The main idea of Chris Rose’s speech is that there are hundreds of awards around us. Nobel award, Oscars, MTV award, Golden Globes and this is not all. Even many small towns and communities have their own awards. Nowadays there is not only the person, who wins the awards, but also the sponsors. It seems to be a “win-win” situation. But there is a question, are those awards more about making money or recognition of achievement?

For understanding how many awards are exist in the world the speaker instance awards such as sports personality of the year, Tuna price and even awards for British council for innovation in English language teaching. Chris Rose also mention that awards are mostly good for people who deserve it or for people who needs money, but professional football players, who mostly get awards, have a lot of cash already.

As for me most of global awards aimed at making money and only for this. Not all of them, like Nobel award, but most. And those “real” achievements that are mentioned in these awards are mostly about promoting some products. This is a very complex advertising campaign aimed at all sections of the population. And of course, it works…