

Upgrading of jeep

[Art & Culture](#), [Comedy](#)



Upgrading of jeep,? SRT8; Turbo, X5MX6M, ML635100km/h In 2012, JEEP launched the series Cherokee SRT8 in order to challenge their existing high performance rivals such as Cayenne Turbo, BMW X5M, BMW X6M, and Benz ML63. These traditionally impressive SUVs all have the ability to reach 100km/h within 5 seconds. Therefore, in this sense, car fans can expect their rival, the Cherokee SRT8, to have the same supreme driving performance. The Cherokee, however, also owns traits unlike its rivals since the JEEP cars has special designed in its appearance that is usually related to wild, rough, and tough.

It is not surprise to see Cherokee™'s advertisements to be set in raw environments with elements like the woods and unpaved roads since these artifacts are very importance evidences to give super car fans and potential customers the right message" the Cherokee is a wild monster. So do the video of Cherokee SRT8 launched on YouTube. (VECC187) In this sense, meeting the supreme performance and high quality of the drink as well as the car, the video gets the right effect as it sends the right message to its target audiences, uses comprehensive methods of appeals to arose audiences™ emotion and interests, provides diverse fundamental moves of shooting that reaches certain standard. The video has achieved its effect firstly because it identifies its target audiences on the specific social media platform YouTube. This video edited by VECC187 which is comprised of several sections of driving in varied conditions could probably be a part of a advertisement campaign of the monster energy drink.

With exciting music and various settings, it has attracted many viewers on YouTube. From advertising point of view, it is a kind of successful

advertisement plan because the monster energy drink and the Cherokee car fans could have a lot of things in common, such as love for challenging, love for exciting activities, or love for the wild and unveiled driving experiencing. Just as Cao Fangzhen wrote in his article "The plan advertisement culture: A semiotics annotation of the symbolic culture" "unscramble the plan ads of M-Zone, especially when the visual culture prevails in nowadays society, the symbolism that grows along with visibility comes more stronger and becomes overwhelming.

(1) As is shown on the screen, audiences can see the mark of a monster energy drink appear from time to time, which indicates that this video could be a part of an advertisement campaign of the monster energy drink itself rather than a fans video or an advertisement from the JEEP company. Mark Meister, a researcher focusing on the image of advertisements of products, analyzes the relationship between advertisement and potential feeling of the users. He wrote in his academic journal *Sustainable development; in visual imagery: Rhetorical function in the Jeep Cherokee* (1997) claims that sustainable development is in form of promoting protection and comforting human development, which are very visual. He believes that the image serves as a metaphor for the discourse of sustainable development. According to Cao, the semiotics operating in ads overflows. (1) Therefore, the Cherokee video is a kind of visual metaphor for the powerful vehicle.

As Cherokee is also among the top ranking SUVs, the message that the video wants to convey is very possibly that it is very cool to drive with a Cherokee. In order to show how the social network affects people's perspectives on a

certain artifact, Rosengren, Dahlen and Okazaki™s book *Advances in Advertising Research* (Vol. IV): *The Changing Roles of Advertising* that focus on advertising and their main factors gives very detailed examples on how to research for potential audiences of the video and lets readers know how to design research papers for advertisements and related data collection and analysis. This research reveals certain truth for the case of Charokee YouTube video because YouTube is also an online platform that resembles social media.

Also, on platform like YouTube, audiences watch and comment on videos because they have the same interest. Thus, in case like this Charokee advertisement released on YouTube, audiences click into the video due to the same interest and therefore the intended viewers should be SUV fans that also enjoy high performance cars or audiences attracted by the advertisement campaign of the monster energy drink. Lamm John has the same view. Wanting to let readers be aware of the outstanding performance of the vehicle, his article *2014 Jeep Grand Cherokee SRT* asserts that the launch of Jeep Cherokee SRT is exciting news for its fans and potential buyers. Lamm supports his point by listing all the pros and cons of the vehicle and uses data to tell readers that it™s a great improvement regarding the previous ones.

