

Critical Thinking Media Literacy Assignment

Shad Downes

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Professor Choi

Topic: American Dialects Commercial: Smaht Pahk 2020 Hyundai

1. Evaluation of the Commercial based on Media Literacy Criteria

Who created this message? The Smaht Pahk 2020 Hyundai commercial was created by Hyundai Motor America, an automobile manufacturer based in South Korea.

What creative techniques are used to attract my attention? The commercial features a group of well-known celebrities with diverse accents, including Chris Evans, John Krasinski, and Rachel Dratch, using exaggerated Boston accents to demonstrate the car's smart parking feature. The use of humor and celebrity endorsements grabs the audience's attention.

How might different people understand this message differently than me? Individuals from the Boston area might have a stronger connection to the accents used in the commercial and appreciate the humor more than those who are not familiar with the accent. Non-native English speakers might struggle to understand the exaggerated accents used in the commercial.

What values, lifestyles, and points of view are represented in, or omitted from, this message? The commercial celebrates the diversity of American dialects and promotes the smart parking feature of the car. The values of innovation, humor, and inclusivity are emphasized. However, the commercial does not address any potential negative stereotypes associated with Boston accents.

Why is this message being sent? The message is being sent to promote the smart parking feature of the 2020 Hyundai, but it also celebrates the diversity of American dialects and promotes inclusivity.

2. Bibliography on the topic of the commercial

E-Book: Lippi-Green, R. (2012). *English with an accent: Language, ideology, and discrimination in the United States*. Routledge.

This book explores the relationship between language and power in the United States and the impact of language discrimination on individuals and society. It provides insights into the ways in which language is used to assert dominance and the social, cultural, and political consequences of language discrimination.

Online Scholarly Peer-Reviewed Article: Cheshire, J., Fox, S., Kerswill, P., & Torgersen, E. (2018). Ethnicity, friendship network, and social practices as predictors of UK adolescents' language variation and change. *Journal of Sociolinguistics*, 22(4), 423-448.

This article examines the relationship between ethnicity, friendship networks, and social practices on language variation and change among UK adolescents. It provides insights into the ways in which social factors influence language use and change over time.