

Advertising in Ancient Greece

Advertising History · Answer Key · 10 Questions

1. What was a common method for public announcements and advertisements in ancient Greek city-states, often performed by a designated individual?

- A) Chalk tablets displayed in marketplaces
- B) Public criers (kerykes)**
- C) Graffiti on temple walls
- D) Scrolls distributed in theaters

2. In ancient Athens, what type of public space was frequently used for the display of official decrees, laws, and sometimes commercial notices?

- A) The Gymnasium
- B) The Acropolis
- C) The Agora**
- D) The Hippodrome

3. What were 'sema' in the context of ancient Greek advertising?

- A) Small clay tokens representing goods
- B) Painted signs or symbols indicating shops or services**
- C) Informal gossip networks
- D) Public performances advertising festivals

4. Before the widespread use of papyrus, what material was often used for written notices or advertisements that could be easily displayed and potentially erased?

- A) Bronze plates
- B) Animal skins
- C) Wooden boards coated with wax**
- D) Marble slabs

5. Which of the following was NOT a typical form of 'advertising' in ancient Greece, but rather a form of entertainment or religious observance?

- A) Announcing market days
- B) Promoting theatrical performances
- C) Public sacrifices and rituals**
- D) Selling goods in the agora

6. Evidence suggests that some forms of advertising in ancient Greece involved inscriptions on what type of structure, often near public areas?

- A) Residential homes
- B) Private gardens
- C) Boundary stones or walls**
- D) Fountains

7. What was the primary function of a 'keryx' (public crier) in relation to public announcements and advertisements?

- A) To record official decrees
- B) To interpret omens for merchants
- C) To verbally announce information to the public**
- D) To craft written advertisements

8. In relation to commercial activities, what might a simple painted symbol or image on a shop in the Greek agora signify?

- A) The owner's family crest
- B) The type of goods or services offered**
- C) The shop's proximity to the sea
- D) A warning for potential thieves

9. What common element was often found on ancient Greek coins that could be considered a form of official branding or advertisement for the issuing city?

- A) The ruler's portrait
- B) Mythological figures or deities**
- C) The city's coat of arms
- D) Designs representing agricultural products

10. The earliest known advertisements in the Greek world were primarily geared towards informing the public about what?

- A) Political campaigns
- B) Religious festivals and offerings**
- C) New philosophical ideas
- D) Private property sales