

Newspaper Narratives

Advertising: Past and Present

Understanding Persuasive Writing



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THE PORTAL
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Newspaper Narratives: Advertising: Past and Present

Students will view online newspapers to learn about the Media: Past & Present and to learn about persuasive writing. They will follow the permalinks embedded in the pictures on each slide, as well as use the "Media Analysis" worksheet, among others.

Discover the numerous links embedded within this PowerPoint, you may select a few slides to use or have students view just the slide show.

How to view the articles:

1. Students use the slides_with_notes PowerPoint.
2. From the slide, click on each picture.
3. Then click on the zoom link, located on the right side of the page.
4. Locate and read the article. (download to read)



Newspaper Narratives: Advertising: Past and Present

4 New York Tribune October 1, 1922

**A famous dermatologist explains:
Why your complexion needs soap**

"To keep it clean, the face needs at least one good washing daily with soap and water and a wash-cloth or soft flesh brush," says the eminent author of a well-known book on the care of the skin.

"Our scientific researches demonstrate that this one method 'that washing in pure water' is the only one that will not irritate the skin and will not remove the natural oil while removing the dirt.

Of course, the soap you use on your skin must be pure and of mild character. It will not remove all the natural oil while removing the dirt.

Don't wash your face with soap.

If the soap is good soap, it will cleanse quickly and gently without rubbing. That is the very reason you should expect any soap to do. Massaging with soap

is, however, pure and mild, is sure to rub your skin of its natural oil, which keeps it soft and clear and smooth. You may use Ivory Soap with complete assurance that it will cleanse without irritating.

For Ivory Soap is pure, mild and gentle, and is made of the very finest ingredients.

In his famous book on the care of the skin, Dr. William Allen Pomeroy says: 'The natural color of the best quality of toilet soap is creamy white. Ivory Soap is creamy white. Ivory Soap has no mysterious or mysterious results—its purpose is to *cleanse safely*. In achieving this purpose, Ivory quickly removes the surface accumulations which clog the pores. Yet it leaves behind strength of the essential natural oil to keep the skin soft and smooth. Follow the warm soap-and-water washing with a dash of cold, or cold water, and you have completed the best and safest of all cleansing treatments.

PROCTER & GAMBLE

IVORY SOAP
99% PURE - IT FLOATS

A Flaked Soap which meets the important safety test

Before you trust your costly face ideas to any soap in any form, a flake usually comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is naturally irritating for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap is pure, mild, gentle, white—has preserved the face and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very delicate garments you own.

USE PEARS' SOAP
YOU DIRTY BOY

Pears' Soap is good for boys and everyone—It removes the dirt, but not the cuticle—Pears keeps the skin soft and prevents the roughness often caused by wind and weather—constant use proves it "Matchless for the complexion"

*Good Morning!
Have you used
Pears' Soap?*

OF ALL SCENTED SOAPS PEAR'S OTTO DE ROSE IS THE BEST.

Click on photos

Class activity: Students look at each ad, read the descriptions, and discuss which one they would buy, then explain why.

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Language has a powerful influence over people and their behavior. It helps us to identify and remember things.

When reporting news items, the media uses language that is positive and emphasizes why the product stands out.

Listed are commonly used adjectives & verbs used in newspaper ads. Click on the pictures on slide #5 & #6 to locate them in the newspaper ads.

Most used: *good, better, best, save, now, full*

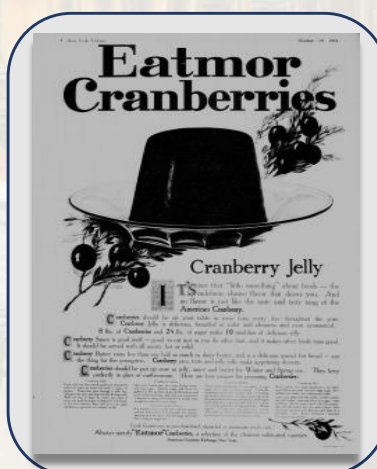
Adjectives

- new
- quality
- free
- fresh
- delicious
- great
- bright
- extra
- special
- wonderful
- safe
- fresh
- clean
- real

Verbs

- make
- get
- give
- have
- look
- buy
- take
- choose
- know
- like
- feel
- use
- need
- keep

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Use the t-chart to record adjectives and verbs in each ad, list any others that you find.

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Use the "Media
Analysis"
worksheet to
analyze one ad
of your choice

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Newspaper Narratives: Advertising: Past and Present

Present day Advertising vs. past Advertising



Think about all the places you see advertising these days. How is it different from how advertisers used newspaper advertisements in the past? Note the similarities and differences between your choice (past news ad), use the "Compare & Contrast" worksheet to record your responses about an advertisement you've recently seen.

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Create your own Ad

- Create your own ad for a fictional product
- Use a poster board to present your idea
- Use persuasive words
- Include the four qualities of a successful ad:
 - attracts attention
 - arouses interest
 - creates desire
 - causes action
- Be prepared to share your creation with the class