

0 4

What key theoretical approach would help you to think critically about the Score hair cream advert? Show a full and complete understanding of this theoretical area by applying your knowledge and understanding to the Score hair cream advert in comparison to 1 of the following:

- > *Maybelline 'That Boss Life part 1'*
- > *Oh!*
- > *Mens Health*

Do not write outside the box

[20 marks]

Turn over ►

