

1/5 Commercialization the biggest ill of media

1- Introduction

Today, commercialization through media is one of the major concern. It is an beneficial aspect of the media. However, its negative consequences can also reduced by ~~the~~ using meaningful and accurate information.

2- what is commercialization in media

3- Commercialization is an beneficial aspect of the media (Thesis)

- a- It is a source of finance for a media
- b- the advertisements raised the consumer demand
- c- It uplifts the small buisnesses
- d- It provides information about a particular subject to the users.
- e- It keeps up comititors in the market

4- Commercialization is a dark side of a media (Anti thesis)

- a- advertisements bothers viewers as the people perceived it as an element of distortion.
- b- commercialization exacerbates the demonstration effect

c- It often disrupts the small business: A case study of Pakistan's cottage industry

d- fancy advertisements often misguide the ~~consumers~~ public: political manifestation

e- hike in a price due to product competition

5- Commercialization is a source of awareness

a- Ads are a cheap source of awareness

b- It helps people to improve their standard of living

c- people get aware by the business trends

d- people become more particular ~~at~~ their choices

e- It gives cheap alternatives

6- Conclusion