

# Evolution of Advertising

Today we will be looking at the evolution of advertising. You will be looking at advertising during the second industrial revolution (late 1800's) and then comparing that to today's advertising techniques and styles. You will be working with a partner and you will do the following in a PowerPoint or Keynote presentation:

- Find 3 advertisements from both eras then give me the following information
  - Describe advertising strategies used
  - Target audience (who the ad is directed towards)
  - Types of products being advertised (necessities or luxuries)
  - Tell me why the advertisers used the objects they did in the advertisement
- Compare and contrast the similarities and differences of the two eras, what has changed or stayed the same?

This will be due by Friday so use your class time wisely. There is not a set amount of slides you are suppose to have in your presentation. But make sure you cover all of the information listed above.