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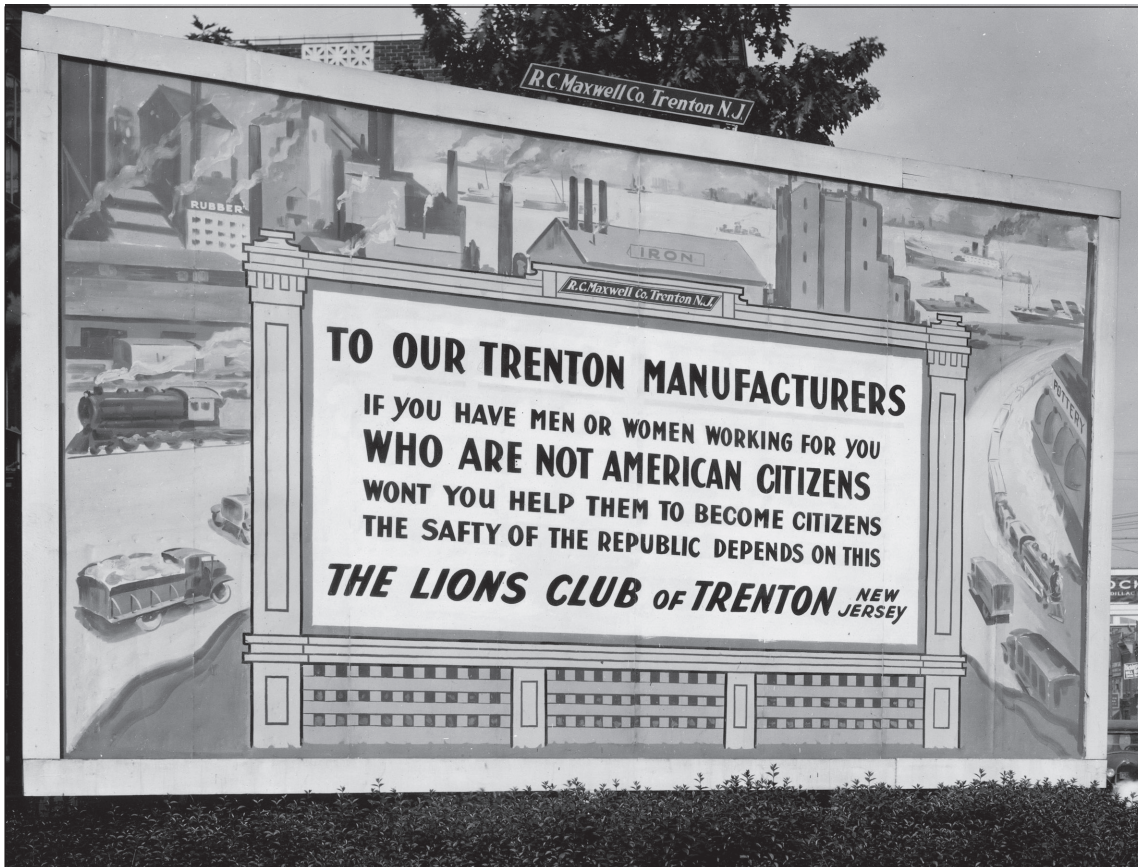
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Idea Billboards

Some billboards advertise ideas instead of products.

Directions: Study this billboard from 1922. What is The Lions Club? Type the words “Lions Service Club” into your favorite search engine to find out. Write a one-sentence description of the club in the space below.



*RC Maxwell Collection - Database #M0331
Emergence of Advertising On-Line Project
John W. Hartman Center for Sales, Advertising & Marketing History
Duke University Rare Book, Manuscript, and Special Collections Library
<http://library.duke.edu/digitalcollections/eaal/>*

1. Trenton Manufacturers paid for this billboard.
True False
2. This billboard says that people should not become American Citizens.
True False
3. On this billboard, the “Republic” means the United States.
True False
4. The media trick on this billboard is fear.
True False

Packaging

Boxes, bags, tubes, cartons, cans, and bottles. So many of the items we use every day come in packages. You eat cereal from a box and use a bottle of shampoo. Popcorn and potato chips come in bags. Ice cream comes in a carton. These are all packages, and they are all forms of media.

