

IS COMMERCIALIZATION the Biggest ill of media?

1- Introduction:-

Commercialization of media is affecting the whole Journalism because, its report is always sponsored, they never show the real story, also pressurize the audience that news is based on reality and the most important purpose is income revenue.

2- What is the concept of commercialization?

3- Commercialization is the biggest ill of media.

a- Presented report is based on their own purpose not for individual.

b- They emphasizing the audience that consider it as a real news.

c- The main purpose is income revenue through viewers.

d- Convert fake news into reality through editor technology.

e- They never gain public interest as individual knows the reality.

4- Commercialization is not the biggest ill of media

a- Some time they present the actual report of real life.

b- They never needed to tell the people that the news is real.

c- They always increase the ~~viewer~~ viewer rating by showing positive news.

d- Enhance the quality of content, to motivate the audience.

e- Labeling it as the "biggest ill" depend on individual perspectives.

5- How to avoid the word "biggest ill" of media:-

a- The media should avoid the sponsorship.

b- The Report should based on fact-checking information.

c- Engage in media literacy practices.

d- Should focus on diversifying far day to day improvement.

e- Supporting independent and non-commercial media.

6- Conclusion.