

History of the charity advert/campaign/
Cultural Context

Which conventions do we expect to see in a Charity advert?



Who created the advert? Who is the “star” of the advert?

Influence of Live Aid - Notes

Upon first viewing would you consider the WaterAid advert conventional or unconventional? What reasons do you have to justify your perspective?

Key Words:

- 1.
- 2.
- 3.
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- 8.