

For our project we decided to create our own satirical video. The Hate Blocker 3000 is a tongue in cheek parody of the bad as seen on tv advertisements. Going beyond that however we are making a point about people's increasingly self-insulating behavior in society. Whether its only listening to certain news outlets or hanging out with like minded friends. People simply aren't excepting of other people's thoughts. Even more than that is how people are insistent on the censorship of others to better fit their own beliefs. Whether it's being triggered by certain words, or actions people are no longer able to tolerate each other.

So, in our video we parodied this desire by showing how people are going out of their way to block out any opposing ideas. Recognizing how if you wanted to block out any possibly offensive speech you would have to block out all speech. Can't read any offensive material either going to have to black all sight then. We took this desire to avoid opposing views to its most extreme by having someone render themselves blind and depth to their surroundings. While this idea may seem ridiculous that is the point. It is ridiculous to assume you will only ever learn ideas that affirm your own beliefs. This isn't to far off from reality though as many people only read or listen to news that caters to their personal taste. While people might skim and see articles that contain some counter ideas they are more than likely to dismiss the it. If you go through life just dismissing the information you disagree with you might as well not receive any new information at all.

As for the visual medium, cable tv ads, that we will be using what is the style that we had to copy? Cable tv ads are defined by a sense of cheapens. Many businesses don't have the time or money to create polished ads, so they instead just try and get something out as quick as possible. Usually these ads are filmed with obvious green screens and rather than crafting an idea they instead tell you what you should buy. These ads refuse subtlety, they advertise at odd hours

and aren't on all that long, so they must be loud and grab your attention quickly. Other aspects of cable ads are selling the item as a must have. Continually showing that the product is perfect for a specific task. Offering results that are much greater than its actual performance. Testimonials are another big part of these ads. Employing the bandwagon effect to encourage the viewer to buy it. These testimonials range from zealous to clearly actors in it for a pay check. Believability in these ads are often stretched thin because of the many faults in the production process. So, when making this video we knew that we had to be ridiculous with some of the examples that we showed. Pushing the believability of our testimonials but at the same time telling it with a straight face to make it satirical.

For our mock advertisement, I think we did a good job in mimicking the cheapness and self-indulgent style of cable tv ads. Though there are a couple things that I wish we could have done differently such as procuring an actual green screen for our video testimonials. I also think that we might have gone a little to tame on the examples of what people want to block out. Blocking out conflicting ideas isn't just limited to hate speech or politics. Everyone does it, hippies, Nazis, and everyone in-between. I would have preferred if we showed groups like this in our ad, but we lacked the costumes and so we had to dial it back. One of the big struggles when writing this is keeping the difference between parody and satire. There is always a desire to go funnier and be more entertaining, but this would only take away from the message of the ad. It in the end came down to a matter of self-restraint and purpose. While we were free to make an ad as crazy as we wanted what we needed to say was much more important. Just as how hearing what you need to hear is much more important than if you like it.