

A Look at the Present Worksheet

Print Advertising Across the Centuries

Name: _____

Overview

Advertising is big business today. According to the Advertising Media Internet Center, the average American in the year 2002 was exposed to more than 100 print advertisements every day, more if you count product labels and product logos on a variety of items. Although contemporary advertisers are more restricted today in terms of the claims they can make for their products, technology has provided them with the means to “perfect” bodies, to merge images, and to blur the line between reality and fantasy, none of which was possible in the previous century.

Directions

Study the contemporary advertisement of the same product or one similar to the product promoted in your assigned historical advertisement carefully. Then answer the questions below. When you have finished, compare and contrast the advertisements using the Comparing Past & Present Venn diagram.

Questions

1. Describe the product that is being advertised and its use(s). Do you think the product can live up to the advertisement’s claims? Why or why not?

2. What in the advertisement grabs your attention? Why? If nothing strikes you, explain why.

3. Who is the target audience for the advertisement? How do you know?
What other audiences might the advertisement's creators have targeted?

4. To what emotion, desire, or wish does the advertisement appeal? Does the appeal hit home with you? Why or why not?

5. Review the list of advertising persuasion techniques. Which advertising technique or techniques does the advertisement use? Are the techniques effective? Why or why not?

6. Is the product brand name a focus of the advertisement? Why might the advertisement's creators have chosen to highlight or downplay the brand name? How important do you think brand names are today?

7. Does the advertisement contain an example or examples of differentiation to show how it is better than other similar products? If so, give specific examples. If not, explain why you think differentiation examples might have been left out of the advertisement.

- 8.** What new technologies, if any, does the advertised product employ? In what ways does this use of technology impact our lives?
- 9.** What part do you think technology played in the creation of the advertisement? Was technology used to enhance reality or to create surreal images or situations? In your opinion, is the use of technology in this advertisement effective? Why or why not?