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HIS114: World Civilization II: NO

Professor O'Hara

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28.1: *Images of Identity: Automobile Advertisements*

These car advertisements promise that car ownership will contribute to the identity of comfort. The advertisement is being placed as if once this vehicle comes in your life things will be better. People would be able to save time due to the speed of the vehicle. The identity that these ads implicitly address are people who have money, people of upper class.

The promises have not really changed much over the last century. I mean vehicles have been upgraded by speed design and so on. But the more advanced the vehicle gets the more money it costs so at the end of the day those vehicles are built for a certain class of people who can maintain the vehicle.