

ABOUT MEDIA

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motivation

The inspiration of this topic is because teacher required us to accomplish a essay from IELTS writing task. Before started writing, we discuss a few positive and negative effects of commercials.....

Positive effects

1. increase profits and brand awareness

- **Simple slogan**

McDonald's———I'm lovin' it

Red Bull———Red Bull gives you wings.



- **Memorable songs**

Darlie



Positive effects

2.acquire knowledge

- receive specific filed information



Negative effects

1.influence one's behavior and perspective



**children learn BAD behaviors
from commercial**

My opinions

- negative effects bring serious problem.



Conclusion

- media bring more diversity.
- be more prudent.
- Prevent from negative effects



Thanks for listening!!!!