Brands through Media

B1 – B2

Module 6

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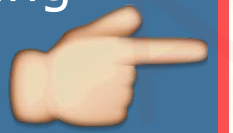
Here's What We Will Be Learning in this Presentation:



Summary

- ❑ What is Commercialisation of Media?
- ❑ Why Does Media Commercialisation Happen?
- ❑ Does Media Commercialisation Help?
- ❑ The Changing Media Culture.
- ❑ Exercises.

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Vocabulary

Prescribe: state authoritatively or as a rule that (an action or procedure) should be carried out.

Telling: (here) having force or effect; effective; striking:

Taxation: money paid as tax.

Cordial: warm and friendly.

Render: provide or give (a service, help, etc.).

Lustre: a gentle sheen or soft glow.

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