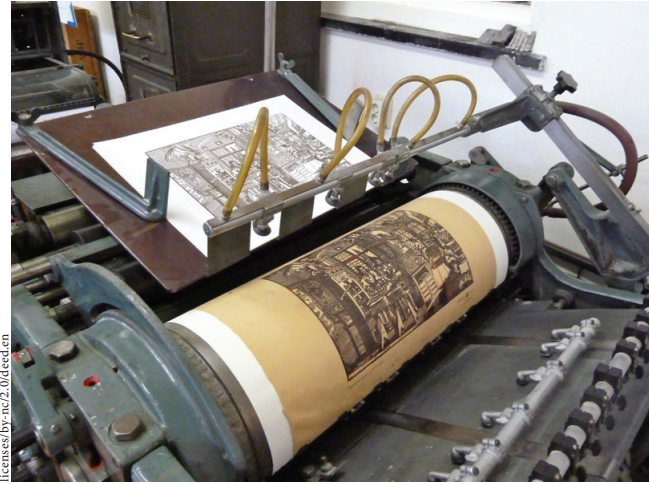


Posters Over Time

Before posters were created, people got their news from someone who ran around town shouting it. People shouted the news because paper cost a lot. Also,



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copies of messages had to be made by hand. It took a long time to make 100 copies of a message.

Once the printing press was invented, news could be spread more quickly. People made posters that told what was happening, and they hung them on walls. Printing presses made copies quickly, so the news could be spread quickly.

Finally, even faster printing presses were invented. People no longer needed to read posters for the news. Instead, they could read newspapers, which could tell them the news quickly and cheaply.

Posters then became the main way of advertising events or products for sale. Posters would tell people about places to go, things to buy, and who they might vote for. Even today, when most homes have radios and

TVs, posters are used to advertise products and events.

Posters used to be much smaller, too. Today, posters can cover large billboards that can be seen from a long distance. Advertisers hope that a colorful billboard will catch the eye of people going past. If the billboard interests people, advertisers hope that people will buy a product or go to an event.

Posters today are also used to advertise bands, movies, or TV shows. Many posters are made to be used in the same way as paintings. Some people hang posters in their homes, offices, and even schools. When a poster is used as art, advertisers can make money in two ways. They can make money from the sale of the poster. They can also advertise their product so more people will know about it.

Look around you. What posters are in your home or your classroom?



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