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a. This commercial was created by the Honda company which specializes in selling vehicles and is based in Japan. In the United States alone, they employ roughly thirty thousand people. The company was founded in 1948 in Japan. They are the single largest engine manufacturer in the world. They also manufacture lawn mowers, bikes, ATVs, and motorboats.

b. The Honda company was incredibly clever with this commercial because they utilized emotional sound effects and camera angles to raise emotion from the audience. An example is the first shot of the dog abandoned, it shows him in a powerless position and makes us feel emotional. Also, there were piano sounds at certain points which were done on purpose to raise emotion. There were these sounds at the end when the dog returned. There was also one initially when the guy saves the dog from the streets.

c. To a person other than myself, it might be taken as overly emotional and trying too hard to be appealing. Personally, I got really emotional and teared up. But for some cultures where emotion isn't shown, it might not be effective. It may be more effective against women than men because they are more emotional. Also, for people who don't care for animals the reaction would be lessened.

d. The main lifestyle point I took away from this was to be caring towards animals. There were lots of valuing lesser creatures shown in the commercial. It also appeals to people who value being noble and caring. The point of view of being a good Samaritan is represented well. The man could've chosen to keep the dog for himself but he was noble which is good.

e. I think Honda is trying to convey that their product will be there for the consumer through everything they do. Throughout everything the man went through, he did it with his trust in Honda. The shots and music were done purposefully to put focus on the truck. It was there for him through the happiness and sadness. This is a way of them saying their products are very reliable and last a lifetime.

Bibliography

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