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Information Literacy

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### Critical Thinking Media Literacy Assignment

**1. Who created this message?**

Hyundai created this commercial. Hyundai is an Automobile manufacturer that was incorporated in December 1967 in South Korea. They have 65,578 Employees and their Revenue is 117,610,626,000,000.

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

First, the commercial makers were really smart. They brought celebrities like Chris Evans, John Krasinski, and more into the commercial, bringing a lot of attention to it. Second, they have celebrities from Boston who speak the whole commercial in a Boston accent. They talk about the new remoting smart parking assistant but with a Boston accent, it's just Smaht Pahk. Through this technique, a lot of people will remember this new technology.

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

People that are from Boston and speak with a heavy Boston accent might not think that this commercial is funny, because this is how they actually talk. For other people without the Boston accent, it's funny because, with an accent the word, Smart Park changes to Smaht Pahk.

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

In this commercial, there is a problem presented that everyone with a car experienced before. It's about small parking spots and the difficulties to fit in them. This lifestyle of

having a car is one that the majority of Americans can afford but as soon as it comes to the remoting smart parking assistant the presented lifestyle is more of a rich lifestyle because such a luxury system in a car is expensive. That means that this commercial is more for the over-average money-makers.

**5. Why is this message being sent?**

This message is sent to promote a new system for the Hyundai car. They promote this system by showing a problem that everyone has on a daily basis. Finding a good parking spot where you are actually able to park. Their system will park for the driver and with that Hyundai wants to give a solution to this problem.

### Works Cited

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