

A Look at the Present Analysis Sheet

Print Advertising Across the Centuries

Name: _____

Overview

Advertising is big business. 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. Today, print advertising may have lost ground to digital advertising but print advertising is continually innovating and still packs a punch.

Directions

Study the contemporary advertisement you found that features the same or a similar product that was promoted in the historical advertisement you reviewed, then answer the questions. 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?

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?