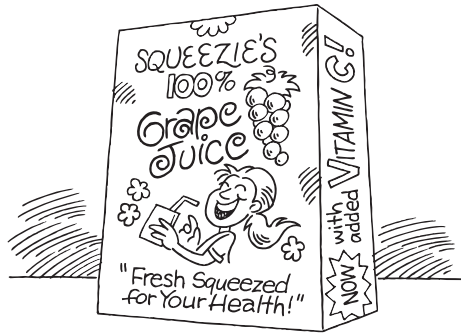
Long ago, people with something to sell began to wrap their item in paper. They wrote the item's name on the package. People began to sell things in bottles and jars. They pasted a label on the outside. Back then, people made each label by hand. They even made the bottles and jars by hand.

These days we have machines that print thousands of labels at a time. A package gives us clues about the item inside. We use the pictures and words on the package to decide whether we want to buy an item.

Here are a few things that the maker of a package thinks about:

<ul style="list-style-type: none">• shape• color• pictures• writing• size	<ul style="list-style-type: none">• brand-name• slogan• graphics• font
---	---

These are all important parts of a package!



Directions: Study the package above and then answer these questions.

1. What item is being sold?

2. What brand name can you find on this package?

3. What slogan is used on this package?

4. What media trick is used on this package?

Magazines

Magazines are a form of media. There are thousands of magazines in print all over the world. Some come out each week. Some come out every month. You can hold some magazines in your hand. You can read some on the Internet.

What is your hobby? Chances are there is a magazine about that hobby. There are cat magazines and dog magazines. There are magazines about cooking and running and surfing. Do you love cars? There is a magazine for you! Like to ride your bike? There are many magazines about bikes.

The first magazines for kids appeared in the 1900s. Today there are still many magazines for kids. Just as in other forms of media, these magazines have symbols, media tricks, messages, and healthy or unhealthy parts to them.

Directions: Study this magazine cover from 1898, and then answer true or false to the statements below.

