

A Look to the Future Analysis Sheet

Print Advertising Across the Centuries

Name: _____

Overview

Imagine society at the beginning of the twenty-second century. How might products used today have changed? How might advances in technology affect the creation and display of print advertisements of the future?

Directions

Study the hypothetical future advertisement that your partner created carefully, then answer the questions. When you have finished, compare and contrast the future advertisement with the corresponding historical and contemporary advertisements using the *Comparing Present & Future* 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 creator have targeted?



- Distributed through the TPS-Barat Library of Congress Teaching with Primary Sources Program
Find additional resources at <http://PrimarySourceNexus.org>.

- 6.** Is the product brand name a focus of the advertisement? Why might the advertisement's creator have chosen to highlight or downplay the brand name? How important do you think brand names will be in the future?
- 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 product being advertised employ? In what ways might this use of technology impact our lives in the future?
- 9.** What technology might be used to create or display this future advertisement? In your opinion, would this use of technology be effective? Why or why not?