

# Lights, Camera, Media, Literacy!

## THE HISTORY OF MASS ADVERTISING

Before 1450 = Before printing... (See below: *The Information Stage*)

The town crier and strolling minstrels announced what was for sale. Customers went directly to a desired shop identified by a picture sign.

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Mass advertising could only exist when these existed:

1) Printing    2) The Industrial Revolution (1800's)    3) Literate customers

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- 1) Information Stage - People only bought what they needed. Only the product and cost were announced or posted.
- 2) Attention Stage - The Industrial Revolution of the 1800's created quantities of new products. Advertising became strategy-based... How do you create a need when there really is no need for your product? Ads in the early 1800's were still considered news. Attention could be called to products through borders, white space, headlines.
- 3) Repetition Stage - The Agate Rule stated that Agate font of the same size must be used, so no favoritism would be shown to any ad. For attention, advertisers repeated the ads in multiple lines of type.
- 4) Association Stage - Pleasant people and pleasant pictures in ads became associated with the product.
- 5) Product-Benefit Stage - Products became more complicated. Companies explained the benefits and how their product is unique.
- 6) Motivation Stage - Products promise a later result.
- 7) Entertainment Stage - Entertain customers to sell products.
- 8) Behavioral Stage - Companies studied buying patterns in a scientific way and target their ads for their desired customers.

Source: *Understanding Mass Media* pgs. 459-467, William Jawitz.  
National Textbook Company, 1996