

Josiah Cesar

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Information Literacy

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Honda Ridgeline created this message. Honda has a total of 204,035 employees. Honda also has a revenue of 15,649,772,000,000. Honda was incorporated in October 1946 in Japan. Honda has a total of 201,388 shareholders. Honda has a net income of 675,972,000,000.

The techniques that the creators of the commercial were using to get my attention were techniques to apply to sympathy. The creators used a dog that was stuck living on the streets. Then Honda had a kind optimistic Honda driving owner that drove and rescued the dog from his situation. After the owner rescued the dog he returned him to his proper owners. So not only did the owner of the Honda save the dog from a bad situation, he did the right thing and returned him to his rightful owner.

Some people might understand this message from a family point of view where there was a nice family that lost their dog and were searching for him whereas I looked at the situation as the man driving the Honda rescued a lost dog and saved it. Both ways of looking at this commercial would have been correct; they are just dissecting it from different angles. One angle views the commercial from a family standpoint and a different angle is to view the commercial from a lost dog desperate to be saved. Some people might also look at the commercial and think about how you're supposed to always do the right thing even when the wrong thing is easier. The owner of the truck did not have to return the dog and if he decided not to return it they probably would have never

known it was him. Regardless of how easy it was for the driver to do wrong he decided to do the right thing.

The values that are represented are always doing the right thing even when nobody's watching you. Another value the commercial could be trying to illustrate is patience. If the family would have stopped searching for the dog and just gave up hope the dog may have never ended up back home because if the man never saw the flier he would not have even known to return the dog. Another lesson that could be learned from this commercial is always try your best. If the family didn't put forth its best effort in finding the dog the fliers never would have been made and the dog probably again would have never returned home.

The message is being sent because in order for Honda to convince the viewers to want to buy the Honda is to make the viewers either believe that by buying a Honda they'd be doing the right thing, or the viewer would sympathize over the lost dog situation. This Honda commercial is using a sympathetic luring method to obtain the viewers attention and make them want to buy a Honda. This commercial also was showing off its products by showing different functions of the truck during the commercial. Honda was using multiple methods to try to get people to buy a Honda. Nevertheless I still think that the biggest method was trying to sympathize with their viewers.