

Essay 1- celebrity

It is obvious that living in a modernized world leads to be surrounded by widespread news about well-known celebrities that some of them are famed by their achievement and the rest just by being in headlines. In my opinion, they both can affect our lifestyle specially teenagers and their future.

On the one hand, the teenagers spend most of their vital time, following up the fame lifestyle who are not play a good role even in their own life, instead of persuading their ambition. They can easily stick to the news of celeb by accessing to all kinds of media sources such as TV, newspaper, websites, fan pages and so on. They tend to be looked like the fame and have image. In fact, some of them have got their reputation by their exponentially possession and luxury life but most of them couldn't control their image and become scandalous. such as Justin bibber who is a glamorous pop singer, each time he is accused of anti-social and abnormal behavior and vandalism, such as spit on his neighbors, egging and driving too fast with while he was drunk. they do nothing astonishing in their professional career but they are becoming more and more famous even the ordinary people know them well, just because of these unmoral attitudes.

On the other hand, there are some celebrities that can affect us in a positive way, who are not only a prominent and pioneer in their professional career but also play a remarkable role in humanitarian aids. they can speak out in all aspects of society crisis-crises such as poverty, hunger, war and in this way most of their fans will be inspired and encouraged to step forward, for instance, Angelina July and brad pit did a prominent pace in helping refugees and also orphaned children in Africa. They used their well-known character in an impressive way.

In conclusion, there are pros and cons about the celebrity's effect on adolescence and I certainly believe that it depends on us to be a massive fan of whom.

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Essay 2- private school

Some people are willing that government makes some exemption about paying taxes for the ones whose offspring has enrolled in private schools. personally, I strongly disagree with this issue.

First of all, the taxes are for utilizing public facilities and if we obligate ourselves to pay, the consequences would be represented in a form of well-organized society. In fact, we cannot isolate ourselves from the other citizen and their concerns as we live in a social community. For example we cannot say I would never use that kind of facility in whole of my lifetime so I will ask for a reduction in my determined tax.it is impossible because it has a fixed fee according to diversity of factors if you use all the facility or not. Indeed, by paying the tax we can aid the other children in public schools to have a better space to develop their literacy skill.

Second of all, it will be a kind of oppression to work-class and middle class citizens who have to pay the fixed tax for all kinds of aspects. In my opinion, there is no rational reason to help wealth and affluent people by declining their taxes.it is not fair to the middle state stratum because in this way the government will make wealth people richer and the poverty will be more. if some people be exempted of paying the taxes, the other alternative way to cover that deduction would be feasible just by increasing the tax or declining the quality of social facility and services.

In conclusion, although some people who their children study in private school, are complaining about the obligation of paying taxes, I believe exempting that class, will be useless in all aspects and will destroy the balance in a society.

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Documentary

Why are some brands so glamorous? A reporter asked from children about four identical brothers who wear different ordinary T-shirts except one of them wore Nike. they all thought that the one with the Nike t-shirt would be the best in sport and they all wanted to interact with him. So the brands we wear may be represented outstanding trait to others. The weird thing is all the mega brands in sunglass industry such as Gucci, Ray ban and so on, all are made by the same material and machines. The only difference is by their designers and noting more. So the reason that we all tend to buy the spectacular brands like ray ban may be because of their exceptional advertisements. The test was carried out to find out more about the effects of fashion brands in mind. They asked a woman who had a lot of willing about the mega brands to fulfillment the test, she was taken an MRI scan and at first she was shown an ordinary bags and then the expensive ones. It illustrated that the limpic part of her brain that is responsible for the craving, pleasure and addiction lighted up. even if she wanted she couldn't control her desire and that is the impact that all brands want. During the life of super brands, it is so significant to control their image,trying to satisfy their customer and find a way to overcome the sales rate reduction, as the berberry brand did, they hired the head designer to create a new style for their brand. The berberry is originally from England and it used to produce clothes for gentlemen during world war I but it gradually expanded its products in all kinds of aspect and now it can acquire its massive fan again. Nike is originally from united states and at first it manufactured jogging shoes for competitions, then it became scandalous for oppressing its employee as it used cheap labor even under age children with over time working hours and low wage. So they were convicted for this and lost their reputation for a while. Adidas is originally from German and at first was established by shoe maker brothers and a businessman but they splatted up after a while and manufactured two different brand as puma and Adidas. Super brands are spending a lot of money on the advertisement,for instance, Nike about 1.6 billion and Adidas about 900 million per year. The advertisement has an astonishing effect on the sales rate, the advertisers have to be so creative and innovative in their career to advertise in a subtle and also impressive way. They use sexiness, empowerment, homeliness and so on to show the power of brand as a nuclear glue. There is also new brand that became so remarkable briskly, is super dry which is an English brand that was inspired by Japanese logos. At first they designed t-shirts with a fantastic logo and then they gradually find their place. Ultimately, super brands can be hold their images by super fabrics, materials, designers, advertisement and also their innovation.