

NEXT: BE SURE TO REVIEW THE SLIDES BELOW (msword from ppt) FOR DETAILED GUIDELINES ON THIS PROJECT

https://www.youtube.com/watch?v=D7Q9i_wvd8U&t=186s

<https://www.youtube.com/watch?v=09JTtVxztv4>

- Approximately 3-4 pages, APA “modified” style format
- 3 to 5 references expected

Project Overview

Header: An Intercultural Communication Analysis of “Get Happy” VW Commercials

Volkswagen Get Happy Super Bowl 2013 Full Commercial! NOTE: The project material is copyrighted by Clear Communications, LLC.

- **Project Overview: Do an analysis and critique of the commercial (on youtube.com) from the standpoint of the American culture and do an analysis and critique from a Jamaican cultural view.**
- Your analysis and paper of this intercultural communication case study should focus on the following guidelines or parameters:

STEP ONE: Take an in-depth look (view it several times) at the commercial itself. Some questions to get you started are shown below

- What was its overall purpose of the VW commercial, in your judgment?
- From your perspective, what was the commercial seeking to accomplish?
- What was its creative intent as developed by the creative team at the agency?

STEP TWO: Next, examine and study the “Be (or Get) Happy” Commercial from an American cultural view

- What in your estimation, would be the general American view of the commercial?

- Is the ad racist in orientation in your judgment?
- Yes? Or No?
- Why? Or Why not?
- How would different American sub-cultures view the ad? Select 1 or 2 for your commentary and analysis here.

STEP THREE: What is the critic's (American) view of the VW Be Happy commercial?

- What is the overall opinion of the American critics?
- What is the view of these critics? (such as Barbara Lippert)
- Were the critics predominantly positive or negative in their view?
- If their view is either negative or positive, then why do you think they took the view they did?

STEP FOUR: What is the International view of the commercial

- How do you think the International community in general viewed the commercial(s)?
- Specifically, what view of the commercial did the Jamaican government take?
- Would the Jamaican view represent that of the greater Caribbean island nations?
- What did the Jamaican government publicly say vis a vis the ad?
- How did the Jamaican government view the TV commercial, in your estimation?
- Interestingly, for this intercultural communication case study were the views of the Jamaican “people” and the government the same or different?

STEP FIVE: What was the agency view of the commercial, in your judgement?

- What do you think was the view of the agency (Deutsch LA) as it designed and produced the TV commercial?
- Did the agency perform “due diligence” (research) in designing, preparing, and producing the commercial?
- Did they do their homework?
- Did the agency produce an engaging commercial in your estimation?

- What was the cost of a 30-second and 60-second commercial for 2013 Super Bowl air time?
- Do you think that the client, VW, got its money's worth with Be Happy?

STEP SIX: What did you learn about Intercultural Communication from this project?

- Specifically, what did you learn about different views of intercultural communication?
- What did you learn about your own understanding of how cultures react differently (and often unexpectedly) with regards to intercultural communication?
- Is there anything that you might recommend to do differently in the role of an intercultural communication consultant?