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Title: Critical Thinking Media Literacy Assignment

Hyundai Motors was incorporated December 1967, Korea (South). The number of employees, 65,578, fulltime. Revenue for Hyundai, 103,997,601 million. Income, 1,424,436 million.

The creative technique that was used to attract attention was, a Boston theme, especially the obvious Boston accent. The name of the product being advertised is called Smart Park, that's how it sounds in the Boston accent and for Hyundai that's how they chose to present that feature in their Hyundai automobile, normally it would be spelled Smart Park. They added and icing on the cake, with a cameo appearance of Mr. Boston himself Red Sox Hall of Fame Slugger, Big Papi, David Ortiz.

The commercial would be understood differently by other nations, especially the Hispanic community, because of the endorsement appearance of Big Papi. They would not notice the comedic exaggeration of that Bostonian accent. Some would notice the technological advance of the car, but the whole satire of the strong Boston accent, would not even be an attraction, because of cultural and nationality difference.

The lifestyles and points of views of this commercial reflects strongly on the amazing advancement of modern technology. The commercial shows citizens with a point of view of interest in the latest advancement in the scientific motor industry and enjoying the advantages.

This message is being sent to make you feel Enlightened. This message is being sent so you can feel intelligent. This message is being sent, so you can feel like you got the upper hand.

### Works Cited

#### **Nonperiodicals**

Works Cited Johnson, L., et al. *The Effects of Dialect Awareness Instruction on Nonmainstream American English Speakers*. 2017. EBSCOhost, search-ebSCOhost-com.ezproxy.nyack.edu/login.aspx?direct=true&db=edssch&AN=edssch.oai%3aescholarship.org%2fark%3a%2f13030%2fqt6v22n0fb&site=eds-live.

Works Cited William Labov. *Dialect Diversity in America : The Politics of Language Change*. University of Virginia Press, 2012. EBSCOhost, search-ebSCOhost-com.ezproxy.nyack.edu/login.aspx?direct=true&db=e000xna&AN=2358351&site=eds-live