

Personal Learning Checklist: OMO Print advert from *Women's Own* magazine, 5 May 1955 Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand how this advert reflects the social and cultural stereotypes of the role of women in 1950s society.			
I can compare the representation of 1950s women in the OMO and the CGI Galaxy advertisement.			
I can compare the representation of women in the OMO, Galaxy and NHS Represent campaign.			
I can discuss how modern political views of male and female stereotypes would make this advert unacceptable today.			
Media Language			
I can discuss the denotation of this advert? Literal			
I can discuss the connotation of this advert? Hidden			
I can describe and explain the design of the advert (specifically the layout, typography, body language, use of language) and how it adds meaning to the advert.			
I can explain how this follows the codes and conventions of a print advert (specifically heading, logo, slogan, colour scheme, graphics, limited words/copy)			
I can describe and evaluate how the advert persuades (through language) the 1950s consumer to buy OMO products.			
I can describe the various components of the advert and how it creates the narrative			
I can explain how a modern audience would interpret this advert very differently			
Media Representations			
I can explain how this advert represents adverts of femininity (and masculinity)			
I can explain what a stereotype is			
I can explain how this advert uses stereotypes			
I can compare what is familiar in this advert (looking at it with a modern perspective) and what is unfamiliar			
I can explain how I interpret this advert and how this may be linked to my thoughts and experiences on the role of women and men in household cleaning			