



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’**

<http://hellogoodbyehello.com/Old-Spice-Freshest-Places> (magazine advert at the top of the webpage)

Poster 2: **Lucozade ‘I believe’**

<https://www.facebook.com/LucozadeSport/photos/a.576437212371301.149800.576388689042820/720272364654451/?type=3&theater>

Poster 3: **Shelter**

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

Due to copyright, we are unable to provide the images of the posters here. However, the posters are accessible through OCR’s Interchange.

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.

Copyright Information:

OCR is committed to seeking permission to reproduce all third-party content that it uses in the assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.