

Marquis Rolle

1. I chose to watch and evaluate the commercial, "Lost and Found" 2017 Honda Ridgeline Truck.
2. Who created this message? Honda created this message
 - What creative techniques are used to attract my attention? In the commercial they are giving you a feeling of sadness and concern. Because the dog in the commercial was alone and seemed to have no owner.
 - How might different people understand this message differently than me? Different people can understand this commercial because many people have pets. And many people love animals, and many times a pet can get lost from its owner. And sometimes an animal such as a dog/cat may not have an owner and is forced to survive on their own. This can lead to hunger, sickness, and even death for the animal.
 - What values, lifestyles and points of view are represented in, or omitted from, this message? There are very good values in this commercial, because the man driving the honda, saw the dog with no owner and took it home and took care of it, he even built a dog house. But throughout the commercial he saw a flier of a missing dog which happened to be the dog that he took care of. You can see that he created a bond with the dog, however, he knew that the right thing to do was to return the dog to its owner. And at the end the original owner was a child.
 - Why is this message being sent? This message is being sent because Honda is trying to explain that their cars not only can handle big things, but can also handle little and personal things. And that you can do alot of good when driving this truck.
3. Topic: Pets and Mental Health Commercial: The 2017 Honda Ridgeline Truck: "Lost and Found (*Search Honda Motor Co Ltd in Mergent Online*)

Works Cited

- Hill, Lian, et al. "Are Stronger Bonds Better? Examining the Relationship between the Human–Animal Bond and Human Social Support, and Its Impact on Resilience." *Australian Psychologist*, e-book ed.
- Lund, Kristine. *Touch in the Helping Professions*. E-book ed., 2017.
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