

## **Tide print analysis – Assessment Preparation**

**Compare how audiences are positioned by the representations in the Cillit bang print advertisement and the Tide print advertisement you have studied.**

In your answer you must:

- Consider how the representations construct versions of reality
- Consider the similarities and differences in how audiences are positioned by the representations
- Make judgements and draw conclusions about how far the representations relate to relevant media contexts.

***30 marks (35 minutes)***

Advert 1:	E.g. <i>Tide print advert (1950s)</i>
Historical/ Cultural/ Political context:	
Semiotic analysis	
Theoretical approach	
Conclusion	

Advert 1:	E.g. <i>Tide print advert (1950s)</i>
Historical/ Cultural/ Political context:	
Semiotic analysis	
Theoretical approach	
Conclusion	

Advert 1:	E.g. <i>Tide print advert (1950s)</i>
Historical/ Cultural/ Political context:	
Semiotic analysis	
Theoretical approach	
Conclusion	



Advert 1:	E.g. <i>Tide print advert (1950s)</i>
Historical/ Cultural/ Political context:	
Semiotic analysis	
Theoretical approach	
Conclusion	