

Advanced Art

Name: _____

History of Advertising Questionnaire

Please read the article *History of Advertising* and then answer the following questions, using complete sentences.

1. 'Early line ads' were predominately what?
2. Describe the first instance of misleading consumers in advertising?
3. How did the Industrial Revolution change the buying and selling of goods? What effect did this have on advertising?
4. What does "branding" a product do? What-in advertising parlance-is "copy"?
5. How did advertising change in the 19th century?
6. When was Fine Art first used in advertising? In your opinion, is it ethically permissible to combine Fine Art and advertising?

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12. According to Ogilvy, advertising's only function was to sell. If that was true in the 1950's, is that still true today? Why or why not?

13. Why is Ogilvy considered the "guru of modern advertising"?