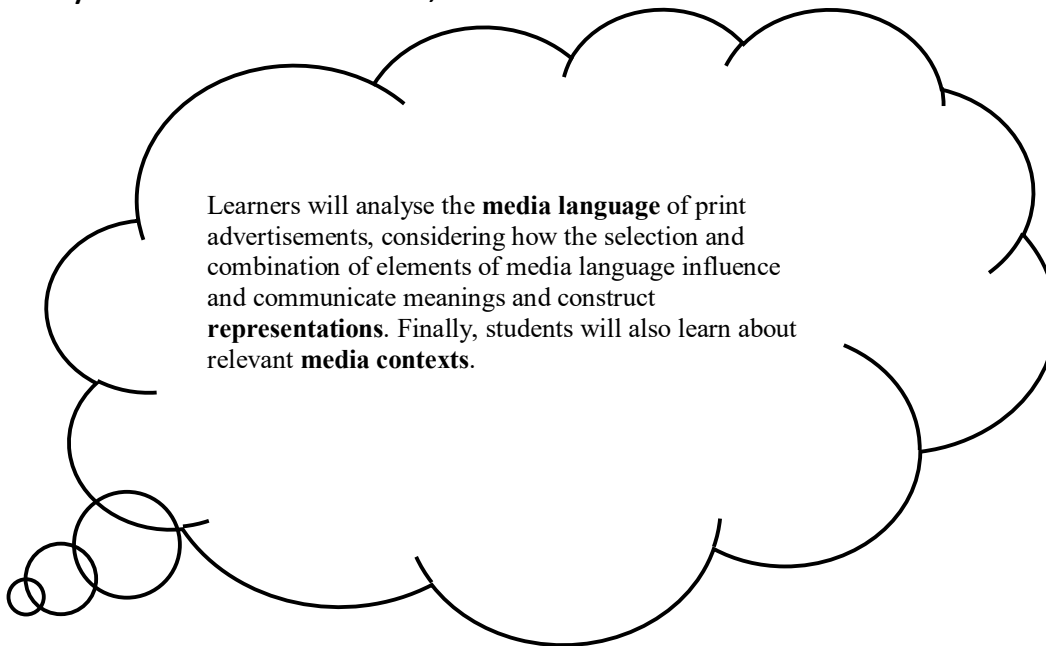


Title: Advertising and Marketing

By the end of this unit, I will know:



Key Vocabulary I should use in this unit of work:

- Brand identity
- Colour scheme
- Main image
- Slogan
- Tagline
- Serif font
- Sans serif font
- Layout
- Text to image ratio
- Representation
- Stereotypes

	S	O	R	T	😊😊😊
Know the media terminology of print advertisements					
Know how to analyse unseen print advertisements					
Understand the construction of representations in both set texts					
Understand the role of political, social and cultural contexts in the production of print advertisements					