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**GCSE  
MEDIA STUDIES**

**Paper 1 Media One**

**8572/1**

**Insert**

**FIGURE 1 for use in answering Questions 1 and 2**

**FIGURE 2 for use in answering Question 3**

**FIGURE 3 for use in answering Question 4.**

**[Turn over]**

FIGURE 1

'Games TM' magazine front cover.



**FIGURE 2**

**'Reveal' magazine front cover (Close Study Product)**

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## FIGURE 3

OMO print advertisement from 'Woman's Own' magazine (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**

BOIL with  
**OMO**  
adds **BRIGHTNESS** to **WHITENESS**

38 HUDSON & KNIGHT LTD. O-9-118

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**[Turn over]**

**TRANSCRIPT OF FIGURE 3 [details of the presentation of this source are in square brackets]**

**[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!*"**

**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!**

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

**[In black text] Omo [in red text] adds Brightness to whiteness**

**END OF SOURCES**

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