

English 3201  
Media Worksheet #5  
"Mobility" / "The Cog"

Name:

Choose one of the following commercials and answer the questions that follow:

<https://www.youtube.com/watch?v=2DhI7D5sS5U>

OR

[https://www.youtube.com/watch?v=\\_ve4M4UsJQo](https://www.youtube.com/watch?v=_ve4M4UsJQo)

1. **What are they selling?** \_\_\_\_\_

2. **What are they REALLY selling? Explain your reasoning.**  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. **Identify the predominant media strategy used in this advertisement. Explain your reasoning.**  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. **Explain the effectiveness of voiceover and music.**  
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\_\_\_\_\_  
\_\_\_\_\_  
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5. **What is the theme of this commercial? Explain.**  
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6. After watching the commercial, what are your impressions of this automotive company? What techniques/elements were used to convey this opinion?

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7. In the space below, create a counter ad.