**Monologue on ADVERTISING (проверить наличие абзацев)**

Advertising is everywhere nowadays. Companies want to sell their products, so they use ads to get people interested. . David Ogilvy said about advertising: "You cannot force people to buy your product; you can only interest them in buying it."

The goal of advertising is to make people want to buy something. One way to do this is to use the AIDA formula: Attention, Interest, Desire, Action. This means the ad should be unique, catch your eye, make you want the product, and then motivate you to buy it.

A good example is the M&M's commercial. It's fun and colorful, with animated characters that make people smile. This ad captures the essence of the product and makes people feel happy.

Moreover, sellers often manipulate images for advertising to attract attention. Advertisers use software to enhance colors and presentation, making buyers more interested. However, this method sparks controversy.

While it boosts sales by making products or models look perfect, it can also promote unrealistic and distorted images. In my opinion, there’s nothing wrong with retouched photos as long as viewers use critical skills and understand it's for promotion.

It's also important to be cautious about advertising, especially for kids. Children often want everything they see advertised, even if it's unhealthy or unnecessary.

In conclusion, I want to say that advertising is a powerful tool for promoting a product. Currently, there is a wide variety of advertisements designed to convince people to purchase a particular product. But with advertising, you need to be careful and recognize what is unnecessary or may harm your health.

**Monologue on EDUCATION**

George P. Bidodi said: "Education is a debt that the present generation must pay to the future." Education is important for everyone. It helps us learn and grow, and it can open doors to new opportunities.

In Russia, children start school at age 7. They learn basic skills and take exams to graduate. After high school, they can go to university for more education.

Now let's compare the educational system in France and Russia. France and Russia have different education systems. France focuses on academic excellence and creativity, while Russia emphasizes discipline and foundational knowledge. Moreover, French students start their studies earlier than Russians

Many people choose to go to university after high school. This can be free or paid, and some people take out loans to pay for it. People study for different reasons, like starting a business or doing research. I believe that higher education is necessary for further career growth.

I study at Peter the Great St Petersburg Polytechnic University because it's known for its engineering and technical programs. I enjoy the university's facilities, research opportunities, and diverse student body. Moreover, our teachers are professionals in their field of activity, They are able to give us the necessary knowledge.

Of course, to be a good professional, you need more than just a degree. You need to love what you do and be passionate about it. Nowadays online courses are becoming more popular, and they can help people learn new skills or advance in their careers.

In the end, we can conclude that education is a lifelong process. It's important to keep learning and growing throughout your life.

**Monologue on DESIGN**

Design plays an important role in the modern world. But many people have a misconception about design. For them, design is just a beautiful wrapper. Design is more than just how something looks. It's about how well it works and how it improves our lives.

One of the best definitions of design was given by Richard Seymour: "making things better for people." Designers are people who perform the functions of scientists, engineers, manufacturers, and marketers all at once. They develop useful products. A good design is attractive, useful, and offers good value for the money.

Everyone has their own design preferences. Personally, I prefer it when an item is functional. For example, my laptop is sleek, lightweight, and has a long-lasting battery. That's what I want in a laptop!

Design has changed a lot over the years. In the 20th century, we focused on making stylish and functional products that could be easily replaced. But now, in the 21st century, we care about sustainability and durability. We want products that last longer and are good for the environment.

I believe that the most interesting period in design is the 21st century. It combines all the previous periods and also new interesting technologies are emerging.

Sustainable design is all about minimizing the environmental impact of products. Designers are using eco-friendly materials and creating products that are easy to repair.

In the end, design helps us enjoy the things we use every day. Designers combine their skills to create products that are both beautiful and helpful.

**Monologue on BUSINESS**

Many people dream of starting their own businesses and becoming successful. They open coffee shops, beauty salons, or online stores, hoping to make a fortune. But not every business succeeds. Mark Zuckerberg said, “The most important thing is to focus on creating something important." But just having a great idea isn't enough.

To succeed in business, you need to work hard. You need to research what customers want, make a good business plan, hire talented people, and provide excellent customer service. You also need to set the right prices and manage your money carefully.

Starting a business can be challenging. For example, charging too much can make customers go to your competitors. You also need to handle taxes correctly to avoid problems. And it's important to not rely too much on just one customer, so your business can grow.

Successful businesspeople are called “business icons.” They are good at negotiating, signing deals, investing, and finding great opportunities.

Pavel Durov, who founded VKontakte and Telegram, is a successful Russian businessman. He is known for his innovative ideas and his understanding of how people use social media.

There are different types of businesses, like sole proprietorships, partnerships, corporations, and limited liability companies. Each has its own advantages and disadvantages.

Running a business is difficult, and many businesses fail. It's important to create something that people really need, and then manage your business well to succeed.