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Session 5 -FA21  
LIB-101  
Prof. Notely

- a. After watching the youtube video “Pets and Mental Health” The purpose of the video was advertising the 2017 Honda Ridgeline Truck . Which is a five passenger and four door truck . It also shows a lost dog who is picked up by the man in the video who takes care of him and they drive around in the vehicle until the man finds lost dog posters and then returns the dog to a little girl who seemed to be mother .
- b. The music used in the commercial video was calming just like the music you hear in other car commercials but it seemed to pull you in more with the visual it made me feel like I was there watching. I felt the emotion of the music and the video itself . It really catches your attention in a calm way.
- c. How might different people understand this message differently than me? Would this message be understood differently by men or women, different age groups, different nationalities, different socio-economic groups, or people of different faiths? I believe the message is very simple and straightforward even a child would understand it and considering their not talking in the video not even in the music anyone from any nationality would understand it and get the point and message . I really do like how two different scenarios were placed together. Advertising a new truck but also being aware of a lost dog and a man who is lonely.
- d. What values, lifestyles and points of view are represented in, or omitted from, this message? Identify specific values or character traits that are used in this commercial. What type of lifestyle is promoted? What is one point of view, lifestyle or value that would not support this message? The man seems like a healthy hard working man who has a brand new jeep but at the same time in the video you can tell he lives alone in the house then we can see that the man has empathy and compassion considering he saw the sad dirty dog and returned to pick it up and care for it . The dog is scared and shy but then after the man continues to be nice the dog is then attached to the dog as the dog is attached to the man . We can also see how sad he looked when he saw the lost dog poster but at the same time it shows that he did a morally good thing. Instead of being selfish and keeping his new companion he returned it to the dogs righteous family . I seemed to focus more on the dog than I did the car .

e. Why is this message being sent? Do not mention that this message is being sent to sell the product, as that is the case for all commercials. Rather, how do they want you to feel about yourself if you buy their product? What emotions do they want you to feel receiving this message? Are they targeting a specific audience, age group, or population? Explain in detail and with specific examples.

I think maybe they believed by adding the dog to the commercial it would advertise the sells for the new 2017 Honda truck but I honestly feel like the scenario story.

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*Positive mental health outcomes in cancer survivors linked to pet ownership.*

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