

Advertising in the 20th Century

FOCUS FOR TODAY: to make connections between the historical trends and the ads of the decade

I. Advertising in the 1930s

A. What was happening historically in the 1930s? (LIST 2-3 things)

B. What were some of the changes made to advertising in the 1930s?

1. Due to the popularity of radio and the decrease in newspaper/magazine sales, companies spent less on print ads and spent more on radio ads.
 - a) _____ became popular because they were easier for consumers to remember than print ads.
 - (1) What's an example of an advertising jingle you've heard recently? (Think about those little tunes that get stuck in your head...)

2. What were some of the tactics/strategies advertisers used in the 1930s to sell their products? (LIST)

3. To protect consumers, the federal govt. began regulating advertisers and demanded greater truth in advertising.
 - a) MEANING WHAT?

C. 1930s AD RECAP: How does the Lifesaver's ad reflect the events/trends of 1930s advertisements?

II. Advertising in the 1960s



A. What was happening historically in the 1960s? (LIST 2-3 things)

B. Why did ads focus so heavily on youth in the 1960s?

1. What tactics/strategies did advertisers use to sell their products to youth? (LIST 2 examples)

2. What did advertisers do to sell their products to older people?

C. Women in ads:

<p>How were women shown/talked about in 1950s ads?</p> 	<p>What do you notice that's different in some of the ads showing women in the late 1960s?</p> 

D. Advertising to African-Americans:

1. What change happened in the 1960s in terms of who was pictured in ads and who was advertised to?

E. 1960s AD RECAP: How does the Honda ad reflect the events/trends of 1960s advertisements?

III. Advertising in the 1980s

A. What was happening historically in the 1980s? (LIST 2-3 things)

B. Advertising trends of the 1980s

1. Style mattered more than substance.

a) MEANING WHAT?

2. Celebrity Endorsements

a) Who was one 1980s celebrity featured in ads? _____

b) How did celebrities help to sell products?

3. Selling the American Dream:

a) The American Dream is the dream of a better life, that with hard work, someone can get ahead and make a better life for themselves and future generations.

b) How did advertisements help to sell the American Dream to people?

4. TV advertising dominated

a) Used catchy slogans and famous songs. (Ex. Wendy's "Where's the Beef?" commercial)

b) Infomercials were common - what's one example?

C. 1980s AD RECAP (choose 1 of the ads to watch): How does the ad reflect the events/trends of 1980s advertisements?