## Advanced Art

Na	ame:
	History of Advertising Questionnaire
	ease read the article <i>History of Advertising</i> and then answer the following questions, ing 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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7.	How did the ads for Arrow shirts change advertising? What is a "target audience"? Who do you suppose was the target audience for Arrow shirts?
8.	In <i>Mein Kampf</i> , Hitler states that "Germany lost the war [World War I] because it lost the propaganda battle." What does he mean by that? Is there a difference between advertising and propaganda?
9.	In what ways was 'mass media' used in advertising in the 1920's?
10	How did the Great Depression change advertising?
11.	How does adverting "create need"? What is your opinion about the ethics of "creating need"?

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12. According to Ogilvy, advertisings only function was to sell. If that v 1950's, is that still true today? Why or why not?	vas true in the
13. Why is Ogilvy considered the "guru of modern advertising"?	