

Advertisement Analysis

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Cars. Many Americans have one perhaps even two vehicles. They are conceivably more part of our lives and embedded within our society than any other high-end, material possession. And, when it comes to the advertising thereof, there is no shortage of television commercials, magazine advertisements, and radio commercials. My advertisement analysis has to do with a specific luxury car commercial that was aired during the super bowl; it was for the Chrysler 200. I would like to briefly discuss some of fallacies surrounding this interesting commercial.

The commercial unfolds by displaying images of Detroit factories, some of the older buildings, famous statues, and other popular Detroit sites and scenery. There are several flashes of the American flag along with some of the citizens of Detroit going about life. There is music lightly playing and getting louder; it is a popular song by Eminem called "Lose Yourself". You also, of course, get glimpses of Eminem driving the luxury car. The basic summary of the commercial is that Detroit is tough, but can also be uncommonly associated to the new luxury vehicle; the Chrysler 200. The commercial comes off as, even though Detroit is the underdog, its people are driven and have American grit, so much so that they can accomplish great things.

At first review, the car commercial really does seem like it would be a luxury car equal to that of a BMW, Mercedes or Lexus; mostly because of how the city presents the car as being built from the spirit of the city. Beyond the features of the car, I would like to point out some of the fallacies of the commercial and what the makers chose as symbols to represent their new car.

One, momentary flashes of the American flag does not necessarily make your car good or make your car a luxury vehicle. There are plenty of other American made vehicles that are not from Detroit, so using the American flag to represent a luxury car almost seems like a cheap

shot; the American flag represents America, and I would go as far as to say not a car. Two, just because your city has grit, or the people there are tough, that does not make your car a contender for luxury class vehicles. There are many hard working Americans throughout this great land. Many industrial cities could easily be considered “tough” or other struggling cities could be thought of as being an underdog in their industry. Even though many people may root for the underdog, and just because you paint your city as the *underdog*, that does not necessarily mean that Americans will go out and buy your car. And three, which is the most blatant fallacy, is that they have Eminem (a native of Detroit who is in the rap and hip hop music scene) driving the Chrysler 200 throughout the car commercial. The idea is that since Eminem came from Detroit and has reached the top of his industry (and because he endorses this car), that somehow the Chrysler 200 will also make it to the top of the luxury class of vehicles. This assumption is incorrect due to the fact that Eminem is not a luxury car expert, nor an industrial factory aficionado, and could not possibly represent the many people of Detroit.

In conclusion, cars are everywhere. There is no escaping the importance of vehicles. Some of us even have the privilege of purchasing luxury vehicles. There are so many car commercials we are bombarded with, that sometimes it can be quite difficult to discern which car would be the right one for us. Some common fallacies that the viewer should be aware of are: the American flag does not mean your car is good, being considered an underdog does not guarantee success, and the actor or musician or other famous person that is driving the car does not make them a car expert, and does not necessarily make the car a good purchase. The question I will ask you, which is better, to buy a vehicle based upon a commercial you saw or from your own research based upon your needs?

References

Memering, Dean and Palmer, William, (2006, 2002), Critical Thinking: Discovering How to Compose and Analyze Arguments, Boston, Massachusetts: Pearson Education, Inc.

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