



Example Advertisement



Link (click here)





Group Questions

- What is being advertised?
- Who is the audience for the ad? How do you know?
- In what time period do you think this ad was used?
 What clues are provided in the ad?
- What type of music was/is popular during this time period? Describe any clues you have from the ad.
- Is this technology popular today? Why or why not?



LISTENING TECHNOLOGY OVER TIME



Gramophone





Record Player





LISTENING TECHNOLOGY OVER TIME



Transistor Radio



LISTENING TECHNOLOGY OVER TIME



8-Track Player

So nice to come home with ... so nice to come home to!





Lear Jet Stereo 8 the first and finest 8-track tape cartridges and players





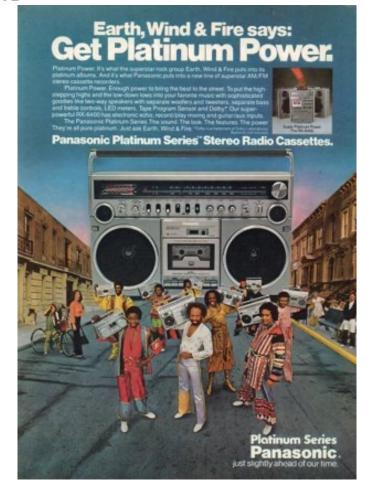
music from the world's linest tape carridge system. Lear Jet. Shoric reproduction through your present home stereo system by Stereo B... the quality standard of the industry. Even a truffic jam. plugging in this handsomety crafted Lear Jet Hame Tage Deck. Dis-Becomes beautiful The Steres 8 provides over an hour's entertain cover for yourself the conveniences and musical perfections fleer let ment of your charce from the libraries of over 40 leading record com-



LISTENING TECHNOLOGY OVER TIME



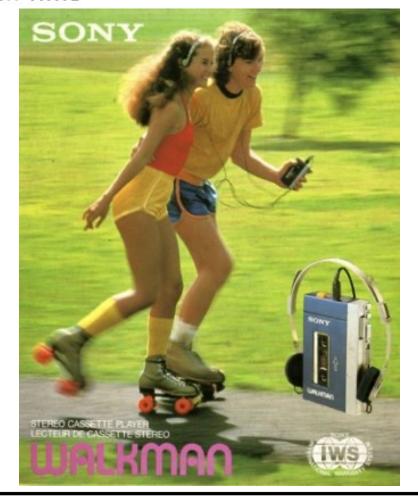
Boombox







Walkman



LISTENING TECHNOLOGY OVER TIME



Discman



THE SONY POCKET DISCMAN NOW TAKE THE MUSIC YOU WANT WHEREVER YOU WANT.

Sony has created what could be the worlds smallest concert tour.

The amazing new Sony Pocket Discman Compact Disc player. Designed to let you hear the exciting new 3-inch CDs on the street, at school or even in your car.

Just slightly larger than the CD-3 itself, the Pocket Discman player comes complete with its own headphones, rechargeable battery A/C adaptor and a carrying case that holds up to six 3-inch discs.

Yet it still has all the talents of a fullsize CD player with features like Repeat. Shuffle Play and Music Search. It's even remote control capable.*

Best of all, the Pocket Discman shown plays not only CD-3s, but the thousands of 5-inch CD titles available

The new Sony
Pocket Discman. Now
you can get great
digital sound without
having to carry around
all that "heavy metal."

SONY.
THE LEADER IN DIGITAL AUDIO"

is 1988 Sony Cosposation of America. Sony Pocket Discrease and The Leader in Dispital Audio are trademarks of Sony Model shown, D-88. * Remote costool optional.

STEAM -

LISTENING TECHNOLOGY OVER TIME





