EDUQAS WJEC GCSE KNOWLEDGE ORGANISER
Advertising and Marketing (Print)
Component 1 Section A

Framework:
- Language
- Representation

Contexts:
- Social, Cultural
- Political, Historical

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

QUALITY STREET
1956

LANGUAGE
SIMILARITIES
LANGUAGE

REPRESENTATIONS
SIMILARITIES
REPRESENTATIONS

KEY TERMS
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POLITICAL

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