



Oxford Cambridge and RSA

# **A Level Media Studies**

## **H409/01 Media messages**

Set advertising and marketing products

### **INSTRUCTIONS FOR TEACHERS**

- It is expected that candidates will be familiar with the set advertising and marketing products in this document for use in the examination for Component 01, Section B: Media Language and Representation.

**Component 01, Section B: Media Language and Representation**

The following three posters are the set advertising and marketing products as outlined in the specification that **must** be studied as part of A Level Media Studies (H409), Component 01, Section B: Media Language and Representation.

Learners may have to compare these set advertising and marketing products with unseen sources.

Poster 1: **Old Spice ‘Smell Like A Man’**

[https://payload.cargocollective.com/1/0/16258/3520888/OLDGLBG11101\\_Fiji\\_Avenir\\_Reprint\\_RGB.jpg](https://payload.cargocollective.com/1/0/16258/3520888/OLDGLBG11101_Fiji_Avenir_Reprint_RGB.jpg)

Poster 2: **Lucozade ‘I believe’**

<https://pbs.twimg.com/media/BTGTSnGCQAAVegZ?format=jpg&name=900x900>

Poster 3: **Shelter**

<http://www.thedrum.com/news/2011/08/24/shelter-launches-new-advertising-campaign-amplify-drive-people-look-for-advice-earlier>

Due to copyright, we are unable to provide the images of the posters here.

OCR will review the specified products on an on-going basis, and update them if necessary to ensure that they remain fit for purpose. If there are any changes, the specification will be updated and centres will be notified in advance.

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