

Topic: Pets and Mental Health Commercial:

The 2017 Honda Ridgeline Truck: "Lost and Found"

1. Who created this message?

Honda created this commercial, as they wanted to promote their new model The 2017 Honda Ridgeline Truck, we can see the car in the way he found the dog, when he brings the material to build the house, and also when he is driving to the park, and finally when he sees the ad, and realize there is a family looking for the little dog.

2. What creative techniques are used to attract my attention?

The little puppy is the first technique that attracts attention, as soon as people watch animals they want to know more about the matter, is a story that people want to know when there are animals in the scenes because is touching, and can attract many types of people, as kids, animals lovers, young, youths.

3. How might different people understand this message differently than me?

Well, people who don't like animals, especially dogs would ignore the video, others who dislike dogs would think that it is a silly story, kids would be excited about the final, people who have pets would feel happy, and people would lose their pets can feel kind of nostalgic. Still, those who find their pet again would feel hope.

4. What values, lifestyles, and points of view are represented in, or omitted from, this message?

This message represents people who like cars, and those who love animals, it could represent those who may live alone. Represent kind people who take care of those in need, and also those who are honest, because even though he liked and loved the dog, he took him back to its family. Represent people with pets, and represents people who always want to do good.

5. Why is this message being sent?

This message is sent to communicate how you can do all the good things when you have a car, if you have this kind of car you can be as kind as the man in the video. It is sent to make people want the new car, because of all the good things that you could do, bring good, save a dog, and move to find and help. This video also sends the message of how good pets are to our lives, have another living being around us would help us in a special way, I know that dogs help people with disabilities not only physical but also mental problems, giving and receiving love it will be always a good medicine.

Works Cited

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