

Sage Sumpter
Information Literacy
Sunya Notley
4/24/23

Topic: American Dialects Commercial: Smaht Pahk 2020 Hyundai

Who created this message?

The commercial was created by Hyundai Motor America in partnership with its ad agency, Innocean USA.

What creative techniques are used to attract my attention?

The commercial uses humor and a celebrity endorsement such as Chris Evans to attract attention. It also uses an accent to show the car's advanced technology features.

How might different people understand this message differently than me?

Different people may have a different level of familiarity with the Boston accent and its associated stereotypes, which could affect how they interpret the humor and messaging of the commercial.

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

The commercial shows the value of advanced technology and convenience in a vehicle. It also plays into regional identity and humor, which could perpetuate stereotypes or exclusionary attitudes towards people from different regions.

Why is this message being sent? The message is being sent to promote the 2020 Hyundai Sonata and its Smaht Pahk feature, which allows for hands-free parking.

Works Cited

"Hyundai Motor America Inc." Mergent Online, 2021,
<https://www.mergentonline.com/companydetail.php?compnumber=139833>. Molyneaux,
Heather Joy.

"Accent Stereotypes and Perceptions of Competence: The Boston Accent and Beyond." *Journal of Language and Social Psychology*, vol. 36, no. 4, 2017, pp. 422-441