



# Brands through Media

B1 – B2

Module 6

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.

# 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.