

SPECIAL CSS (2023) PRECIS

The author opines that television commercials are far from real life scenarios and portray ^{utopian} eutopic lives of people. Advertisements are based on absurd logic. Advertisers lack knowledge about normal people and invest into these ads. They are unaware that such high-end concepts do not promote the products. However, such commercials are replayed ~~and~~ because of larger audiences viewing them. The author claims that people watch these ads ~~predicts them to~~ be ~~watched~~ ^{for} for entertainment purpose solely or the lack of choice to skip them.

Idea is ok. Mistakes identified.

Total words: 270

Precis : 77 words.

Title: Utopic Television Commercials
TV Commercials - Illusory Concepts.

Query: Could you please guide if the title has to be plain/simple or verbose/catchy?

Thanks!