How to choose & research a vintage advertisement

1) Use one of the vintage ad resources (Ex: Ad* Access) from the guide at [http://guides.baker.edu/culture](http://guides.baker.edu/culture). Look for a vintage ad from the correct time period for your assignment. **Find an ad that tells you something about AMERICAN CULTURE IN THAT TIME.**

2) Look at the ad and see what it says about American Culture: This is from the 1960’s. The ad uses the Statue of Liberty, an icon to American immigrants, to “Make America a Better Place. Leave the Country.” This gets the viewer’s attention. The text below reveals that this is an ad for The Peace Corps. The ad suggests that a stint in the Peace Corps can not only help change the world, Peace Corp alumni can change the world in the U.S. too. This tells us that American culture in the 1960s was concerned with immigration as well as being good international citizens.

3) Brainstorm Keywords to research:

- 1960s and Immigration
- Immigration and Law
- “Immigration and Nationality Act of 1965”
- “Peace Corps”
- “John F. Kennedy” and “Peace Corps”
- 1960s and Globalization
- 1960s and Volunteerism

4a) If you only need to write about a vintage ad, then use these keywords to search Baker’s Books and Databases for research. See the History databases on the Online Resources page such as American History Online or Gale Virtual Reference Library. Or look for history books (print & e-books) in the Book Catalog. Your research will help you to come up with a thesis statement for **how this ad is representative of American Culture in the 1960s.**

4b) *If you need a current ad as well, see the next page.*
5) Brainstorm Keywords to research:
- Immigration
- “immigration reform”
- “Jewish Americans”
- Holocaust

6) Now compare your keyword lists from both ads and look for common & researchable topics.

**Comparison:**

- 1960s and Immigration
  - Immigration and Law
    - “Immigration and Nationality Act of 1965”
    - “Peace Corps”
    - “John F. Kennedy” and “Peace Corps”
  - 1960s and Globalization
  - 1960s and Volunteerism
  - Immigration
    - “immigration reform”
    - “Jewish Americans”
  - Holocaust

It looks like Immigration is our major common theme between the ads.

7) Now that we have discovered what the ads have in common (Immigration), we can research our topic. We will plan to research:

- History from the 1960s in the United States and immigration laws, attitudes, and other related aspects. (Search the History resources in the Baker databases as well as the Book Catalog.)
- Current U.S. immigration reform policies, laws, and attitudes on immigration. (Search Newspapers, Magazines, and books from the Baker Catalog.)

Your research will help you to come up with a thesis statement for how these ads are representative of American Culture in the 1960s & today with respect to immigration. For additional research assistance, please ask a Librarian.
How to choose & research 1 vintage and 1 current advertisement (example pair 2)

1) Use one of the vintage ad resources (Ex: Ad* Access) from the guide at http://guides.baker.edu/culture. Look for a vintage ad from the correct time period for your assignment. Find an ad that tells you something about AMERICAN CULTURE IN THAT TIME. Then brainstorm possible research topics based on what you see. You will use this list to help you pick your current ad.

2) Look at the ad and see what it says about American Culture: This is from the 1940’s. The ad makes reference to WWII in the first and last paragraphs. The ad suggests that sugar and candy will give a person plenty of energy to do hard work. Civilians did a lot of hard work during WWII.

3) Brainstorm Keywords to research:
   - World War II
   - WWII and rationing
   - WWII and employment
   - 1940s and Nutrition
   - “Nutritional Guidelines”
   - Food and Society
   - “Junk food”
   - Sugar and health

4) Once you have some research ideas, think about how they could relate to some current issue. Since we are not currently in World War II, we will not be able to find an ad on that. That leaves us with ideas about food, nutrition, and how American society deals with food—especially “junk food”.
5) Now that we have some ideas in mind, search for a current ad. Some places to look are in magazines or newspapers. You can also use Google Images to look for ads by searching your topic with the word “ad” or “advertisement”.

It will likely take some time to locate a complementary current ad that meshes well with your vintage ad. You will likely need to try several different searches to find something that works well with your vintage ad.

Here are some results from our Google Image search of “healthy food”, “junk food”, and “diet food” with the word advertisement. To select the best one, we need to compare it to our vintage ad and see what keywords overlap and which will give us the “meatier” topic to research & write about.
6) We selected this ad to use as our current advertisement. Now we need to brainstorm the topics behind this ad.

**Brainstorm Keywords to research:**
- “Food additives”
- Food and organic
- Soda and health
- “junk food”
- Sugar and health
- “Nutritional guidelines”
- Food and society

7) Now compare your keyword lists from both ads and look for common & researchable topics.

**Brainstorm Keywords to research:**
- World War II
- WWII and rationing
- WWII and employment
- 1940s and Nutrition
- “Nutritional Guidelines”
- Food and Society
- “Junk food”
- Sugar and health
- “Food additives”
- Food and organic
- Soda and health

8) Once we have discovered what the ads have in common—“junk food”, “nutritional guidelines”, food and society, sugar and health—we can research our topic. We will plan to research:

- History from WWII and health, foods, and nutrition in the United States. (Search the History resources in the Baker databases as well as the Book Catalog.)

Your research will help you to come up with a thesis statement for **how the first ad is representative of American Culture in the 1940s and how the second ad is representative of current American Culture and notions of nutrition have changed (or not) over time.**

For additional research assistance, please ask a Librarian.