

Phase 4 – Voice Perspective, POV

Instructions:

- Watch the video in the link below.
www.youtube.com – **Super Bowl Chevy Ad Happy Grad Commercial Global News**, uploaded by Santa Barbara Arts TV YouTube Partner Global News, on 30 January 2012.
- Answer the following questions in the space provided. Use your own words as much as possible.
- Refer as closely as possible to the video, justifying your answers and giving examples when asked.
- Dictionaries are not allowed to be used in this task.
- Answer the questions in English.
- You have 90 minutes to complete this task

Constructs meaning and draws conclusions from information, main ideas and supporting details

1. Based on the video, why do you think the young man is so excited and his parents aren't? (2 points)

He was so excited because he thought the gift that his parents got him was a car. His Parents weren't excited because the gift they got him is not a car it is a small refrigerator but he was excited for the car!

2. Describe the conflict the parents are dealing with as the video progresses? (2 points)

The conflict that the parents are dealing with is telling him that the car is not your gift it's the small refrigerator, it will be hard because he was super excited that he told all his friends and started making plans like marrying the girl in the clip.

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3. Identify at least three key phrases from three different people that show the collective voice of the crowd in front of the car. (4 points)

I can't believe you got me this car!

This is the best day of my life!

Best gift ever!

Interprets conventions

4. Describe the difference in perspective between the parents and the young man. Give specific examples. (2 points)

The parents were so excited in the beginning of the video they even covered their son's eyes for the gift. But then they weren't because their son miss understand he thought the car was the gift, but the gift was a small refrigerator. The young man was crazily excited he update it his status, he told everybody, he even planned on getting married.

5. Who is the audience for this advertisement? Use evidence from the video to support your answer. (1 point)

The audience for this advertisement are the adults who doesn't have a "chevy" and this car will be influence by collage students because it is kinda a sport car. "Chevy Runs Deep."

6. How does the young man's voice persuade the audience to buy the car? Explain your answer. (2 points)

The young man's voice persuade the audience to buy the car because he was super excited, he lost control of him self he started acting crazy, he was screaming all of this was for a car. So the audience will get so excited for buying because of what he have done for it.

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7. The producers of this video chose a specific setting. How does this setting make the video more effective? (3 points)

The setting made the video more effective because it is outside during the day. They could've had the refrigerator inside but then the car can't get in so they had it outside in the sun.

Identifies ideas, opinions and attitudes in the texts/makes connections with own experiences, attitudes and points of view

8. Chevy is a car manufacturer. How does the expression "Chevy Runs Deep" relate to the video? (3 points)

The expression "Chevy Runs Deep" relates to the video because as you can see the young man's reaction was so deep, he lost control, so it is related because Chevy Runs Deep doesn't mean how fast the car runs it's how people react to it when they see it.

9. Could young people in your culture relate to the young man? Why or why not? (2 points)

Yes, because everybody will react as he reacted if they got something huge that they love like a car they will be crazy in shock, and happy.

10. What is the message of this video? Give evidence from the video to support your answer. (3 points)

The message of this video is to buy the car not any car but it is a "Chevy" and that's why they said "Chevy Runs Deep"

