

Name: _____

Date: _____

Directions: Watch the video clip of the 1950's Television Show Intros and answer the following questions. Answer in Complete Sentences.



TV Show: *Date With the Angels*

1. Who is the star of the show? _____

2. What company sponsors this television show?
This show is "presented by" _____

TV Show: *Mike Stokey's Pantomime Quiz Show*



3. What company is the main sponsor of this game show?

4. How many times is the product said? _____

5. What's important to note about the product placement in this show? _____



TV Show: *The Dinah Shore Show*

9. What is the main sponsor of this TV/Radio show? _____

10. Describe the opening Of the TV Show. _____

See the USA... in your Chevrolet.

DINAH



now on
RADIO
for the
CHEVROLET DEALERS of AMERICA

NBC

On
TELEVISION

"The Dinah Shore Show"

NBC-TV

Exclusively
RCA VICTOR Records

TV Show: *Topper*

Answer in Complete Sentences.

6. What company sponsors this TV Show? _____

7. What/who is Topper? _____

8. How is the product used/placed in the show? _____

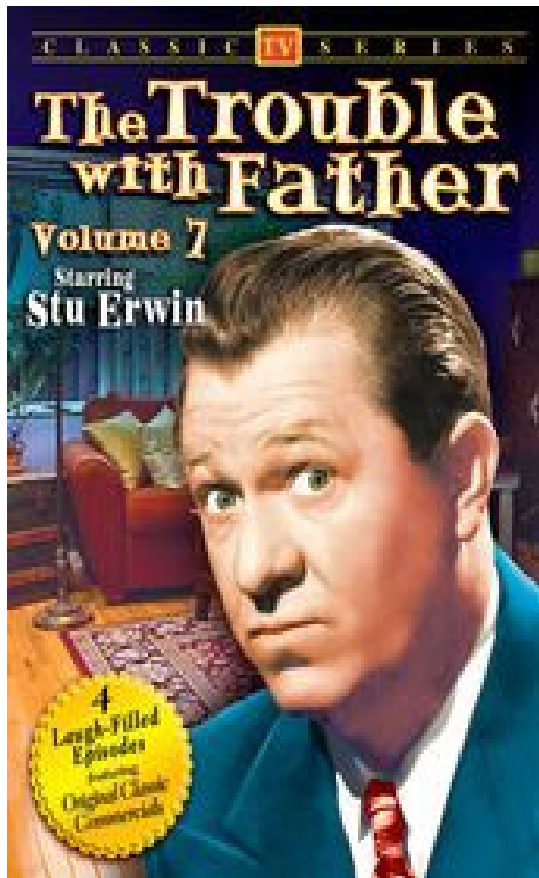


11. Follow the moon. What does it transform into, describe the product placement of this company, and reveal who the main sponsor of the TV show is? Answer in complete sentences.

12. The term **soap opera** stems from the fact that many of the sponsors and producers of the original dramatic serials' broadcast on radio were soap manufacturers. What soap manufacture sponsored the Brighter Day TV show? _____

13. Knowing what you know about the sponsor of this TV show, What group of people does this company try and target to? _____

14. What do you think was the overall message for this particular group of people? _____



15. What company advertised for the show *The Trouble with Father*? _____

16. What was their product? _____

17. Describe how this product was presented _____

18. Who do you think the target audience was for the TV show *The Trouble with Father*, based on how the product was advertised Answer in complete sentences. _____

19. Fill in the following chart based on the seven Television Show entrances you watched and used to answer the previous 18 questions.

Company	Product	Target Audience (All, Women, Children)
1. Plymouth		
2. _____	Cosmetics	
3. _____		
4. _____	Cars	
5. Chevrolet		All audiences
6. _____	Soap	
7. _____		