

Critical Thinking Media Literacy Assignment

The Ad Stars Boston Celebrities Chris Evans, John Krasinski, Rachel Dratch and David Ortiz Hyundai Sonata Remote Smart Parking Assist Navigates the Toughest Boston Parking Spots and Impresses Skeptical Onlookers. In this commercial they used several strategies, one of them is to use a Boston accent, also at the end they show an Easter egg and the way they used to park the car is very interesting.

I really don't think that people didn't understand the concept of the commercial because it serves a purpose that they fulfilled. I think they forgot that not everyone can have it and that many would also like to put many famous people and do not integrate random people so that people of low income also feel integrated.

This message or advertisement was sent for people to see the new car and functions and also to buy it. functions and also to buy it.

Citation

America, Hyundai Motor. "Hyundai Reveals Its Big Game Commercial, 'Smaht Pahk.'" *PR Newswire: Press Release Distribution, Targeting, Monitoring and Marketing*, 27 Jan. 2020,