

## Teacher Guide to Worksheet 2: Anatomy of Magazine Advertisements

1. What is the purpose of this advertisement?

The purpose is to get people to ride new coaches aboard the Pennsylvania Railroad.

2. What is the major theme (slogan) of the advertisement?

Room to Relax . . . Room to Roam

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:

Roominess--only 44 seats to the car. "More room to lean back... more room to stretch out." Extra large washrooms.

Fluorescent light—easy on the eyes

Air-conditioning

Quiet and smooth ride

2. Convenience:

Easy-to-open doors (electro-pneumatic)

More room for luggage.

Bigger windows to see the outside

3. New Technology:

electro-pneumatic doors

air conditioning

fluorescent lighting

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).

There is a young couple (or two young adults who seem interested in each other); an older, possibly retired, couple; business men; and a mother and daughter relationship.

- b. Describe the class and race of the people.

These people are middle to upper-middle class Caucasians.

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.)

Post World War II (late 1940s or 50s)

6. Based on this ad, what do think this society values?

A better standard of living—comfort, convenience, new technology, and more time with loved ones.

Additional answers less apparent from ad clues include:

Peace--Knowing this is post World War II, the society would value peace. Perhaps the appeal of a quiet train ride would be a clue to this.

Education--Several people on the train are reading. (The mother reading to her daughter, the man in the foreground reading the paper)

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?

Red, blue, and yellow

Give specific examples of their use in the advertisement.

Red: Red letters of the slogan; red of "Pennsylvania Railroad" and its symbol; red pocketbook and bow on the hat of the woman shown at the bottom in the easy-opening door panel; red on the dress on the little girl opening the door

Blue: the chairs; the line down the center aisle; the dress of the little girl with her mother; the clothing of the older woman looking out the window; blue walls and ceiling of the women's washroom

Yellow: The mother's clothing; yellow bow on the hat of the woman to whom the standing man is giving something; yellow background color of the ad; yellow wallpaper in the men's washroom

- 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.

The most obvious one is the line which extends down the center of the aisle. It draws your eye into the picture, giving the car a sense of depth.

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

It feels big/roomy/spacious.

How does this support the message of the ad?

The message of the ad is that there is "Room to Relax...Room to Roam." The picture creating a large sense of space in the new coach reinforces this concept.

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

They make the coach and washrooms appear larger than they really are.

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

I think it effectively sells the concepts of comfort and convenience in train travel to a post World War II middle-class America audience.