

**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)***

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

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