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## How to Write a Letter/Application on Misuse of Media for the Sake of Publicity and Promotion of Sales

**Question:** Write a Letter/Application to the editor of a *national daily* expressing your concern over the misuse of media for the sake of publicity and promotion of sales. You are Mohan/Manju  
7/A Gulmohar Park, Chennai.

**Answer:**

7/A, Gulmohar Park,  
Chennai,  
5th January, 200xx,  
The Editor,  
The Hindustan Times,  
K.G Marg,  
New Delhi

**Subject:** Misuse of media for the sake of publicity and promotion of sales

Sir,

Through the columns of your esteemed daily, I am expressing my grave concern over the misuse of media for the sake of publicity, propagation, and promotion of sales. This adversely puts a deep impact on the *health, hygiene, civilization, culture, and etiquette* of the society. Most often we can witness the manufactures using the varied and obscene poses of Ladies on their brands. In one sense it is an attempt to lure the customer but on the contrary, we do not realize its overall impact on the public.



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**Not to speak of this pose, small children can be seen on the brands whether they possess any bearing on the concerned product. Highlighting a particular section is rather unworthy on the part of the media as well as the manufacturer. We know that India is an ancient country having its specific culture and civilization. There have been cases of foreigners who visit India in order to upgrade themselves in every respect. But the Indians are advancing and following the western *civilization* for the sake of our profit. Fire on us!**

**Let us awake and think of having proper use of media where it is needed.**

**Yours faithfully,  
Mohan/Manju**