

Vintage Ads

Materials/Resources:

Vintage Ads via the Internet - ****pre-selected for school appropriateness**

Google Term: "vintage ads" under Web or Images

Vintage ads are especially fun to use in therapy lessons and generate all kinds of discussions about social themes and societal trends.

Skills Targeted:

- *Pragmatics
- *Problem Solving
- *Analytical reasoning
- *Compare & contrast
- *Inferential thinking
- *Ambiguity
- *Main Idea
- *Detail Identification
- *Vocabulary development
- *Reading skills
- *Verbal expression

Instruction:

1. To initially demonstrate and teach this task, identify the product within a selected magazine ad.
2. After identifying the product, facilitate a discussion about the relationship between the product and the corresponding picture or illustration used to promote the product.
3. For vintage ads, discuss how many of the older ads are inappropriate by today's standards and why they would not be correct by today's standards.

Teaching Example:

Many of the older ads depict women as inferior and limited in skills. A discussion about how women are portrayed in these ads generates comments that address pragmatics, social expectations, and trends. Furthering the discussion with leading questions such as, "How different are we now in our views and expectations of others?" can facilitate skills that require students to compare/contrast and problem solve.