



Unit: Daily Life

Lesson 4.8: Advertisements

Aim: To compare aspects of daily life from the mid-19th century with those of today to learn about life then and now.

Objective: Students study newspaper advertisements for housing and clothing from then and now.

Materials:

1. *Brooklyn Daily Eagle* housing ads
<http://www.brooklynpubliclibrary.org/civilwar/cwdoc020.html>
2. *Brooklyn Daily Eagle* skirt ad
<http://www.brooklynpubliclibrary.org/civilwar/cwdoc033.html>
3. Current ads for houses/apartments/condos and a Gap clothing ad (teacher should select these from current newspapers or magazines)

Procedure:

1. Place students in small groups. Half the class will be discussing housing, the other half, clothing advertisements. The housing groups should make a list of what to consider when renting or buying a house or apartment in the city. The advertising groups should make a list of what types of ads sell clothes. (What qualities make an ad successful? What types of advertising ploys do most teens respond to?)
2. Distribute real estate ads from a recent local Sunday newspaper to the housing groups. They should study them and record prices, types of housing offered, and selling points listed. Clothing ad groups should study ads from the Gap or other popular fashion stores or designers. What is their appeal? How are they trying to sell their product? Does it work?
3. Now distribute ads for housing and clothing from the *Brooklyn Daily Eagle*. Groups answer the same questions about these ads.
4. Finally, groups discuss how life has changed. How have values and concerns changed? How have prices changed? Share conclusions as a class.
5. As a follow-up, students can create and illustrate their own apartment and clothing ads for the *Brooklyn Daily Eagle*.