His finding is significant because it actually reviews the vehicle itself and contains certain data as evidence when its performance is being discussed. With a clear target audience group, a successful advertising artifact still needs the right approaches of rhetorical appeal to achieve its

communication purpose. Firstly, in light of the logos of the video, though the video has not any story lines, it still has a good sense of being coherent. This sense is demonstrated by the connection of different sections. For instance, one can find that the car was driving in different circumstances such as pathways in the woods, city roads, and unpaved roads, which fully depicts the SUVs ability to adapt to different conditions. (VECC187) Secondly, for such a video that aims at arousing other counterparts™ interests, pathos should be a more important angle to probe into the artifact. The editor (VECC187) of the video could be also an owner himself, which gives him better angle to display the car and attract people™s interests.

The situation is also similar for Glen Woodcock. Glen, claiming that as a driver himself, is more than willing to purchase this vehicle and introduces the performance of the car. He wrote an article Dreaming big with the Grand Cherokee, reviewing the SUV from different perspectives including residence region, driving habits, outdoors performance, and price consideration. His purpose is to review the new model of Cherokee and give good reasons for owning one himself. This article from the website is significant to my artifact of Cherokee because it provides advice from an actual owner, for the editor of the video is probably an owner himself as well. More or less, the video, along with the strong background music, get audiences excited. Especially the manipulation of switches of frames and scenes, the close up at the driver™s hand, which hooks you into the car and feel as if you are the one who is driving. Thirdly, regarding the ethos, that is not the strength of online videos like this one.

As the user upload the video stayed unidentified, one should stay cautious of the authenticity of the video. As the audiences of the video has great interest in the vehicle™s performance, how to manipulate right moves to demonstrate its traits forms the last challenge to its success. For this kind of beast-like vehicles, the moves of video must be one of the most important evaluation criteria. To begin with, the repetition of scenes is heavily used in this 5: 50 minute video. (VECC187) The first scene that repeats in the video is the sign in the wood. The video shows two different road sign in the woods, which display the quiet and calm face of the wood, and it is a good foundation for contrast that the essay will later discuss.

The second scene repeat is the exterior of the vehicle, which is similar as a brutal and wild face of animal. In combination, these repetitions occurring create certain feeling of tension and arouse audience™ expectancy for Cherokee™s performance. Besides, as mentioned before, contrast is also employed in the illustration of Cherokee in the video. (VECC187) One evident contrast is that at the beginning the SUV is driving the woods, and later in a city, and finally it cut through a gust of dirt and breaks out from the sand road.

This contrast is successfully used to show the performance of SRT8 in diverse road conditions. Furthermore, the contrast and repetition, as well as the violent background music have comprised certain moments of intensity. For example, from 2: 40 to 4: 00, when the car steers through the woods and the sand, these moments of intensity even can get viewers feel enthusiastic.

Last but not the least, from the light of anomalies, this video has not various sample for this aspect. But since it is comprised by several sections that the pause in between each section is not smooth enough to maintain the feeling of tension can be counted as one of the unexpected part. The idea of relating the vehicle with the drink is successful because the video achieves the communication target” showing off the performance of JEEP Cherokee SRT8 though aspects of rhetorical situation, methods of appeals, fundamental moves. (VECC187) According to Bledeg from Fakultas Sastra University, the car advertisements, involving combination of colors, and background soundtrack, work to attract the attention of the people. (2) Therefore, firstly, the video has a clear group of potential audiences, car fans on YouTube, and it has form a kind of communication with this group of people, just like what Rosengren, Dahlen and Okazaki analysis, video on the social network affects people™s perspectives on a certain artifact. Secondly, the video uses the right approaches of rhetorical appeal to achieve its communication purpose. It has a clear unwritten message that the car can handle situation of different kinds and therefore the video has chosen pathways in the woods, city roads, and sand roads, which fully depicts the SUVs well adaptation to different conditions.

Thirdly, the video has demonstrated good use of shooting methods such as repeating, contrasting, and so on, creating a tempo of the artifacts and makes it more fluent. This method makes the video more acceptable and enjoyable for audience. Overall, the video successfully demonstrates the theme unleashed with its target audiences” car fans and customers of the energy drink. ;, [-M]