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Commercial on Broadcast Television The purpose of the commercial is to stress on the importance of considering weather patterns when thinking about auto insurance. It mainly advertizes comprehensive coverage or insurance. This is because most insurance companies focus on general matters such as theft and accidents. However, this company goes further to insure vehicles from adverse weather patterns such as large hailstones. The advertisement incorporates some of the renowned television celebrities such as Professor Nathaniel Burke.

The name of the product, comprehensive coverage, was mentioned once in the commercial. It is not advisable to mention the name of the product once in a commercial, but the commercial was short hence the limitation (Myers 52).

The emotional tone of the commercial is comical. From the beginning to the end, all the characters in the commercial wore a cheerful face, especially the main character. He found the largest hailstone in the history of America, hence; one would expect him to be angered when the lady broke it, but that was not the case (Myers 52). He, however, kept on smiling. Rhyme is not prevalent in the commercial, however, the song at the last part of the commercial supplemented up to its appeal. Finally, visual and acoustic encoding was well arranged. This could be viewed in the way each character took turns in expressing their views.

The intended audience was primarily the middle class or mainly those individuals and companies that use vehicles to conduct their activities. This is because the advertisement mainly focuses on auto insurance. It takes advantage of the fact that not most insurance companies focus on insurance

with regards to weather. Hence, it could focus on insuring people against unfavorable weather.

In conclusion, the commercial manipulates the minds of its viewers in many aspects. First, using a hailstone as the size of a football is fascinating to the viewers. One will never forget the view of the hailstone (Myers 54). The person might also consider insuring his or her car against such weather. In addition, the main character's optimism and how the commercial ends with a song are appealing to the viewers. These are factors that always attract viewers to any commercial.

Work Cited

Myers, David. Psychology. 3rd ed. New York: W P, 2010. Print.