**Media Studies 120**

**Journal Entry #6**

For this journal entry, you will reflect on the contribution that elements ***like camera angle, sound, light, and "magic"*** make to a short video. With your "director's cap" on, you will watch a short video advertisement and then comment on the effectiveness of these elements in delivering an effective message.

[*Click here*](https://www.youtube.com/watch?v=I07xDdFMdgw) *to watch the Ikea lamp advertisement.* In your journal entry, describe the ad's message and reflect on its effectiveness. Why do you think Ikea chose to make such a sombre video?

Also, include your thoughts on the reasons behind the following, and the effectiveness of each:

* the lighting and music at the 0:45 time mark;
* the man standing in the rain addressing the viewer; and
* the ending.