The director of advertising department of the mentioned company decided to increase the amount of budget for gaining the attention of more people in order to visit their movies. This decision is mainly based on the statistics that showed fewer people attended their movies during the last year, ~~however~~ although the positive reviews increased. Admittedly, I have doubts about the justification of this decision. The statistics cannot support the recommenation of the director. There are other possible reasons which will be elaborated in the next paragraphs.

The most fundamental problem which convinces me to ~~concern~~ consider other possible reasons, is the modern ways of advertising. The director takes a blind eye to plenty other kinds of marketing. I am of the opinion that they can change the methods of ~~commercial~~ commerce instead of raising the budget. Owing to modern social media, each company can omit superfluous advertising, and spend~~s~~ a large portion of time and effort on modern media such as twitter and instagram. These media~~s~~ are laudable among young generation~~s~~ these days. It can help break~~ing~~ through the news of new movies without spending more money.

Another compelling arguments about the amount of positive reviews in ~~de~~spite of fewer visitors, is that nowadays a vast majority of people, tend to watch movies which are illegally downloaded. This will be calling the statistic~~s~~ into challenge. Since the argument relies on very limited statistical information, I cannot take the director's claim seriously. The outcome of illegally watching movie~~s~~ is more people watch~~ing~~ movies although they did not pay for them. Owing to that, they can write positive reviews without attending the Screen-produc~~t~~ed movies. This can devalue the director's opinon.

Thirdly, the memo contains no evidence to support the assumption that the quality of the movie is good enough. Even if the reviews show positive vibes toward the movies, the lacking evidence r~~a~~ises ~~the~~ significant doubts. To support this recommendation the advertising director cites~~,~~ we need more statistics. Maybe/perhaps people who have written the reviews, are fan~~s~~ of some specific genre and do not pay attention to the quality of production and only the story line is enough for them. Or in contrast, the special effect can cover the scenario. ~~Despite~~ without gathering enough information and ~~categorized~~ categorizing them, the assumption of/assuming of having the perfect quality, is not credible support to the recommendation.

Considering the points discussed above, the most rational conclusion to be drawn is that there is a need to pay more attention to plausible factors than positive reviews and the numbers of tickets which are sold. Increasing the budget can

engender the quality of movies in order to win more positive reviews. In that matter, people will use their pages in social media to introduce the movie to their followers and encourage them to visit theaters .