



# Student Project Pack

## Print Advertising Across the Centuries

### Overview

Advertisements showcase products and the latest technology while reflecting life and society as we know it, or wish it to be. Use your curiosity about the similarities between the past, present, and future to analyze and compare/contrast historical, contemporary, and hypothetical print advertisements of the future.

#### To complete this project, you will:

- learn about advertising persuasion techniques.
- analyze a historical print advertisement from around the turn of the twentieth century and a contemporary advertisement from the early twenty-first century for the same product or a similar one.
- compare and contrast the historical and contemporary advertisements.
- create an advertisement to be sold in the early twenty-second century for the same product or one similar to the product promoted in the historical advertisement.
- compare and contrast the contemporary advertisement with the hypothetical advertisement of the future.
- discuss how advertisements change over time and the reasons that might account for the changes.



## Objectives

Upon completing this project, you will be able to . . .

- analyze advertisements to discover advertising persuasion techniques.
- compare and contrast historical print advertisements from around the turn of the twentieth century with contemporary advertisements.
- compare and contrast contemporary advertisements with hypothetical advertisements of the future.
- describe how lifestyles , goods, and services have changed over time.
- discuss why advancements in technology lead to improvements in some consumer goods, while others remain relatively unchanged.
- discuss how advancements in media capabilities influence advertising.

## Directions

### Session 1

1. Review the list of advertising persuasion techniques and participate in the class discussion of these techniques.
2. You will be analyzing advertisements from the past, present, and future. If you have not been given your assigned historical advertisement, search for it in the America Memory collection, [\*Emergence of Advertising in America\*](#), on the Library of Congress (LOC) website.
3. Study the historical advertisement carefully. Then answer the questions on *A Look Back in Time* worksheet.



## Session 2

1. Look through magazines or newspapers for a contemporary print advertisement that promotes the same product or one similar to the product showcased in your historical advertisement.
2. Study the contemporary advertisement that you found carefully. Then answer the questions on *A Look at the Present* worksheet. When you have finished, be sure to also complete the *Comparing Past & Present* Venn diagram.
3. Participate in the class discussion about the following: how have lifestyles, goods, and services changed over time; why do advancements in technology lead to improvements in some consumer goods, while others remain relatively unchanged; how do advancements in media capabilities influence advertising.

## Homework Assignment

Imagine society in the early twenty-second century. Design an advertisement that would appeal to consumers of the future for the same product or one similar to the product promoted in your assigned historical advertisement and the contemporary advertisement that you found. Be sure to identify your target audience(s) and to incorporate one or more advertising techniques that would appeal to the audience(s). If possible, illustrate improvements that have been included to update the advertised product.

## Session 3

1. Study the hypothetical advertisement of the future created by your partner carefully. Then answer the questions on *A Look to the Future* worksheet. When you have finished, be sure to also complete the *Comparing Present & Future* Venn diagram.



2. Participate in the class discussion about the following: how might lifestyles, goods, and services change over time; why might advancements in technology lead to improvements in some consumer goods, while others will likely remain relatively unchanged; how might advancements in media capabilities influence advertising in the future.

## **Extension Activities**

### **How Products Improved Lives in the Early Twentieth Century**

Imagine you are living in the year 1910. Write a letter to one of your descendants, explaining how the product in your assigned historical advertisement has improved life in the early twentieth century.

### **How Inventions Evolve and Impact Our Lives**

In 1897 the U.S. Patent Office had over 21,000 registered patents—licenses for new inventions—and was recording an average of 60 new patents every day. Some inventions helped industry to grow, while others helped improve daily life. Research an invention from the turn of the twentieth century and describe the impact it had on American lives at the time. Then describe how the invention has evolved over time and how it affects our lives today.