

### McDonald's Advertisements

**Discussion question:** What advertising techniques do you think fast food companies use to get people to buy their product?

**Directions:** As you watch each advertisement fill out the boxes.

|  | 1960s | 1970s | 1980s | 1990s | 2000s |
|--|-------|-------|-------|-------|-------|
| Who is the intended audience of the commercial?                      |       |       |       |       |       |
| What does it say about McDonald's products?                          |       |       |       |       |       |
| What is the slogan?  |       |       |       |       |       |
| What can you infer about what people valued during that time period? |       |       |       |       |       |
| How is the commercial different from the                             |       |       |       |       |       |

|                       |  |  |  |  |  |
|-----------------------|--|--|--|--|--|
| other<br>commercials? |  |  |  |  |  |
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