

## Video rhetorical essay

Hyundai Super Bowl commercial 2016 with Kevin Hart demonstrates in a comical way how far dads will go to protect their daughters. With the help of the car finder Kevin Hart is able to follow his daughter everywhere she and her date go for the evening. The ad is clearly not directed at younger drivers, but designed to appeal to probably forty year old and up, parents who might have teens. The ad relies on the car's feature that allows the owner to track where it is. This sends messages of high tech which appeals to many people. But it also shows a young couple driving the car for a night of fun, not ruling out younger owners.

The purpose of the ad is to sell Hyundai's, and to maybe include them in a group of a more classy car. To do this the ad sends messages showing a young good looking man approaching a house and admiring the car parked out in front. The house is expensive looking and this car is parked there to associate it with that house. Then we see an attractive couple going out for the night in this car. The ad is pointing to the car finder aspect of the car to demonstrate high tech. The father is concerned because his daughter's date is somewhat disrespectful when they meet. He uses the car's feature and is able to follow them on their date. The daughter never finds out. No parent wants to upset their teen on a first date. But concern is sufficient to justify following the two teens. The date is watching a scary movie with the daughter and is feeling confident, putting his arm around her as she looks scared. He turns and sees the father and then he is the scared one. A parent watching this might be nodding and thinking "gotcha". Then they go to a carnival and the young man wins a stuffed animal. As he gives it to her and she hugs him, the father's face appears making him stop and think. Behind it is the father face again. and using comedy and parental protection. The car is then shown framed by city lights at night and looks very sleek. The camera zooms into the inside of the, very luxurious and spacious. Looks very comfortable. The young man makes his move and over her shoulder sees the dad hanging from a helicopter. This is close to absurd,

but funny. There is a shark on the helicopter. The dad mouths the words “You’re messing with the wrong daddy.”

When the young man brings the daughter home, she appears mad, frustrated and disappointed. This time when the young man sees the dad, he is much more respectful and calls him “sir”, every parent’s dream. As the date walks away, the dad makes the car horn beep, just to make everything clear as to who is in charge. The car and its technology have given power to the dad over his daughter’s life.

The main audience this ad is aimed at is maybe middle aged parents with teens. But there is an underlying appeal that they hope teens will think the car is cool also. Because the car is portrayed as classy, it may appeal to middle class people too.

There are very few words in this video. But body language says a lot. The boy’s demeanor at first is borderline disrespectful and then at the end is very respectful, calling the dad “sir”.

Ethos relates to the credibility of the speaker. Although he says very little, the dad’s credibility is established first because it appears he is successful by his rich house and car. He appears to be very loving to his daughter and suspicious of her date. He is also a famous comedienne so people are predisposed to listen to what he has to say.

Pathos is the emotional aspect of the ad. We have a dad sending his daughter out with a guy he just met, can identify. He wants her to have a good time, but he is worried. The car and its technology help him with that.

Logos deals with the facts, the evidence. The young man behaved because the dad was able to keep tabs on him. The car was a means to help the dad do this. Some of the facts seemed a little crazy, but given that the ad was presented by a comic, the viewer’s expectations were that humor would be used in delivering the message.

Viewers might identify with the dad, they are the established and knowledgeable persons trying to protect their children. It is a very real concern portrayed in a funny and appealing

way. The sound of a wolf howling as the boy walks toward the car sends the message of what the night is heading for. The father is proved right when the date tries to put his arm around his daughter in the show, hug her at the carnival and kiss her when they park. His position and his actions connect ethos, pathos and logos. He makes sense, he was proven right, and his concerns connect with every parent.

The physical demeanor of each of the three people is significant. At first, the date is confident and treats the dad like an equal or less. As the dad wears down his bravado, at the end, the date is standing more stiffly and his voice is not as confident more differential, and respectful. His change is brought about by the dad's actions. The daughter is on the receiving end and more the effect of the relationship between the date and the dad. The date admires the car when he approaches the house, and is a little awed by it as he leaves. There isn't a lot of pity for the daughter although she has not had the night she expected.

The dad is pictured sitting in the movie, calmly watching the picture but making eye contact with the date. When the date wins the stuffed animal, the dad's head is hilariously placed in the middle of the stuffed animals and clowns. We are laughing but he is sending a subtle message to the date. The picture is saying: "I am here and I care and I will not tolerate anything inappropriate."

The car which is a symbol of the dad, his power, his success and his caring, is always in the picture. The audience likes the dad, is suspicious of the date, understands the daughter, and is rooting for the dad. When he gets the respect he deserves at the end, the audience is cheering for his success and admiring his efforts, and feeling like they are with him. It helps that he is a popular comic, but the story is a familiar one and people can identify and join him in his journey to be on his daughter's date. The audience trusts him too and so his choice of a car is a good one. What parent would not be concerned about his daughter's safety on a first date? What parent wouldn't do what this parent did if he could?

This ad makes a statement that the car is reliable or the dad wouldn't send his daughter out in it, it is technologically helpful as the dad was able to track his daughter, and it was luxurious as the dad was obviously not only successful, but a popular comic too. The audience can believe the message, and can understand the message as true, and can feel and identify what each of the three actors are feeling.

Video: Superbowl.commercial hyundai; Kevin Head

Ethos, Pathos, Logos: 3 Pillars of Public Speaking, by Andrew Dlugan, Published 1/24/10