

Ephemera Analysis Activity

I received the unsolicited ephemera on this table (see below for image of sample material) while walking around New York City this past month. Select one piece of ephemera and analyze it with a classmate.

Who created this source?

What is the purpose of the source? (ex. to sell something, to entertain, etc.)

How is the source intended to be used? Is it trying to provoke an action or emotional reaction?

Who was the source created for? Why was it handed to me--what assumptions did the distributor make about me?

What clues does the source provide (if any) about where it was distributed?

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