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- Who created this message?
  - As I researched information about this commercial, I discovered that Ryan Scott created the commercial. He is a group creative director at Innocean USA. He was the one that overlooked the development of “Smaht Pahk” for Hyundai. The commercial was filmed in Boston’s South End. The commercial received more than 38 million views on the platform of Youtube.
- What creative techniques are used to attract my attention?
  - As I was watching the commercial, there were several things that caught my attention. One thing that caught my attention, was the sound effects. This is because the sound effects bring the scenery and setting together. The sound effects set up the environment. For example, we can hear cars honking which brings back the idea of cars and connects it to Hyundai. Another thing that caught my attention is that they brought in celebrities which attracts people who follow them to watch the commercial.
- How might different people understand this message differently than me?
  - I think that depending on who watches this commercial can interpret it differently. This is because as you watch the commercial you can definitely see that there is somewhat a difference in the language. The language sounds like English, but you can see that there is something different about it that makes it stand out.
- What values, lifestyles and points of view are represented in, or omitted from, this message?
  - In this message, we can see how one of America’s well-known accents is used to bring together one of America’s most known car brands which is Hyundai. I think that since the Boston accent is such a familiar accent it gives the commercial a different value. This is because having the accent gave it a different “humor.” I think that in a way it made it more impactful for the tons of people watching.
- Why is this message being sent?
  - In my opinion, the message being sent is that in America there is lots of different cultures, values, and beliefs. America is a very diverse country. When we see it in this perspective with cars, we can see how different accents can be incorporated into what we see on a daily basis. In other words, it can be done to show how what we use on a daily basis gives each person a different experience. Now if we think of the

literal message we can see how technology has advanced so much throughout the years and how it keeps growing and growing as the years pass.

#### Works Cited

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- Herman, Lewis, and Marguerite Shalett Herman. *American Dialects: A Manual for Actors, Directors, and Writers*. E-book ed., Florence, Taylor and Francis, 2014.