A 34 year old pregnant mother with her a 20 month boy, was walking down the Park Slope, a Brooklyn street, in a peaceful and pleasant Monday afternoon. But suddenly a truck appeared at the corner and hit her and her child ruthlessly. (Dave 2018)

She was a mother who could have enjoyed the excitement and joy of raising up a child, but not anymore now. Although it was not an intentional act from the driver, still if the driver paid more attention when he drives and think of the “both side”—- people that might be involved from his action. Then this tragedy will never happen. A commercial picture “Think of the Both Side” is one of many images that tries to raises limited attention from people about car accidents relate to children; However, it does not effectively convey its central message about “think of both sides” and connect this line with the its evident bottom message which is the fact that the number of car accidents is increasing every year and people should be extremely careful.

The image does to effectively convey the central message of “think of both sides”.

The commercial ads describes a scene in which a man is talking at his phone while chatting with her wife in a car; an infant is siting at the back seat and there is another teenager who is just passing right in front of their cars. From the terrifying facial impression from the teenager we can interpret that their car is about to hit him, while the women is smiling can be a indicator that they are not aware of the fact and is still enjoying their conversation. This car accident can result in the death of both the teenager who is right in front of their car as well as their children who is sitting at their back seats. This can be an explanation for “Think of Both Side” which is people who are driving should think of the both side which is their families as well as other people involve from their
actions who might be teenagers who are passing the road as well as other people in general. However, this does not fully convert the idea of what the both side really mean and cannot effectively make people realize why they should pay more attention when driving. What think of both side really means is about how people should pay attention to their action as well as how their actions might affect the others. On one perspective, we are driving and we should pay attention to our own safety; but on the other perspective we should also pay attention to what can our action affect the others — a car accident resulting from our not intentional as well as careless action can cause the lost of other’s family member; a destitution of their family’s happiness as well as great amount of financial burden to our own family because taking responsibility to people’s deaths cause great amount of money as well as great griefs that require great amount of time for us to recover from. To more successfully convey the message about thinking not only the safety of ourselves but also other people’s safety (in this case, children), the advertisement should show a contrast between how people were driving carelessly with another picture that shows their reaction when accident happens. Without a contrast, people will not directly feel the consequences of why they should drive safe and consider more.

Secondly, this commercial is not successful because the message it conveys is not consistent — “Think of Both Side” is not connecting with the message this pictures expressed from the bottom line. The line at the bottom of this advertisement is about how should people be more careful when driving during children school holiday. However, the picture does not show how there is an increase in car accidents involving car accidents as well as why the increase specifically happens in school holiday. The line “Think of Both Side” is only an explanation for why people should drive safely and be extremely careful. There is lacking a connection between “Think of Both Side” and why should people be extremely carefully. To do a better job at conveying this message, the advertisement should post a picture of how a family’s children is playing at home during school holiday in the past versus a black and white picture of the same children at home with his parents
crying in the front, and careless driving scene in the middle. By doing this, the advertisement would be more successful because through three pictures: because there is a contrast between what would a wonderful life be like if people drive safe; how painful life would be after car accidents happen; and the middle picture would remind people of the action (careless driving) that differentiates these two lives.

In conclusion, although the advertisement raises people some level of attaining about car accidents and the safety of children, it does not convert the message of “Think of Both Side” effectively because the lack of contrast in showing what would actually happen when people does not pay attention when driving as well as having an inconsistence from the evident line it has in the advertisement. In the twentieth century, we all need cars as an effectively transportation tool; however, while enjoying the benefits of cars, we should also take more responsibility to our actions and think of both sides when driving — we should not only care about the safety of ourselves, but also the safety of other people that might be involved from our own actions. Own a Bilateral Mindset and stop yourself from become the next ruleless killer.
references


Outline

Thesis statement:

A commercial picture “Think of the Both Side” is one of many images that tries to raises limited attention from people about car accidents relate to children; However, it does not effectively convey its central message about “think of both sides” and connect this line with the its evident bottom
message which is the fact that the number of car accidents is increasing every year and people should be extremely careful.

Topic sentence 1:

The image does to effectively convey the central message of “think of both sides”.

Support 1:

What think of both side really means is about how people should pay attention to their action as well as how their actions might affect the others.

Support 2:

Show a contrast between how people were driving carelessly with another picture that shows their reaction when accident happens. Without a contrast, people will not directly feel the consequences of why they should drive safe and consider more.

Topic sentence 2:

The commercial is not successful because the message it conveys is not consistent—“Think of Both Side” is not connecting with the message this pictures expressed from the bottom line.

Support 1:

The line at the bottom of this advertisement is about how should people be more careful when driving during children school holiday. However, the picture does not show how there is an increase in car accidents involving car accidents as well as why the increase specifically happens in school holiday

Support 2:

The line “Think of Both Side” is only an explanation for why people should drive safely and be extremely careful.

Conclusion:
In conclusion, although the advertisement raises people some level of attaining about car accidents and the safety of children, it does not convert the message of “Think of Both Side” effectively because the lack of contrast in showing what would actually happen when people does not pay attention when driving as well as having an inconsistence from the evident line it has in the advertisement.