

## Acknowledgements

| Lesson 1 – Media language and analysis   |
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| Image description and acknowledgement  |
| Language<br>blackred / E+ / Getty Images   |
| Start for Life poster<br><a href="#">Image</a> by Department of Health & Social Care / Gov.uk / Open Government Licence v3.0       |
| 1956 British advertisement for Mackintosh's Quality Street<br>Neil Baylis / Alamy Stock Photo                                      |
| NHS dad and daughter poster<br><a href="#">Image</a> by Department of Health & Social Care / Gov.uk / Open Government Licence v3.0 |

| Lesson 2 – Codes and Conventions   |
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| 1950 UK Advert Oxydol washing powder<br>John Frost Newspapers / Alamy Stock Photo  |
| NHS dad and daughter poster<br><a href="#">Image</a> by Department of Health & Social Care / Gov.uk / Open Government Licence v3.0 |

| Lesson 3 – Genre and narrative in print adverts   |
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NHS dad and daughter poster

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Start for Life poster 2

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#### Lesson 4 – Representation in print adverts

##### Image description and acknowledgement

Anonymous crowd

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1956 British advertisement for Mackintosh's Quality Street

Neil Baylis / Alamy Stock Photo

NHS dad and daughter poster

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#### Lesson 5 – Representation and contexts

##### Image description and acknowledgement

Diversity and inclusion

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1950 UK Advert Oxydol washing powder

John Frost Newspapers / Alamy Stock Photo

This Girl Can

Sam Stephenson / Alamy Stock Photo

Dove magazine advert

Patti McConville / Alamy Stock Photo

| Lesson 6 –Audience Interpretation of Representations   |
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| Image description and acknowledgement  |
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