Allow students, in groups or individually, to examine the advertisement located at the above link (or attached) while answering the questions below in order. The questions are designed to guide students into a deeper analysis of the source and sharpen associated cognitive skills.

**Level I: Description**

1. What do you see in this advertisement?
2. What is it trying to sell?
3. Who are the people in the advertisement?

**Level II: Interpretation**

1. Who is the target audience for this product?
2. What kind of family is pictured?

**Level III: Analysis**

1. What was the image of the American Family in 1949?
2. How might this ad be updated for today?
The finest in sight and sound!

**Magnavox Television**... plus superb AM-FM radio
and 4 hours of continuous recorded music

**America's Most Wanted Radio-Phonograph and Television Receiver—that's Magnavox!** It brings you a combination of beauty, high-fidelity reception and great innovations not duplicated in any other instrument.

The advanced Magnavox Television system produces big, steady pictures that are easy on the eyes—unmatched for sharpness, clarity and contrast. World-famous Magnavox speakers and super-power amplification assure highest fidelity sound reproduction.

4 Hours Continuous Recorded Music. The Magnavox Duomatic Changer plays 12 long-playing records at one loading...plays conventional records automatically, too! There's an outlet for playing all others.

Select a complete Magnavox Television-Radio-Phonograph Combination now or an AM-FM radio-phonograph in which you can add television later. Independent Magnavox Television Receivers are also available.

*The magnificent Magnavox radio phonograph + television*

*Imagine a magnificent Magnavox Radio-Phonograph for as little as $298.00—a Television Receiver for only $299.95—Yes, a Magnavox costs less than you'd expect. Why settle for anything else? See your Magnavox dealer for a demonstration. Look for his name in your classified directory or write: The Magnavox Co., Dept. 288, P. W. H. & Ind. 1, 1000. Ontario, Calif.*