Link - https://www.youtube.com/watch?v=AOlf9BSDclg

What are they selling - A Subaru

Pathos -

Ethos -

Logos -

Kairos -

Main character - the boy (both as a young child and as a college student)

* Mom and Dad are used to show that it is hard to see your child grow up
* Coming of age
* Something that is relatable to a lot of people
* Tugs on heartstrings
  + "Exploits" our love and affection towards young kids
  + innocence
  + adorableness
  + Inexperience
* Dog is a symbol of something that has grown up with him
  + He tells him/her "I'll be back soon", indicating that this is not a farwell but a see yah later
    - every kid comes back home eventually
    - home is where the heart is
    - kids are tethered to their parents for life not just until they go off to college
* College is something you look forward to as a kid
  + he is seen gathering various items throughout the commercial
  + every kid goes to college
    - if your's doesn't then there is something wrong with you
    - or that you are not going to be as happy as the people in the ad
* His mom tried giving him some of his old stuffed animals
  + he kindly declined
    - indicating a transition of maturity
    - he is no longer a small boy
    - he can make his own decsions
    - when he is a college student and is about to get in his car to leave, he is only seen hugging his Dad
    - father and son bond
    - is college only meant for men?
    - with not accepting his mother's offer of the stuffed animals and no hug seems to indicate that he does not respect her as much as his father