**Recount**

In pursuit of a high-quality speaker, I recently purchased a King W speaker after being enticed by its Amazon listing. The description was defined as exceptional sound quality, impressive bass frequencies in a demo video, and an extended battery life of about 9 hours.

**The Media Content**

The media content that influenced my decision included the product listing on Amazon it featured a detailed written description of the product (Speaker) and a demo video for its performance check. The video was specifically emphasized for the exceptional bass frequencies, creating an expectation of a high-quality audio experience.

**Critique using Media Literacy**

* **Control of Media Content:**

In this case, not Amazon but the seller controlled the media content. It allowed the seller to present the King W speaker in a favorable light. The description and demo video served as a strategic means to attract buyers and increase sales.

* **Agenda behind the Content:**

The primary agenda behind the content was profit-driven. The seller aimed to maximize sales by showcasing the speaker's features prominently, even if it meant selectively emphasizing certain aspects.

* **Reflection on Action:**

Reflecting on the purchase, I think it is evident that the media content did not accurately represent the King W speaker's performance. The bass quality and battery life that was promised in the description were not realized. It led to a discrepancy between my expectations and the reality of the speaker.

**Regret and Resistance to Negative Influence:**

Given the significant disparity between the advertised features and the actual performance, I somehow regret the purchase. To resist such negative influences in the future, I would try to search for more independent reviews and other sources of information like Reddit reviews before making similar purchasing decisions. I would try to get a more accurate explanation of the product's capabilities.

**Awareness of Media Power:**

At the time of purchase, I guess I was not fully aware of the extent to which media content could shape my expectations. The King W speaker experience serves as a reminder for me before purchasing online products which are listed with skepticism.

**Desire to Resist Media Influence:**

Acknowledging that media content may not always provide an accurate representation of a product, I am motivated to be more discerning and proactive in seeking reliable information before making decisions.