

A. Who created this message?

Ryan Scott, a Philadelphia-area native and a Temple graduate, was one of the minds behind Hyundai's viral "Smaht Pahk" commercial for the 2020 Super Bowl. Hyundai Motor makes and sells cars and car parts. They also make trains. They also offer financing services. Hyundai Motor Co. is the manufacturer.

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

The creative techniques that were used that attracted my attention were the lady and man standing on the sidewalk and suggesting the guy driving the Hyundai Sonata couldn't park, and he left them stunned as he came out and allowed the car to park, which was good, and I smiled at the driver's attitude, like this is my new baby with advanced features, no stress to park, just come out and talk to the car like it's human. I felt happy, fascinated, and had the urge to purchase one.

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

I don't think it would be understood differently by men or women or nationalities. It would appeal to the younger and older generations. Both groups would prefer less work and less stress, especially in a parking spot with limited space. In terms of class or socio-economic group, those who would benefit from the upgrade and can afford it will buy it. Religious persons would not see a problem with that, besides the features. The Lord wants us to enjoy ourselves.

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

Some of the values represented in this commercial were negative, such as when the guy looking through the window said that the guy on the sidewalk was rude and could be discriminatory, implying that the guy can't buy it because he's colored without knowing the guy's financial situation. The commercial portrayed an affordable lifestyle. The old lady was fascinated too.

E. Why is this message being sent?

Because of its fuel and electric economy, the car has a higher ranking. It is good for its safety features, is spacious, and is capable of parking and reversing without colliding.

Works Cited

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