Analyzing Advertisements

*Use these questions with 1890 Ad Images and 1900 Ad Images*

*Questions and issues to consider while analyzing the images:*

Who is the target audience/consumer?

What social classes are targeted, and how do you know?

What technologies are invoked?

What techniques encourage consumption?

What kind of lifestyle do these ads hold up as desirable?

What social issues are presented?

Is there any evidence a particular economic situation such as leisure class or conspicuous consumption or of "keeping up with the Joneses"?

How is the world different between 1890 and 1917, as seen through these ads?

How do race, class, and gender play out in these ads?