



- Tasks:**
- a) Analyse this 19th-century advertisement.
  - b) Compare it to modern advertisement.
  - c) Explain the differences.

Photo from the Ellwood House Museum, 1870 / 1880s;  
source: [https://commons.wikimedia.org/wiki/File:Glidden\\_Barbed\\_Wire\\_made\\_by\\_Isaac\\_L\\_Ellwood\\_1880s\\_advertising.jpg](https://commons.wikimedia.org/wiki/File:Glidden_Barbed_Wire_made_by_Isaac_L_Ellwood_1880s_advertising.jpg)





Probably from the 1870s;  
source: [https://www.flickr.com/photos/boston\\_public\\_library/9511098750/](https://www.flickr.com/photos/boston_public_library/9511098750/)

J1 History, Advertisement



By Alphonse Mucha, probably from the 1890s;  
source: <https://www.wikiart.org/en/alphonse-mucha/chocolat-ideal-1897>

- Tasks:**
- Analyse these two historical advertisements.
  - Compare them to the previous 19th-century advertisement.
  - Compare them to modern advertisements.





Lithograph by A. Mucha, 1897

**Tasks:**

- Analyse this advertisement.
- Compare it to the previous historical advertisements.
- Outline the development of advertisements as this sample of 19th-century posters suggest.

Source: [https://commons.wikimedia.org/wiki/File:Alfons\\_Mucha\\_-\\_Monaco\\_Monte\\_Carlo.jpg](https://commons.wikimedia.org/wiki/File:Alfons_Mucha_-_Monaco_Monte_Carlo.jpg)