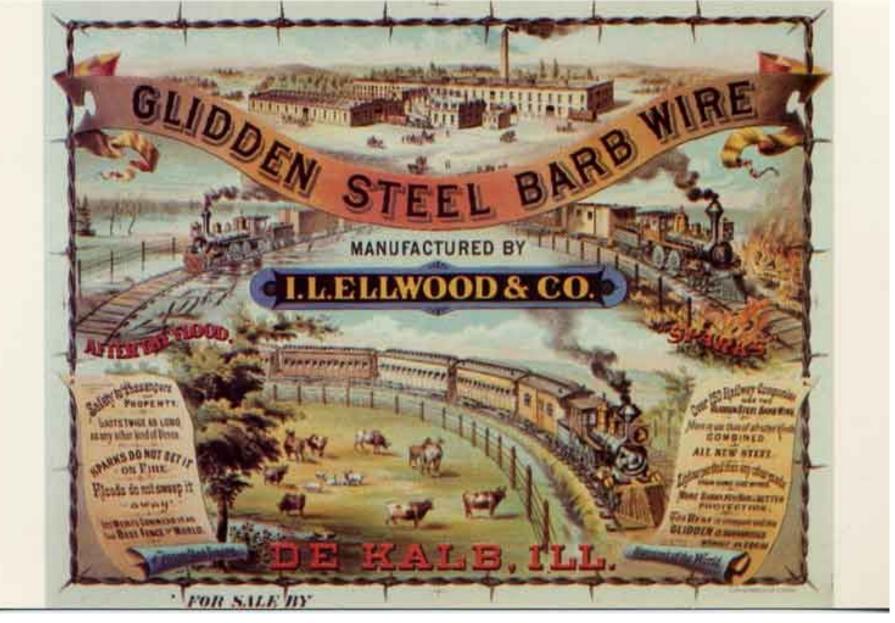
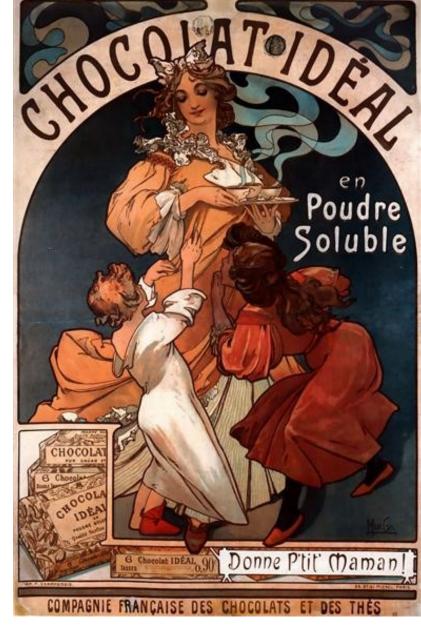
- a) Analyse this 19th-century advertisement.b) Compare it to modern advertisement.c) Explain the differences.





- a) Analyse these two historical advertisements
- b) Compare them to the previous 19th-century advertisement.
- c) Compare them to modern advertisements.



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

Saved Papa's Hairfrom turning gray, and falling off, and will save yours.

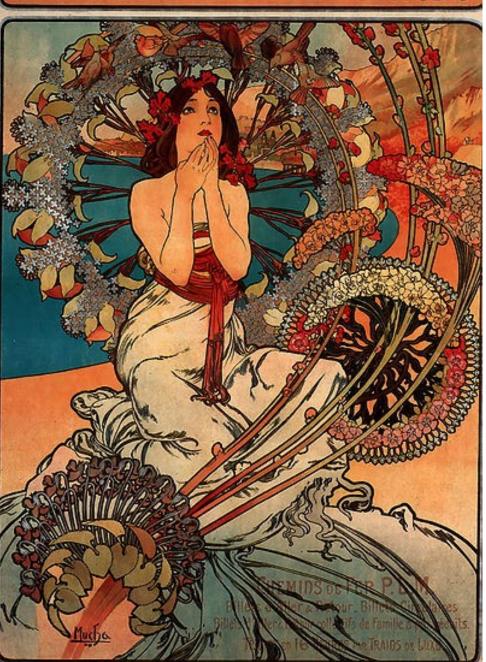
Keeps the scalp healthy.

THE PEOPLE'S FAVORITE

HALL'S VEGETABLE CILIAN HAIR RENEWER

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

## MONACO-MONTE-CARLO



## Lithograph by A. Mucha, 1897

## Tasks:

- a) Analyse this advertisement.
- b) Compare it to the previous historical advertisements.
- c) 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

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