



GCSE

MEDIA STUDIES

Paper 1 Media One

8572/1

Sources Booklet

FIGURE 1 for use in answering Questions 1 and 2.

FIGURE 2 for use in answering Questions 3 and 4.

FIGURE 3 for use in answering Question 5.

[Turn over]

FIGURE 1

A transcript for FIGURE 1 is provided on page 3.

IKEA advertisement

FIGURE 1 cannot be reproduced here due to third-party copyright restrictions.

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FIGURE 2

A transcript of FIGURE 2 is provided on pages 5–6.

‘OMO’ print advert from ‘Woman’s Own’ magazine, 5 May 1955 (Close Study Product)



WHITENESS ALONE WON'T DO!

OMO makes whites Bright!

“This’ll shake you, Mother!

Fancy saying all washing powders were the same! You can’t say that any more—not after you’ve seen Omo-brightness. Whites boiled with Omo are more than clean and white. They’re bright. *Actually bright!*”

Yes, she’s right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*

Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you’ll be an Omo fan, too!

OMO adds Brightness to whiteness

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HUDSON & KNIGHT LTD. © 9-1111

TRANSCRIPT FOR FIGURE 2

[In red text in a yellow box.]

WHITENESS ALONE WON'T DO!

[In black text in a white jagged box.]

OMO makes whites Bright!

[Underneath the text is a picture of a woman with washing over her shoulder. She is putting some washing on a washing line.]

[In bold text.]

“This’ll shake you, Mother!

[In bold text.]

Fancy saying all washing powders were the same! You can’t say that any more—not after you’ve seen Omo-brightness. Whites boiled with Omo are more than clean and white. They’re bright. Actually *bright!*”

[In non-bold text.]

Yes, she’s right about Omo. This wonderful new detergent really does add brightness to whiteness. This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*

[Turn over]

Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

[Beside the text there is a picture of Omo detergent with the words, 'BOIL with OMO adds BRIGHTNESS to WHITENESS'.]

[In black text.] OMO [In red text.] adds Brightness to whiteness

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FIGURE 3

A transcript for FIGURE 3 is provided on pages 9–10.

‘Tatler’ magazine front cover (Close Study Product)

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