

Worksheet 2: Anatomy of Magazine Advertisements

1. What is the purpose of this advertisement?
2. What is the major theme (slogan) of the advertisement?
3. Three selling points of the new Pennsylvania Railroad coaches are listed below. Find and list specific examples you can find of each:
 1. Comfort:

 2. Convenience:

 3. New Technology:
4. Look at the people pictured the new coach. These are most likely the target audience—the people towards whom the advertisement is geared. What do you notice about them?
 - a. Describe the various relationships you see depicted (pictured).

 - b. Describe the class and race of the people.
5. Guess during what time period this advertisement was created. Some clues in the advertisement are the dress of the women (some wear small hats, one wears white gloves), the technology on the train, and the way people are portrayed.)
6. Based on this ad, what do think this society values?
7. Let's look the visual elements of the ad:
 - a. Color: Primary colors are used to draw the reader's eye to the ad. What are these colors?

Give specific examples of their use in the advertisement.

- b. Line: One purpose of lines in this ad is to create the feeling of space and roominess. Give one example of a line that does this and explain your choice.

- c. Space: What does the space in this ad feel like to you?

How does this reinforce/support the message of the ad?

What effect do mirrors have in the perception of space in this ad?

- 8. Do you think this is an effective ad? Why or why not?