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Critical Thinking Media Literacy Assignment

The commercial Smaht Pahk 2020 Hyundai is a message about American Dialects. This commercial was created by the Hyundai Motor Company. It is a company based in South Korea with 65,578 employees worldwide as of December 2017. It was incorporated in December 1967. Their annual revenue is \$105,746,422,000,000.

Many creative techniques were used to attract the viewer's attention in this commercial. One of them was the sound effects used. The background traffic noises, such as honking horns could be heard during the opening scene. This was occurring as the driver was looking for parking on a main street. This technique was probably used to imply that in busy cities parking can be stressful. The honking stops after the driver gets out and uses the remote beeper to park the vehicle. The camera then focuses on his smiling face implying that he is relaxed. His friends watch with an expression of awe as they are impressed. The mailman, a baseball celebrity and even a dog being walked are all amazed by this self-parking car. The next camera angle is a quick view of the inside of the vehicle with the very large screen in the middle of the console showing the feed from the back up camera as the steering wheel rotates by itself. The parking space is visually too tight for a driver to get out of the vehicle if he or she were to park it themselves. The message of this commercial is that one would be smart to purchase a car with the smart-park feature and not only will your friends be impressed, but strangers on the street and even professional athletes and blockbuster movie stars will admire you. Also, you will have less

stress trying to find parking in the city where you reside, grew up and love. As a result, you will have more time to hangout and enjoy life with your friends instead of circling the block of your favorite coffee spot looking for a parking space in frustration.

This message of dialects and being smart is universal. Folks from different nationalities can relate to the humor of the nuances of dialects as they exist all over the world. This commercial will also appeal to both men and women as both sexes want to appear smart; so do the young and old. Various socio-economic groups will want this vehicle as most can lease or finance if they cannot purchase the car out right. Furthermore, who does not want to reduce their stress when it comes to finding parking in a busy city? Finally, everyone can connect with the idea of wanting to impress others with a brand new smart car.

The lifestyle represented in this commercial is one of leisure as this does not appear to be a work day. Only the mailman, a blue collar worker, is taking care of business. Just about everyone else is socializing with a cup of coffee in hand. One individual is slowly walking their dog and the commercial is shot in front of what appears to be an antique store. All are dressed casually. This would not necessarily appeal to someone with a super commute as there is no mention of miles per gallon. There is also no mention of whether the vehicle is a gas or electric one. This commercial will probably not appeal to those who want to decrease fossil fuel consumption.

The message of this commercial is no matter where you come from and how funny your accent, you can appear smart with a brand new smart-park vehicle. You will feel smart and your friends and acquaintances will view you as such. Hyundai appears to be targeting those in their thirties, forties and fifties as this is the age range of the actors. It also appears that they are appealing to a mostly white audience as three of the four characters in this commercial are

White. Boston is the chosen location which is also a city that is predominantly White in population.

Works Cited

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