

Finding bias

[Linguistics](#), [English](#)



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From the Pepsi video clip, the creators aimed at conveying the message that Pepsi is a drink that rejuvenates the body. The viewer is supposed to believe in the speed and skills with which Jeff Gordon drives the car. Despite the plea to stop the car, the driver believes in himself. The strategies used to convince the audience is the accuracy with which he drives through even in areas which seem risky for humans. Gordon, the driver, is able to control the vehicle till its last stop. In the vehicle a Pepsi can is visible and at the end of the drive, Gordon leaves the vehicle with a Pepsi can in his hand. The commercial uses a celebrity, Jeff Gordon, to market its product that is dressed like an ordinary person (Pepsi).

The Volkswagen commercial aims at ensuring that the audience believes in the appealing aspect of the vehicle brand. The creators used the strategy of bringing a child into play that does not seem to enjoy playing with the dog and doll. However, when the father arrives in the Volkswagen car the baby gets excited and runs outside not to welcome the father but to play with the car (Volkswagen). The claims may be termed accurate as the child is not interested in what the father is carrying but the car. The commercial does not use a celebrity but a paid actor to win the audience.

The BountyBrand commercial is a catchy commercial that has the right tone to win its audience. It uses Ken Delmar who narrates how he aimed at fitting in his father's steps of being a famous painter (BountyBrand). The addressees appreciate the kind of job he does with the use of this approach and how the Bounty Paper Towel aided in making his dream factual. He realized that the Bounty Towel was exceptional after a tryout of numerous

towels. His vision became real, after he used the towel several times, with no much effort into business but simply doing painting for pleasure.

The Samsung Mobile GALAXY Note II commercial uses various individuals to appeal to its audience. Through the mobile the persons are forced to be creative for the art show. A lady is seen to write a note on her phone which is disseminated to other persons (Samsung Mobile). The commercial uses a tone, which attracts the audience to the advert from the start to end. The commercial is convincing as the anticipated art show comes into play in the long run.

Lastly, the Nike commercial plays on the viewers' emotions. It does this by proving to them that greatness can only be found in an individual's efforts towards finding that greatness. It uses language and tone that appeal to all walks of life. The commercial also uses various athletes of different games that have attained success through hard work both of the White and Black races (Nike). The commercial is accurate in its presentation of the power of greatness just like in Nike.

Works cited

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