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## Assignment: Analyzing Advertising and Propaganda

Step 1: Choose 1 of the advertisements from the pages of 174 - 175 to compare to a contemporary advertisement to.

Step 2: Complete the following questions for the chosen textbook advertisement. Please fill in the figure number in the blank space provided.

### Figure 6 - \_\_\_\_\_

1. What product or viewpoint is being sold? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. What mood is being created? What emotion are the advertisers evoking? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. What is the relationship between the image and the written material? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Does the written material provide information or is it there to generate an emotional response? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. If there are people in the image, what are they like? What message do they convey? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. What social attitudes are directly or indirectly reflected? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Step 3: Choose a contemporary advertisement that **contains images of women** from one of the cuttable magazines in the bin and **paste it onto the blank page provided**.

Step 4: Compare and Contrast the 1950's Ad with the Contemporary Ad. By Answering the following question.

7. What is the message of your chosen ads. How effectively do your chosen advertisements deliver their message? Explain.

**1950's Advertisement**

Message:

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Effectiveness of Message delivery:

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**Contemporary Advertisement**

Message:

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Effectiveness of Message delivery:

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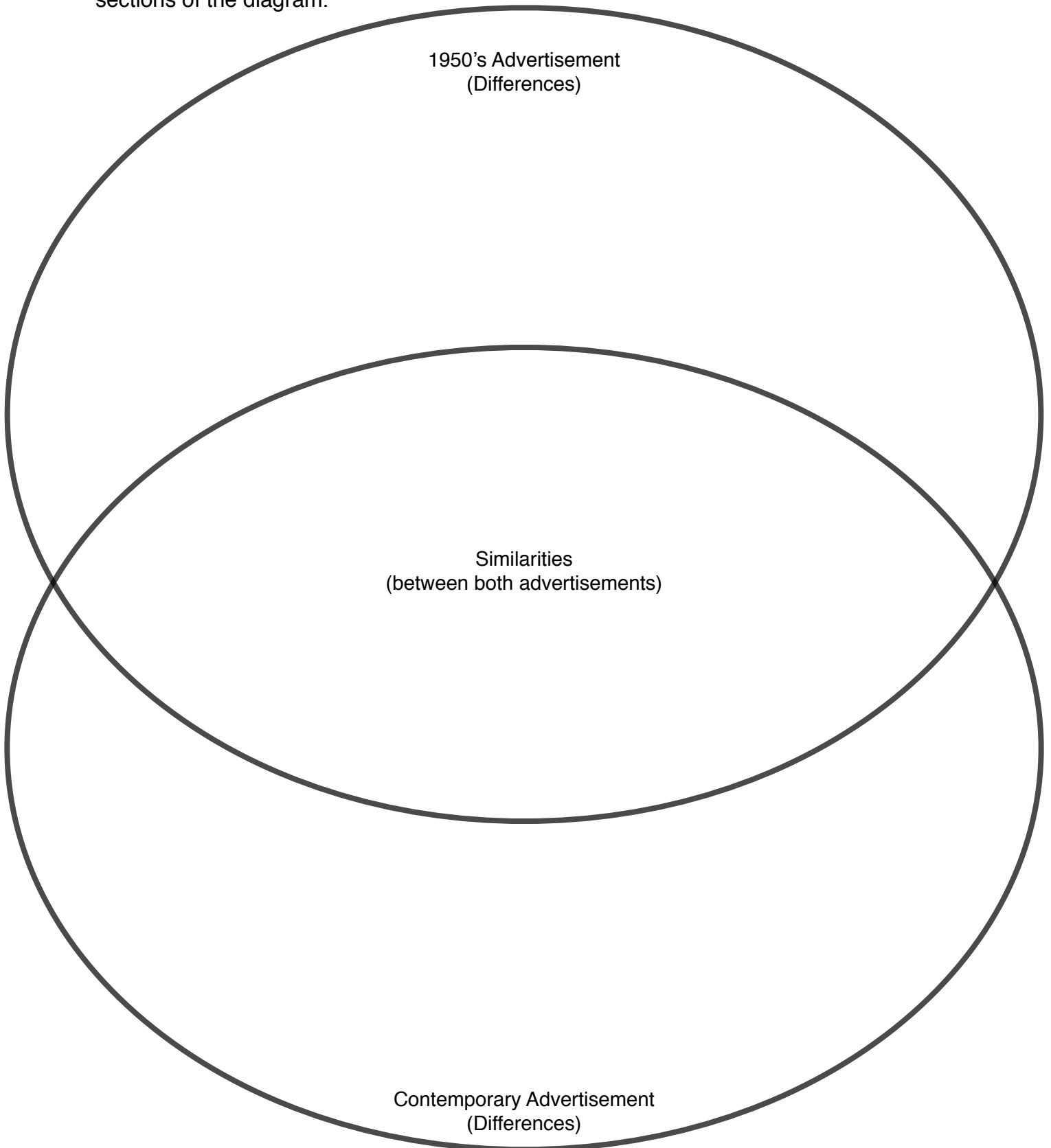
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Step 4: Using the Venn Diagram, compare the differences and similarities of the 1950's and contemporary advertisement. Consider the women's fashions, their ethnicities, their surroundings, technologies, etc. You must have a *minimum* of 3 points for each of the sections of the diagram.





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Use this page to paste your contemporary ad.