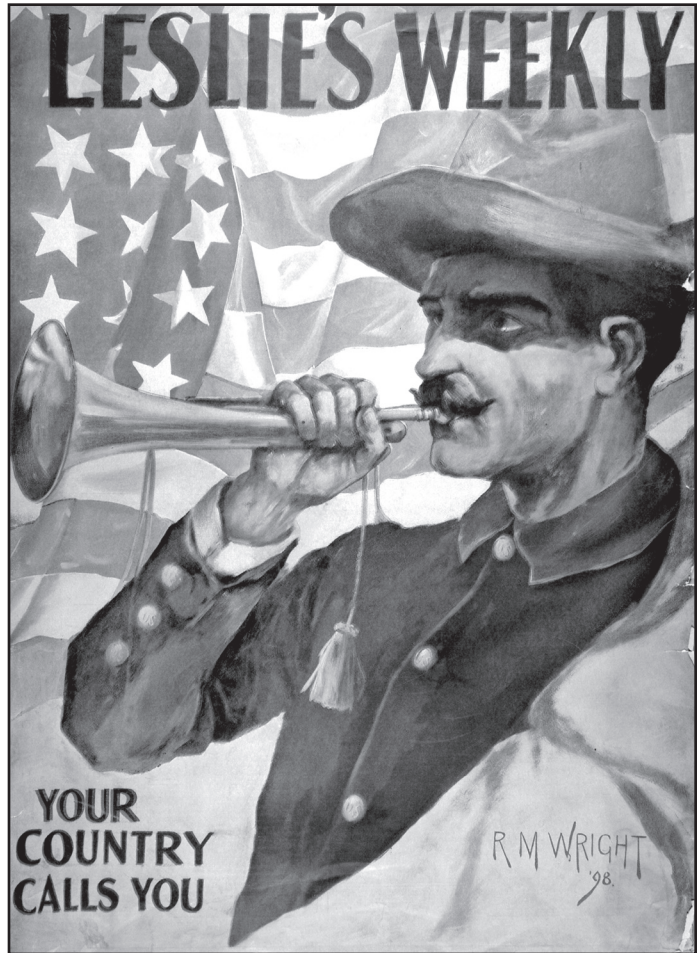


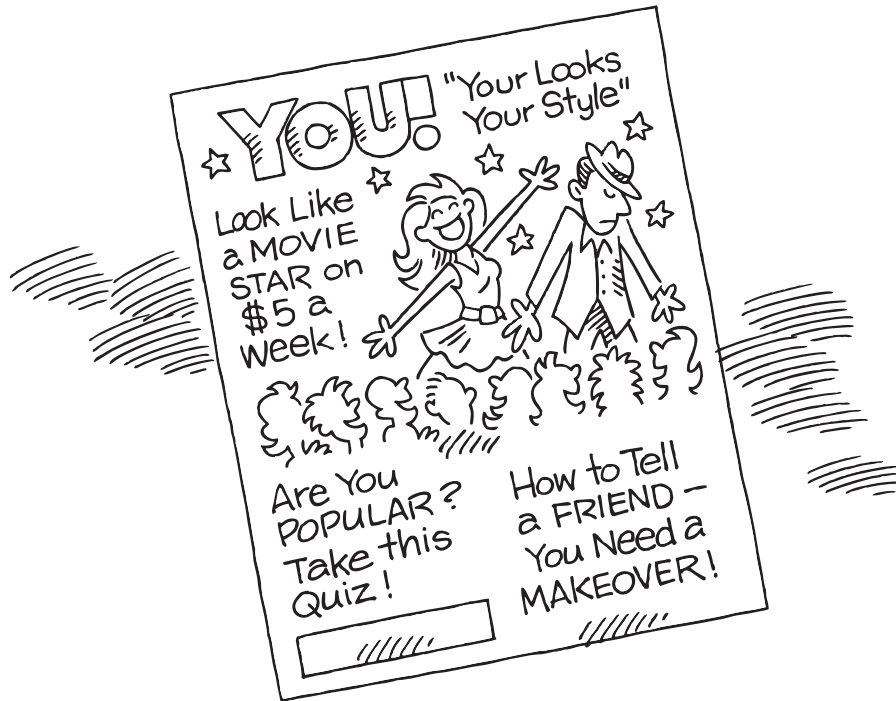
Image courtesy of The National Archives (533225)

1. The title of the magazine is the biggest writing on the page.
True False
2. The media trick used by this magazine is symbols.
True False
3. This magazine is about fashion.
True False
4. This magazine cover is patriotic.
True False
5. This magazine cover says that people do not need to help their country.
True False

Healthy Messages?

Do magazines for children have healthy messages in their pages? Or do they have unhealthy messages?
Can a magazine for children have both kinds of messages?

Directions: Study the magazine covers below and on page 99. Circle the letter that best completes each statement.



1. The title of this magazine mentions your
a. mind. b. appearance. c. kindness.
2. The media trick on this magazine cover is
a. name-calling. b. humor. c. beautiful people.
3. One clear message on this cover says that
a. this magazine is about style. c. being popular is important.
b. this magazine makes kids feel bad about themselves.
4. One hidden message on this cover says that
a. you should look like a movie star. c. you should not worry about the way you look.
b. it is important to be kind to animals.
5. The kids on the cover of this magazine are
a. athletic. b. attractive. c. helpful.
6. This magazine cover may make readers want to improve their
a. style. b. brains. c. photography.