

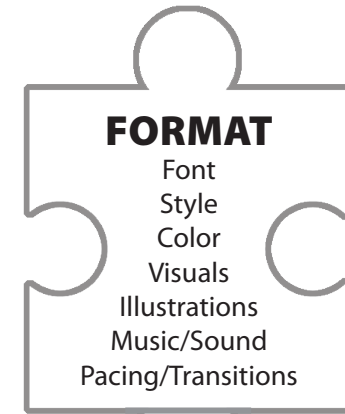
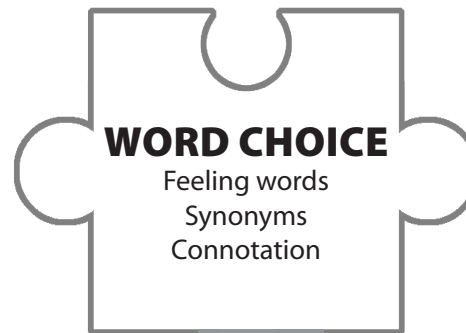
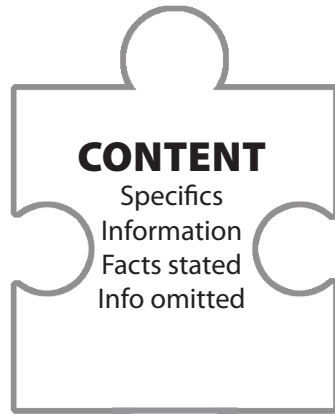
AUTHORS SHAPE PERSPECTIVES IN THREE WAYS

The commercial's claim:
My dad is a space alien.



www.ispot.tv/ad/7wH8/audi-a6-my-dad-is-an-alien

Evidence that supports that claim:



Specific reasons stated literally:

- He speaks in a weird language.
- He drinks green stuff.
- He says he is from Albuquerque; I'm not buying it.
- He has a spaceship.

The tag line at end of commercial describes the Audi A6 as *highly advanced*, implying it's from the future.

- Describes his language as *weird*, meaning strange, or not from this Earth.
- References the content of the drink as *stuff*, meaning something not known/unfamiliar.
- Says *not buying it* as a way of refuting her father's claim.
- Appeals to the viewer to affirm her claim and observe her father by using *just*.
- Refers to the car as a *spaceship*, meaning a vessel to travel away from Earth.
- Defines the car, in the tag line, as *highly advanced* similar to how alien life is described.

- Hear sci-fi music in the background.
- Hear gargling sounds.
- See image of green beverage.
- Witness father looking upward into the evening sky.
- View father wearing futuristic-looking bicycle gear.
- Enacts sci-fi UFO sounds for car's buttons, pop-out screen, odometer, and door locks.
- Uses white sans serif font on a black background, similar to many sci-fi movies.