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The commercial I decided to do for my project is on the Honda commercial, "Lost and Found". Honda was founded in October 1946, in Hamamatsu, Japan. The Company was incorporated on 24, September 1948. In 1946 Honda founded the Technical Research Institute and he began producing motorbikes. Couple years later in 1949 the honda Technical Research was liquidated and as a result of this honda Motor was created and the first honda car was created and is called N600. In 1964 Honda became a successful Motor and Car and became a successful motorcycle manufacturer in the world. As of today Honda has 30,000 associates in the U.S. As of December 31, 2022, Honda Revenue was \$125.105B. The way the commercial is used to attract my attention is by the sound effects. It starts off playing smooth piano sounds and gradually goes down and low. The way the sound effects are used at different points is based on the scene, when they show the honda driving it a high piano sound but when he finds the puppy it goes slowly and the sound gets lower. I feel like they use different sound volumes at different scenes to attract the audience and make the audience want to keep watching to see what happens next. The way the camera is used is by slowly zooming in on certain scene. For example the camera slowly zooms in the scene when the driver is driving and it shows him looking at something and then it hits the dog and emotionally it made me sad to see the dog laying down there alone. The way people may understand the message differently than me is based on how they feel about Honda and pets connection. I like dogs so what attracted me to keep watching was when the man rescued the dog. This message would be understandable for men because the car they show is a pick up truck and mostly men use it for construction work. The age groups are different based on the likes and dislikes of a person who likes pickup trucks. The kind of value that is represented in this commercial is the dog and I say this because yes the commercial is to attract people to buy the new Honda but the fact that the dog was rescued and brought back to its owner I feel like it has a bigger value. The kind of lifestyle that is represented is a happy and easy life because it shows how the driver can do multiple things with his Honda, making his life easier. The message being sent is that if you buy the new Honda you would be happy and have easier and stress free days because you can do multiple things with your Honda. They want me to feel happy and good by buying this product.

### Work Cited

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