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* The exigence is with statement that the Jeep was made in America and is therefore more “patriotic” than other vehicles.
* The narrator speaks of specific examples of American manufacturing and while he is speaking, old clips of trains and factories are shown to prove the statement further. The audience know that the clips are real and the manufacturing was done in the United States.
* The music helps with the pathos because it almost draws the audience in thinking “yea, this car is American”. Also, the narrator’s tone of voice is a form of pathos because he further emphasizes the “made in America” vibe that is released from watching the video.
* The narrator mentions specific examples of advances in manufacturing and technology, like the cotton gin, skyscrapers, and Jeep 4x4s.
* The ad focuses primarily on the American manufacturing of the vehicle so It’s important to consider the statements made by the narrator during the ad, such as “the things that make us American are the things we make.”
* The underlying message is that if you buy the Jeep, you will appreciate the roots of the company and the “American” manufacturing of the vehicle. Therefore, you will be proud to be an “American”.