<p><b>AUDIENCE</b></p>
<p><b>SOCIAL CONTEXTS</b></p>	<p><b>SIMILARITIES</b></p>	<p><b>SOCIAL CONTEXTS</b></p>
<p><b>CULTURAL CONTEXTS</b></p>	<p><b>SIMILARITIES</b></p>	<p><b>CULTURAL CONTEXTS</b></p>