

Topic: Commercialization is the biggest ill of media

outline:

## 1. Introduction

Thesis statement: Commercialization through media has both negative and positive sides. If it is the best way to promote business and gain profit, on the contrary commercialization is a source of manipulating consumers to reach its interests.

## 2. Dependency of Commercialism on media

## 3. How Commercialism is the biggest ill of media

- (1) Maximize profit and cheap labor a source of economy instability
- (2) privacy concerns in case of achieving targeted advertising
- (3) Inadequate content creation effects mental health

(4) High competition in market restricts jobs creation

(5) Environmental issues as a result of extra consumerism

4. Denying factors to consider  
Commercialism as the biggest ill  
of media

(1) Business promotion through advertisement

(2) Initiative measures for the safe use of user's data

(3) Competitive landscape compels to create quality (valid) content

(4) job creation through, commercialism

(5) The availability of eco friendly products for the protection of environmental problems

5. The ways to prove commercialization a biggest ill of media

(1) Inexperienced labor a threat to business

(2) Commercial purposes and insecurity of data

(3) Entertainment preferences rather than informative content

(4) Spam or fake news restricts people to rely

(5) Problem of identifying sustainable products

## 6. Conclusion

### 1. Introduction

As being of a believer of "Majority is authority" we would definitely support this statement. "Commercialism is the biggest ill of ~~media~~ *media*. No doubt. Commercialism blessed us in a way but its positive side is blur than negative. For instance, Consumerism is the driving force to create environmental issues such as

overconsumption and source depletion. Conversely, Commercialism has positive role as well like job creation leads toward the country to economic stability. But with another eye, privacy concerns are not to less concentrated. It is the biggest problem of Commercialism. To promote personal interests. It is the usual practice to do. Therefore, while considering its innumerable ills we held that negativity of Commercialism overruled its positivity.

## 2. Dependency of Commercialism on ~~the~~ media

Commercialism heavily relies on media. Profit driven activities, monetization user's interactions and advertising are the key catalogs that performed exceptionally by media. Profit driving

is the foremost concern of every company, brand and publishers. For this reason, numerous companies, brands and publishers focus on marketing strategies and their competitors through media. Moreover, the monetization of the user's engagement is also verified by media. However, in the context of commercialism, the significance of media is quite considerable.