**Media Studies 120**

Journal Entry #2

**“The reason why any business exists is to make a profit**. **Whatever a business does, so long as it is legal, is OK if it helps make a bigger profit. Businesses that create persuasive realities, and use effective advertising tricks to make us buy their products or services, are only doing what they should do. This is just smart marketing.”**

Do you agree or disagree with the above statement? Why or why not?

Provide specific examples to back up your statements/thoughts.

As a preliminary activity, brainstorm/discuss this with a partner/classmates, to formulate ideas and opinions which will help you answer this question thoughtfully, and completely. Again, a one page response (typed) is the expectation for your journal entries.

**Due Date: Tuesday, Sept.27, 2016.**